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LONG TAIL PAVILION RULES AND REGULATIONS

1. USE OF EXHIBITS

Show Management reserves the right to restrict exhibits that, because of noise, method of operation, materials or any other reason, become objectionable. Show Management is the sole judge in this regard. Show Management may prohibit or remove any exhibit, which, in the opinion of Show Management, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exhibition. If in doubt, please call Show Management in advance of the show to discuss your exhibit.

Show Management will not be responsible or liable for injury to the person or property of exhibitors, their guests, invitees, employees and/or agents. Furthermore, the exhibitor agrees to defend or hold harmless Show Management, its directors, employees, stockholders and agents from any liability of personal injury and loss or damage to property. Exhibitors should purchase insurance against such contingencies. All property of an exhibitor is understood to remain in its custody and control in transit to or from or within the confines of the exhibit facility. If the exhibit fails to arrive, the exhibitor is nevertheless responsible for the booth rental and all other costs.

Operations

All signage and/or graphics are provided. Additional signage and graphics are not permitted.

Hazardous items including but not limited to high voltage equipment, helium, confetti, etc. are prohibited.

Pods must be occupied 30 minutes prior to opening and must be continually operated in person during all show hours. Exhibitor personnel must be fully qualified to demonstrate products and/or services displayed. All exhibitors must be dressed in suitable business attire. Theme costumes, special dress and all types of entertainment must be approved by Show Management 30 days prior to the show.

Failure to occupy contracted space does not relieve an exhibitor from financial or other obligations. Pod set-up must be completed by 10:30am on Wednesday, November 18th.

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1. USE OF EXHIBITS (Continued)

Promotions

All demonstrations or other promotional activities, i.e. literature handouts, roaming characters, etc. must be confined to your exhibit space and at no time will be allowed in the front of the Convention Center or walking through the general areas. Aisles should not be obstructed in any way. Booth personnel, including models, hostesses, etc., are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space. This restriction includes sidewalks outside the Convention Center as well as hotel locations in conjunction with the event.

NO live animals may be displayed as part of the exhibit booth, or brought onto the show floor. Vision or hearing impaired persons will be granted permission for trained guide dogs.

No exhibitor will be allowed to display signs in any of the common areas of the Convention Center unless given permission by Show Management. At no time will individual exhibitor signs be allowed in conference areas or other common areas.

Exhibitors cannot plan events that interfere with exhibit or conference hours, or with other conference events. If you have any questions about whether your event interferes with the conference scheduling, please contact Show Management or your sales representative.

Exhibitors shall not sell or exchange goods or money on the exhibit floor. Exhibitors may take orders and accept credit card imprints but may not deliver product to their customers at the exposition.

Prize drawings are permitted as long as they confirm to Federal, State and Local laws, rules and regulations.

Distribution of souvenirs and/or product samples is permitted as long the item does not infringe on the exclusivity of any official sponsorships. If you are concerned that your giveaway might fall into this category, please contact Show Management or your sales representative prior to production so as not to incur unnecessary costs.

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1. USE OF EXHIBITS (Continued)

Storage

Exhibitors must make arrangements for accessible onsite storage if needed. An order form is located under the decorator services heading on the exhibitor services manual website. This will be strictly enforced.

Sound

Sound or audio is not permitted in the pavilion.

Lighting

Additional Lighting is not permitted.

2. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents must not damage or deface the exhibition facility or the booths and equipment of other exhibitors. When such damage occurs, the exhibitor is solely responsible and is liable to the owner of the property so damaged.

Electrical/Flame Proofing

The fire department has strict regulations governing trade shows. All electrical wiring must conform to National Electrical Code Safety Rules. In addition, all draperies, decorations and materials must be flame proofed in accordance with local fire codes. Materials may be inspected and/or tested by the fire marshal at any time.

The use of decorations incapable of being flame proofed is not permitted. These include paper or those products with acetate cellulose or nitrate cellulose contents, decorative greens containing pitch and polyethylene artificial floral decorations. Exhibitor's products displayed for technical presentation are exempt from the above rules. If there is any question, consult your display builder or Show Management prior to move-in.

All materials supplied by Show Management or official contractors will conform to the above regulations.

Representatives of the fire department will inspect and randomly test materials in the exhibition hall prior to and following the opening of the Exhibition. It is important that exhibitors immediately correct violations. Should such violations not be corrected, Show Management reserves the right to take whatever action is necessary to alleviate the condition at the expense of, and as agent for, the exhibitor.

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3. EXHIBIT CONSTRUCTION

Americans with Disabilities Act

Compliance with the Americans with Disabilities Act (ADA) is a legal requirement for public facilities. This law became effective in January 1992. It requires access for disabled persons at convention centers, and as necessarily follows, floor exhibits. It is the responsibility of the exhibitor to be aware of, and be in compliance with, the rules set forth in this Act. For more information, refer to the Americans with Disabilities home page at www.usdoj.gov/crt/ada/adahom1.htm.

4. CHILDREN/AGE POLICY

Because of insurance and safety limitations, no one younger than 18 will be permitted in the exhibit hall during set up, event days or move-out. (This includes children intended for use as a working component of your booth). Please notify your staff of this regulation. Each year Show Management is faced with turning away booth staff that arrive with children. We cannot make exceptions, regardless of affiliation or circumstances, and we do not provide childcare services at the event. No one younger than 18 will be allowed to participate in any demonstrations in the exhibit area without written permission from Show Management.

