

GENERAL RULES

1. Exhibition space will be assigned in the order in which the application and deposit are received by the Expolit office. No space will be assigned based on reservation, **until space is paid in full.**
2. Exhibitors have a choice of using the contracted show company or any other company for transportation of their merchandise up to the Double Tree service entrance. However, since they are a union contractor, Exhibitors must use the Show Company personnel once the merchandise arrives at the show site. Exhibitors may also load and unload themselves. The hotel will not do any storage on premises. All merchandise must arrive on set-up day. Exhibitors will receive a complete kit listing their services and fees, such as electricity, furniture, and other miscellaneous items.
3. Loading and unloading is not allowed through the front door, only hand carried boxes are allowed to enter or exit.
4. Exhibitors must designate one person to pick up badges and register on site. Badges will be given to that person only, and only that person may make changes or additions on site. Pre-registration must arrive by the deadline. The price for all additional registrations will be **\$45.00.**
5. According to contract specifications, and for the benefit of all participants, Exhibitors agree not to conduct or sponsor activities outside the convention, especially meal functions or other meetings outside the time and place of the programmed activities of Expolit.
6. There will be no alteration to the official convention program, in specific, the improvisation of speakers, music ministries, etc.
7. No one will be admitted in the exhibition floor without the proper identification, so all Exhibitors must make sure all fees are duly paid for all the personnel in their booth(s). Lost identifications **will be replaced the first time at a charge of \$10.00 each.**
8. For personal meals, we ask that these not be consumed in the booths. The hotel has provided an area where each one can purchase and eat their food.
9. Companies or organizations that do not have an assigned space may not exhibit nor solicit business inside or outside the exhibition area.
10. Smoking or drinking alcoholic beverages is strictly prohibited.
11. Exhibitors may not register people or companies not affiliated that attempt to sell their services during the convention.
12. For security reasons, there will be no helium balloons in the exhibition floor without prior approval.

AMOUNT OF SPACE AND USE OF IT

1. Maximum amount of exhibition space for each Exhibitor may be limited.
2. Almost all spaces are 10' long by 10' out. Booth back curtains are 8' high; side dividers are 3' high.
3. No Exhibitor shall assign, sublet, or share the space allotted with another company, unless such company has been a subsidiary or distributor of the Exhibitor for a minimum of one (1) year prior to the convention.
4. Exhibitors must show only their products, which they actually stock, sell, ship, and invoice during the regular course of business.
5. Expolit is not responsible for any items lost or damaged during the show. **Exhibitor must secure their valuables**, as Expolit may not control the entrance and exit of Exhibitors.
6. At least 25 percent of the exhibition space must be designated to traffic. Exhibitor is responsible to keep the halls free of congestion due to promotional activities or other demonstrations.
7. All demonstrations or promotional activities must be confined to the limits of the space allotted. These demonstrations must be directly related to the Exhibitor's product and not just to attract attention or entertain.
8. Author's and artists appearances are permitted in booths, but they may not distribute products and giveaways themselves. Exhibitors are encouraged to use the "Personality

- Booth" for autograph parties, and celebrity giveaways. Exhibitors may give away gifts or products, and pre-autographed books, as long as this is not done in combination with the author's presence. Authors may autograph in booth as long as they have contracted at least six (6) spaces or more. The scheduling of such activity must be done through Expolit.
9. If an Exhibitor expects an unusual crowd as a result of the presence of a particularly famous author or artist, such Exhibitor must notify Expolit in advance in order to take the necessary measures to permit access to the surrounding booths.
 10. Exhibitor is responsible for maintaining a neat and clean booth.
 11. Exhibitors may not use the space allowed as storage.

MUSIC AND SOUND

1. Sound system must be built within the booth structure at back line and must have earphones.
2. The playing of loud music, videos, CD's, or any other sort of sound that may disturb the surrounding booths will not be permitted.
3. Music without earphones is allowed only in booths of three (3) or more with prior written permission.
4. Appropriate level of volume must be kept at all times, and it will be determined at Expolit officers' discretion.

