

EXHIBITOR BOOTH STANDARDS AND REGULATIONS

Standard Booth Regulations

There are four types of booth configurations: Standard/Linear, Perimeter Wall, Peninsula, and Island. The following booth display rules are typical for U.S. Trade Shows and Conventions.

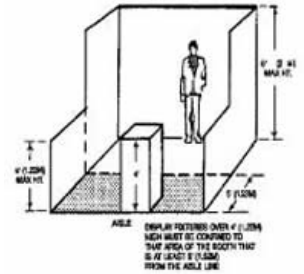
Standard/Linear Booth (10' depth)

Any booth that shares a common back wall and abuts other exhibits on one or two sides.

Maximum height is 8'. This 8' height may be maintained on the sidewall of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.

A corner booth is a linear booth exposed to aisle on two sides. All other guidelines for linear booths apply.

Note: Hanging signs are not permitted over standard/linear booths.

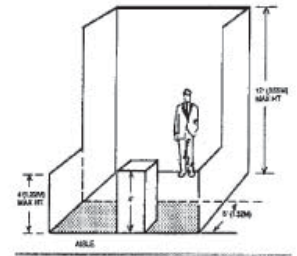


Perimeter Wall Booth (10' depth)

A standard/linear booth found on the perimeter walls of the exhibit floor.

The maximum height is 12'. This 12' height may be maintained on the sidewalls of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.

Note: Hanging signs are not permitted over perimeter wall booths.



Peninsula Booth

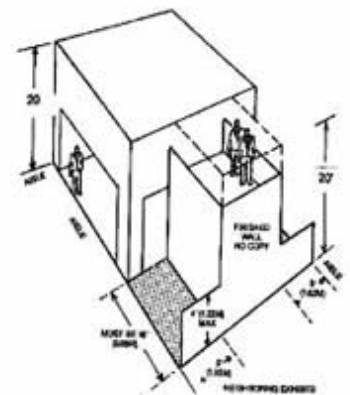
Any exhibit 20' x 20' or larger with a depth from the common back wall to the aisle of at least 20' and with aisles on three sides. There are two types of Peninsula Booths: (1) one that backs up to Linear Booths and (2) one that backs up to another Peninsula Booth and is referred to as a "Split Island Booth".

For all peninsula booths, the exterior of the back wall must be plainly finished and may not contain booth identification, logos or advertisements.

If backed by a row of standard/linear booths, the back wall may be no higher than 4' for a distance of 5' from either side aisle and 20' high in the center of the back wall. These height restrictions must be maintained for a distance of 10' from the back wall.

Where two peninsula booths share a common back wall ("split island"), the maximum height may be 20' in all areas of the booth, including the back wall (same as Island Booth rules, below).

Note: Hanging signs are permitted over peninsula booths that are 20' x 20' or larger.

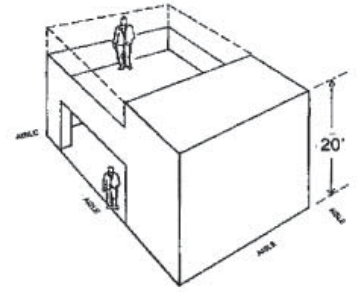


Island Booth

Any exhibit 20' x 20' or larger and is surrounded by aisles on four sides.

Regulations vary by exhibit hall but the following are typical examples: Maximum height of 20' in all areas of your booth are allowed. No limitations on the number of solid walls for your Island booth. Be sure to check the hall regulations.

Note: Hanging signs are permitted above island booths.



IAAO POLICIES AND PROCEDURES

These terms and conditions are to be a part of all space contracts. The International Association of Assessing Officers (IAAO) reserves the right to make changes, amendments, and additions to these terms at any time, and all changes, amendments, and additions so made shall be binding on the exhibitor, with the provision that all exhibitors will be advised of any such changes. Any matters not covered specifically herein are subject to decision by IAAO.

1. APPLICATIONS AND ELIGIBILITY

All exhibitors must submit an application for exhibit space. The application must contain all information requested and be executed by an individual who has authority to act for the applicant (exhibitor). IAAO reserves the right to refuse rental or use of exhibit space to any applicant whose display, products, or services is not in keeping with the character and purpose of the IAAO conference in the sole judgment of IAAO.

