

# Professional Photo Expo 2010 Official Rules and Regulations

**1. Contract for Space** The application for an exhibit space, the formal notice of space assignment by the Convention Office and full payment of rental charges of both the floor space and exhibit booth equipment, together constitute a contract for the right to use same. This application should be filed promptly with the Professional Photographers of California Convention Office. The word "Management" used herein will mean the Professional Photographers of California, acting through its committees, agents or employees acting for the management of the association.

**2. Assignment of Space** Space assignments will be made by Management in keeping with preferences requested by exhibitors whenever possible. Management reserves the right to make space assignments for the benefit and betterment of the exposition. No retainers will be refunded on contracts cancelled later than 15 days after notification to exhibitor of assignment of space or after October 30, 2009, whichever comes first.

**3. Space Rental and Payment** A retainer of 50% must accompany this application. The remainder 50% of the total cost of the space must be paid on or before 60 days of show. If application is made to PPC after December 1, 2009, 100% of the total cost of the space must accompany each application. All companies will be notified of their booth space by mail, thus verbal acceptance of a specific booth by the company representative who signed the application will imply a completed contract. It is explicitly agreed by the exhibitor that in the event he/she fails to install his/her product in his/her exhibit space within the time limit set for opening exhibits, or fails to pay the space rental at the time specified, or fails to comply with other provisions concerning his/her use of exhibit space, the Management shall have the right to take possession of said space and Lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper.

**4. Installation and Dismantling of Exhibits** All exhibits must be completed, manned and ready for business by 9 am **Saturday** February 6, 2010 the opening day of the show.

No exhibitor shall commence dismantling or packing his product prior to 2:30 pm on Monday, February 8, 2010 the closing day of the show. Crates will not be delivered to the exhibit booths prior to that hour.

**5. Arrangements of Exhibits** All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided the exhibitor by the Management will consist of a cloth back wall 8 feet high and side dividers 3 feet high. Display boards and other equipment more than 3 feet in height must not extend more than 4 feet out from the booth back wall in regular aisle locations. Exceptions to the height limitations may be made by the Management in cases where neighboring exhibitors do not object. **Electrical is included in the cost of your booth.**

**End-Cap Booths** - An End-Cap booth is exposed to aisles on three sides and measures 10' deep and 16' wide Exhibitors with this type of booth arrangement must limit their use of the back wall to 8 feet centered. The back wall height must not exceed 8 feet.

**Island Booths** - An Island booth faces four aisles. Exhibitors with this type of booth arrangement are subject to one overall height limitation of 16 feet throughout the area of their exhibit space.

**6. Exhibitors' Admittance During Non-Show Hours** Representatives of exhibiting companies will not be permitted to enter the exhibit area earlier than one hour before the scheduled opening time each day or remain in the hall more than one hour after closing time each day. This is with the exception of pre-show hours on Saturday, the opening day of the show, which will be utilized for installation, and post show hours on Monday the closing day of the show. Special arrangements must be made through the Management Office should exhibitors require additional time in their booth before or after show hours.

**7. Limitation of Liability** The Management, its subcontractors, or the Pasadena Center shall not be responsible for any loss, damage, or injury that may occur to the exhibitors, exhibitors' guests, employees or property from any cause whatsoever prior to, during or subsequent to the period covered by this contract and the exhibitor on signing this Application for Exhibit Space expressly releases Management from and agrees to indemnify them against any and all claims for such loss, damage or injury; provided, however, that this provision of the Contract shall not be applicable if such loss, damage or injury is caused by the negligence or misconduct of the Management or any of their subcontractors, the Pasadena Center and other such representatives.

**8. Insurance** All property of the exhibitor is understood to remain under his/ her custody and control, in transit to or from or within the confines of the Pasadena Center. Exhibitors are advised to carry floater insurance to cover exhibit material against damage or loss and public liability insurance against injury to the person or property of others. Exposition insurance policies do not extend to cover liabilities of exhibitors.

**9. Security** Every reasonable precaution will be taken to protect property during the installation, show, and removal periods. However, neither the Management, service contractors, nor the management of the Pasadena Center are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes.

**10. Fire Regulations** All exhibit material must be flame-proof in order to meet the city fire regulations.

**11. Promotion or Sales Schemes** Canvassing or attempting to make sales in the exhibit hall by anyone representing or connected with a non- exhibiting company is strictly forbidden and any person so doing will be promptly ejected.

**12. Advertising and Promotion Noisemakers** Must be limited to the confines of the booth of each respective exhibitor. Distribution of noise- making devices of any kind is prohibited. Management reserves the right to ban objectionable premiums or novelties and to prevent the sale or distribution of any articles or products which it believes might endanger the health or safety of those attending the convention. The Management may ban sounds objectionable to other exhibitors.

**13. Sound Devices, Movies, Slide Films & Television,** The use of sound devices, megaphones, loudspeakers, or undignified methods of attracting attention is prohibited. Written approval must be obtained from Management for the operation of radio or television sets receiving broadcast from outside the exhibit hall.

**14. Use of Models** Exhibitors using live models in their exhibits must confine their appearances to the booth. Models shall not wear identifying materials, or shall have them covered when coming into or going from the exhibit booth. Exhibitors must see that models hired for their company act and be dressed within the bounds of good taste.

**15. Defacing Property** Exhibitors must not tape, paste, thumbtack, nail or otherwise affix signs or posters to the walls of the Pasadena Center. If any damage is caused to the exhibit hall property, accidentally or otherwise, the exhibitor will be billed for the full cost.

**16. Lighting Restrictions** Exhibitors of lighting equipment and special photographic apparatus must limit the height of such equipment to 6'3" for display use and must, at all times, when lights are turned on or flashing, keep such lights directed toward the back walls of their booths. Lighting equipment may be temporarily raised to a height of more than 6'3" for demonstration purposes, but the lights must be turned off when raised above the 6'3" height limitation. Special illumination, such as bare spotlights, must be indirect or adjusted so the beam does not offend neighboring exhibitors or guests. The use of neon signs or neon type lights or flashing lights, as "eye catchers" will not be allowed.

**17. Labor** Exhibitors are permitted to install and dismantle their own exhibits and displays. However, professional assistance will be available if needed.

**18. Selling Products at the Trade Show** Exhibitors who will be selling products at the trade show are liable to the State of California to obtain a Seller's Permit from the Board of Equalization. It is the responsibility of the exhibitor to comply with all applicable state laws and to complete and submit required permits in a timely fashion as a prerequisite to participate in the Professional Photographers of California trade show. Failure to comply will result in the forfeiture of any payments for booth space and denial of participation in the 2010 trade show. Forms are available in exhibitor kit or additional forms can be obtained from Show Management.

**19. Amendments** Any and all matters or questions not specifically covered by preceding rules and regulations shall be subject solely to the decision of the Management. These rules and regulations shall be binding on exhibitors equally with the foregoing rules and regulations.