BOOTH CONSTRUCTION SPECIFICATIONS

1. Booth back walls are 8 feet high; side dividers 3 feet high.
 2. Background and/or product displays 8 feet high may extend out from the booth back-line half the depth of the booth or 5 feet and from that point to the aisle to a maximum of four feet high on all single and double booths. In triple booths or larger, the same rules will apply to the end booths of each exhibit but will be waived on all inside booths, their height may extend to the maximum of 8 feet even to aisle side. However, a solid wall in the front 5 feet of a booth must provide at least a 5 feet opening every 20 feet. Exhibitors building to these specifications must finish the side portions of their exhibit so it will not be objectionable to adjacent Exhibitors. Expolit reserves the right to have such finishing done at the Exhibitor's expense, billing the Exhibitor for charges incurred.
 3. No special signs, booth construction, apparatus, lighting fixtures are permitted in excess of 8 feet high with the exception of 3-sided peninsulas and 4-sided islands, except by written agreement 30 days prior to Expolit. Peninsulas and islands may have structures (not signs or banners) higher than 8 feet, upon approval by Expolit, (do not apply for second floor). Adjacent walls may not exceed 8 ft. Interference with the light or space of other exhibits is not permitted. All measurements shown in the floor diagram are not guaranteed but are as accurate as possible. Expolit reserves the right to make such modifications as may be necessary to adjust the floor plan to meet the needs of Exhibitors and the exhibit as a whole.
 4. The exhibition floor is carpeted therefore booth carpeting is optional.
 5. All tables must be either finished or covered.
 6. All Exhibitors must have a sign that will identify it.
 7. Exhibitors may not bridge, canopy, or carpet the aisles.
 8. No banners, signs, or other structures may be hung from the ceiling, unless authorized by Expolit.
 9. Exhibitors must show their identification number in their own sign.
- ### EXHIBITOR REGISTRATION
1. Each rental agreement provides for four (4) registration badges for the first booth and two (2) per additional booth at no cost.
 2. The Exhibitor's pre-authorized representative must pick up in the registration area identification badges, including those of **authors, and other personalities.**
 3. Exhibitors are asked to wear their badges at all times, including the time of set-up and dismantling. Personnel hired by Exhibitors must also show proper identification. (See enclosed application).
 4. Lost badges, new badges, replacements and changes at the show will have an extra charge of **\$10.00 each.**

5. SPECIAL ACTIVITIES

1. Exhibitors agree not to sponsor, endorse, or conduct any activities for the delegates during the programmed convention hours.
2. Receptions and autograph sessions must be industry related, and a personality booth will be especially designated for such events. Any Exhibitor wishing to sponsor an event must obtain previous written authorization from the Expolit office. To avoid traffic congestion, autograph sessions will not be permitted in the booths less than 2 booths (10'x20').
3. Exhibitors are permitted and encouraged to sponsor meal functions for the delegates, within the convention, as long as they adjourn before the time programmed for the following scheduled session. These functions must be coordinated with the Double Tree through the Expolit office, and Exhibitor must contact the Expolit office for availability.
4. Only Exhibitors are allowed to make special offers or to sponsor special activities or personality sessions. These must be received in the Expolit office as soon as possible to receive promotion.

INCENTIVES, GIVE-AWAYS, ETC.

1. In order for Exhibitor drawings or giveaways to be legal, they cannot be based on orders or commitments of any kind.
2. It is advised that Exhibitors be aware of FTC regulations regarding incentives to buy.
3. Special offers and/or gifts can be restricted to those clients attending the convention, provided they are previously advertised to the entire trade prior to the convention.
4. Expolit does not encourage giveaways to persons that are not delegates or employees of the delegate, as recommendations from the Internal Revenue Service.

SET-UP: Tuesday, August 7th -12:00 p.m. - 8:00 p.m.
Wednesday, August 8th - 8:00 a.m. - 8:00 p.m.

All shipments must arrive, the latest, by August 19th before 5:00 p.m. **All Exhibitors must be ready to open Thursday, August 9th at 9:00 a.m.**

DISMANTLING:

Sunday, August 12th - 5:30 a.m. - 8:00 p.m.

Monday, August 13th - 8:00 a.m. - 5:00 p.m.

NO TEAR DOWN WILL BE ALLOWED BEFORE Sunday, Aug. 12th at 5:30 p.m. (NO EXCEPTIONS). Violators will be fined \$150.00 and may be restricted from future participation.

SALES

1. As Exhibitors in a book fair, sales to the public are permitted and encouraged.
2. In order to comply with the laws of the State of Florida, Exhibitors are required to charge a 7% sales tax in all retail sales.
3. Exhibitors are responsible for collecting the money for retail sales in their booth. They are also responsible to make any necessary arrangement with the hotel or telephone company for the use of credit card machines, cash registers, etc.
4. Wholesales are permitted on the floor. However, absolutely no delivery of wholesale merchandise shall be permitted on the floor. Exhibitor must take order, and ship at a later date from its own warehouse, or deliver to customer after the exhibition closes. **NO EXCEPTIONS.**

INITIALS _____.