2. EXHIBITOR/SPONSOR HOSTED ACTIVITIES

Functions hosted by exhibitors/sponsors may not conflict with official IAAO conference activities. Violation of restricted confliction will result in a 5 point deduction.

3. ASSIGNMENT OF SPACE

Whenever possible, space assignments will be made in keeping with the exhibitor's preferences as to location. Spaces will be assigned based on the priority point system. Once space has been confirmed by IAAO, space will not be reassigned except in the event that the show is not sold in full and floor plan reconfiguration is necessary. IAAO reserves the right to make the final determination of all space assignments in the best interest of the exposition and conference.

4. INSURANCE

Exhibitors shall insure their own exhibits and display materials. Exhibitors shall carry Public Liability Insurance with a \$1,000,000 combined single limit or bodily injury, accident, and property damage combined per incident. Each exhibitor should check with their insurance carrier to request a certificate. Certificates of insurance should be submitted to IAAO no later than July 1, 2016. Please mail certificates to: IAAO, Attn. Rachel Mense, 314 W 10th Street, KC, MO 64105 or e-mail to mense@iaao.org.

5. CANCELLATION/TRANSFERS BY EXHIBITOR

In the event an exhibitor cancels its request for exhibit space, the rental fee paid will be refunded less a \$150 processing fee if the notice of cancellation is received by IAAO in writing by May 30, 2016. If an exhibitor cancels its space in writing between May 31 and June 20, 2016, IAAO is entitled to retain 50% of the exhibitor's total contract obligation. No refunds will be given for exhibitor cancellations after June 20, 2016. After June 20, a \$50 processing fee will be applied to all exhibitor attendee transfers. Should the exhibitor be unable to occupy and use the exhibit space contracted, IAAO has the right to use such space as it sees fit to eliminate empty space in the exhibit hall.

6. STANDARD BOOTHS/EQUIPMENT

The price of the exhibit space includes a standard eight foot (8') background drape, three foot (3') side drape, and a 7" x 44" two-line company identification sign unless an island booth is selected.

7. SUBLETTING OF EXHIBIT SPACE

Exhibitors may not assign, sublet, or share their exhibit space with another corporation or firm or its representatives in space assigned to the original applicant without prior written consent from IAAO. Exhibitors must display only the goods or services they deal in or manufacture in the ordinary course of business. All exhibits must be confined to the exhibit booths.

8. INSTALLATION OF EXHIBITS

Shipping dates for exhibitor freight are outlined in the Exhibitor Service Kit. Exhibitors are allowed entrance to the exhibit hall for booth set up on Sunday, August 28, 2016, at 10:00am. Exhibits and displays must be in place and set up by 6:00 pm, Sunday, August 28, 2016. Space not occupied or set up by the indicated time may be reassigned for other purposes deemed appropriate by IAAO.

9. DISMANTLING OF EXHIBITS

Exhibitor's displays shall not be dismantled or packed in preparation for removal prior to the official closing time of 3:00 pm on Tuesday, August 30, 2016. Every exhibit must be fully staffed and operational during the entire exposition. The dismantling of displays begins at 3:00 pm, Tuesday, August 30, 2016 and continues through 6:00 pm on that same day. At that time, all exhibitor displays or materials left in the booths without instructions will be packed and shipped at the discretion of IAAO's official service contractor, and all charges will be applied to the exhibitor.

10. NON-OFFICIAL CONTRACTORS

Exhibitors may provide their own exhibit furnishings and may specify their own independent contractor for their installation and dismantling of the exhibit. Exhibitors must notify IAAO in writing no later than Monday, June 27, 2016 of their intent to use the services of contractors other than those selected by IAAO for installation and dismantling. The exhibitor is responsible for ensuring that any exhibitor-appointed contractor supply IAAO with a valid certificate of insurance showing coverage for general liability and workers compensation. Exhibitors assume full responsibility for their non-official contractors. Furthermore, non-official contractors must adhere to all of the rules and regulations set forth by the conference facility and IAAO.

11. INSTALLATION & DISMANTLING PERSONNEL

Exhibitors using companies other than IAAO-appointed contractors must advise them to check with the Exhibitor Service Center upon their arrival. To qualify a company's participation, the non-official contractor must present copies of all job orders upon arrival for the IAAO-appointed contractor's files. Upon verification, official set-up badges allowing access to the exhibit area during service hours only will be issued.