5. CAMERAS / VIDEO CAMERAS

Exhibitors may photograph their own exhibits.

Videotaping of your exhibit, or in your exhibit, cannot be conducted at any time without the permission of Show Management.

Requests for videotaping must be submitted to Show Management at least 30 days prior to the show. In the event you will be contracting an outside company to perform this service, the Exhibitor-Appointed Contractor Form must be submitted along with the appropriate insurance form from the contracted video company.

Please be aware of fire regulations regarding show aisles. Photographers are not allowed to block aisles with tripods or electrical cables during show hours, as this is a safety hazard.

Exhibitor must adhere to the appropriate union regulations.

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6. SECURITY

Exhibitors must make provisions for the safeguarding of their goods, materials, equipment and displays at all times. Please be security conscious. Do not leave purses, laptops or any easily portable items unattended at any time in your booth.

Show Management maintains 24-hour perimeter security during move-in, show days and move-out. If you have additional security needs, please contact the security company represented in the exhibitor resource center. Please remember, Show Management and Convention Center will not be held responsible for lost or damaged property. You are urged to maintain full insurance coverage for damage or loss of property.

We ask your assistance in our security effort. Please be aware of the following rules and guidelines:

- Exhibitors must obtain appropriate badges at Exhibitor Registration.
- Badges must be worn at all times to gain admittance to the exhibit floor.
- Move in and set up hours are outlined in the General Contractor forms. Exhibitors will be allowed access to the exhibit hall during this time. Exhibitors can remain in their booths to continue set up after move in hours end but no exhibitors will be allowed re-entry to the show floor once they leave.
- A company badge may be worn in addition to the event badge, but not instead of the official show badge.
- Do not identify the product or manufacturer on the outside of your merchandise.
- During move-in escort your merchandise to your booth.
- During tear down, stay with your exhibit until your empty cartons are delivered and your exhibit is packed, sealed and properly labeled.
- Obtain proper insurance coverage for your goods, including transit to, from and at the show site.

7. EXHIBITOR-APPOINTED CONTRACTORS

In no event may exhibitors use any contractor other than the exclusive contractors stated in this manual.

Exhibitors using contractors other than Champion Exposition Services, the official labor contractor, for labor and/or supervision, must notify Show Management 30 days prior to the event. No exceptions.

Contractors other than the Web 2.0 Expo official labor contractor must file a certificate of insurance, showing general liability coverage and worker's compensation valid in New York, with Show Management. In addition, the Exhibitor-Appointed Contractor Form, signed by the exhibitor, must be sent to Show Management at least 30 days prior to the event. Forms from exhibit houses, public relations companies, etc. will NOT be accepted.

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7. EXHIBITOR-APPOINTED CONTRACTORS (continued)

Failure to fulfill any of the previous requirements will jeopardize the exhibitor-appointed contractor's ability to obtain proper badges and admission to the exhibit floor, and therefore their ability to serve you as their client. These requirements must be fulfilled by any and all vendors, service contractors and supervisory personnel in the following categories:

- Audio/visual
- Computer rental
- Floral
- Photography
- Security
- Any other services not mentioned

8. UNION REGULATIONS

All exhibitors must abide by existing agreements and regulations covering the use of services, material and freight handling and labor in the Jacob K Javits Convention Center. A detailed explanation of union jurisdiction is listed in exhibitor services manual.

9. FOOD AND BEVERAGE

Food and beverage consumed or distributed in the convention facilities must be purchased through Center Plate Catering/The Javits Center, the exclusive supplier and must be approved by show management.

10. FEDERAL COMMUNICATIONS COMMISSION

Exhibitors displaying digital devices (e.g. personal computers, printer, monitors, keyboards, etc.) must comply with Section 302(b) of the Communications Act and Section 2.803 of the Commission's rules. Specifically, all digital devices on display must have the required FCC certifications. This includes an FCC Warning and Identification Label. These procedures should be followed by manufacturers prior to marketing their devices.

Personal computers and peripherals are defined as Class B digital devices. All such devices must carry an FCC Warning Label and ID Number. These devices emit radio signals when operating. Uncertified digital devices may cause harmful interference to important radio communications. For more information, contact your local Federal Communications Commission office.

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11. USE OF COPYRIGHTED MATERIAL

Each exhibitor is solely responsible for securing any necessary license assignment or other legally effective permission to display, perform, distribute, post or use in any way any copyrighted material or other intellectual property owned or licensed by a third party. Pursuant to the Application and Contract for Exhibit Space, exhibitor indemnifies United Business Media and TechWeb for any and all liability arising from exhibitor's breach of this commitment.

12. FINAL AUTHORITY

Show Management is the sole and final authority as to the interpretation of these rules and their application. Show Management may issue specific variances or exceptions for special situations upon request. Such variances do not establish a precedent or permanent modification beyond the specific case involved. Show Management may make modifications to a booth without specific permission of the exhibitor and at his risk and expense, in order to satisfy the terms and intent of the Show Rules and/or the Fire Marshal. Furthermore, Show Management has the authority to establish penalties, including the removal from the current or future shows. Show Management's decision is final.

13. LONG TAIL PAVILION DETAILS

- Curved counter structure with header panel including company name
- (1) Internet drop for (1) Machine (up to 1 gig if compatible network device is installed).
- Small under counter storage space (unsecured)
- Electricity (5amp drop)
- Company listing and Logo in Program guide and Company listing (no logo) on Website