12. BADGES

Badges will be required for entry into the exhibit hall at all times. Badges are not transferable. The clear view of the official IAAO badge shall not be obstructed. Please complete the exhibitor registrations for each person attending. Any and all booth handlers need to complete an exhibitor application to register and receive a badge. Badges may be picked up at the conference registration desk. Badges may NOT be picked up for others.

13. MUSIC/MUSIC LICENSING/NOISE

Exhibitors must obtain their own license for using copyrighted music. Exhibitors may not use electronic or electrical devices that amplify sound and cause noise or other types of annoyance to those in attendance.

14. FOOD & BEVERAGE

Exhibitors may distribute food/beverage samples, excluding alcoholic beverages, as traffic generators, with approval from IAAO. These items may be purchased through the hotel/convention center. Exhibitors are not allowed to serve food outside of their booth area or have a social function within their booth that would cause individuals to block the aisles. If functions block aisles, IAAO has the right to terminate the function. Additionally, off-site functions hosted by exhibitors may not conflict with official IAAO conference activities.

15. PROTECTION OF EXHIBIT FACILITY

Exhibitors are subject to all conditions, requirements, and instructions set forth by IAAO and the hotel/exhibit facility. The exhibitor may not mark, tack, make holes in, or attach anything to columns, walls, floors, or other parts of the exhibit hall. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with guidelines set forth by IAAO, the facility, and the exhibit contractor. The exhibitor is liable for any damage caused to building floors, walls, or columns; to standard booth equipment; or the exhibitor's property.

16. SAFETY REGULATIONS

Fire regulations require that all display materials be fire-resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the conference city's code for fire prevention. Electrical signs and equipment must be wired to meet specifications. No storage of any kind is allowed behind the back drapes or in the exhibit space. The official decorator at the exhibitor's expense will store all cartons, crates, containers, and packaging materials. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas, and exit stairways must be maintained at their required width at all times that the exposition is open. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles.

17. PERSONNEL CONDUCT

Exhibit personnel are required to confine their activities within the contracted space. All personnel are expected to comply with all rules set forth by IAAO and to be of a caliber in keeping with the high standards of the IAAO conference. IAAO reserves the right to close any exhibit or part thereof that conducts solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors.

18. DISTRIBUTION OF PRINTED MATTER

Exhibitors may not distribute printed matter, samples, souvenirs, and the like, except from within rented space. Special distribution of such materials elsewhere is under sole approval by IAAO.

19. MODIFICATION OF FLOOR PLAN

IAAO reserves the right to make modifications to the floor plan.

20. FORCE MAJEURE

In the event of cancellation or relocation of this conference, due to circumstances within IAAO's direct control, the liability of IAAO shall be limited to a refund of the rental fees paid. In the event that IAAO has no control over the cancellation or relocation of this conference, IAAO will reimburse exhibitors pro-rata on any rental fees paid, less any and all legitimate expenses incurred by IAAO for advertising, administration, and similar and related costs.

21. LIABILITY

IAAO undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, its officials, agents, or employees, or for the protection of the property of the exhibitor or its representatives, or for property used in connection with the exhibit, from theft or damage or destruction by fire, accident, or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by IAAO shall be deemed purely gratuitous on its part and shall in no way be construed to make IAAO liable for any loss or inconvenience suffered by the exhibitor. The exhibitor agrees to protect, defend, indemnify, and hold harmless IAAO, the hotel and/or exhibit facility, the Official Decorator, and any officers, directors, staff, employees, or agents against any claims, losses, damages, or liability resulting from negligence or other acts of the exhibitor, its employees, or its agents.

22. VIOLATION OF THE CONDITIONS

Failure to follow the conditions outlined above shall constitute a violation of the Contract Terms and Conditions of the Exhibitor's Application and Contract for Exhibit Space. In the event the exhibitor violates any of the conditions, IAAO reserves the right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement. IAAO may order the exhibitor to remove exhibit and personnel, or have them removed. In these circumstances, no part of the exhibitor's fees will be returned. IAAO may refuse thereafter to enter into any agreement with exhibitor to lease booth space at future conferences sponsored by IAAO.