

EXHIBIT DISPLAY RULES

PRINT 19

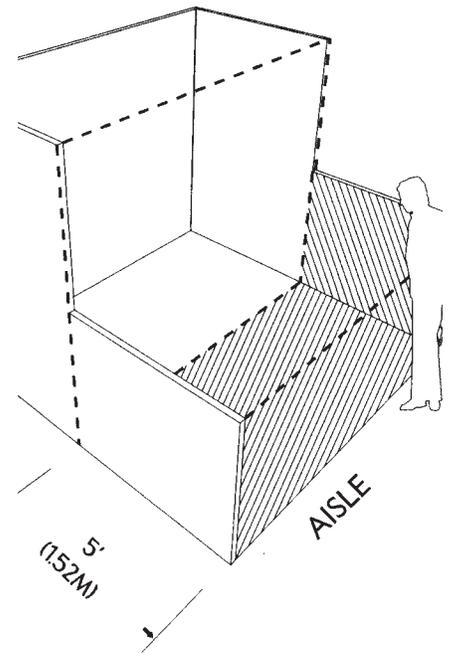


EXHIBIT DISPLAY RULES

Your type of booth (island, linear, etc.) can be found in your confirmation letter.

GENERAL (Applies to all booth configurations)

The purpose for display rules, hanging sign regulations and height restrictions is to provide equal visibility to all exhibitors. At the same time, these guidelines should maintain the inherent benefits of differing booth configurations. The Association for PRINT Technologies (APTech) enforces these rules in all of their events in an effort to maintain consistency, and to prevent any one company from gaining an unfair advantage over another in attracting the attendees' attention during the event.

DISPLAY

Your type of booth (island, linear, etc.) can be found in your confirmation letter.

Display materials consist of floor structure, pre-fabricated columns, panels, back drops, table top displays, counters, booths, non-hanging signs, pedestals with product on top, pop-ups, etc. Display height is allowed at 8 ft., 12 ft. or 16 ft., depending on the booth configuration. See pages that follow for display height rules for each type of booth space.

Please note that these regulations apply to display only; machinery regulations are noted under "Placement of Machinery."

HANGING SIGNS

Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate area on the exhibit floor as well as exhibit configuration as noted below.

Exhibits should follow these rules for hanging signs:

Height: Hanging signs for island and split island booths will be permitted to a maximum height of 24ft. (top of sign) including a mandatory 3 ft. space for visibility purposes between the top of the display to the bottom of the hanging sign. Height limitations for other booth configurations are:

- Peninsula booths: 16 ft. (top of sign stays within 16 ft. display space, no 3 ft. space required)
- Linear booths 20 ft. deep or greater: 16 ft. (top of sign stays within 16 ft. display space, no 3 ft. space required.)
- Perimeter booths (linear): 12 ft. (top of sign stays within 12 ft. display space, no 3 ft. space required.)
- Standard linear booths under 20 ft. deep: **no hanging signs permitted.**

Depth and Position in Booth: All signs must remain inside the outline of the space sold. Island booths may hang signs anywhere inside their booth space. Split island booths, peninsula booths, and linear booths 20 ft. deep or greater must set hanging signs forward from the back line of the booth (the back or side of booth shared with another exhibitor) at least 25% of the booth's width dimension so as not to detract from the overall impact of the exhibits that are directly adjacent. Perimeter booths (linear) may only hang signs in the back 5 ft. of their booth - signs must be set back 5 ft. just as display items would be.

All PRINT 19 hanging sign designs must be sent to Event Management for approval by **August 9** and exhibitors must have drawings available for inspection by Event Management,

the installation and dismantling contractor, and the facility during the event.

Sign placement may be restricted because of low ceiling heights and limited hanging points in the convention center. Please send hanging sign designs along with booth design and layouts to: chahn@aptech.org.

COMMON WALL

Surfaces common to adjoining booths may not contain any signage, graphics, etc., and must be finished in a neutral color. This includes display, signs, banners, or towers placed against a common wall.

HEIGHT RESTRICTION FOR OVERHEAD LIGHTING/TRUSS

For island, split island, or peninsula booths, hanging lights used for display lighting and truss used for lighting or attaching signs may be hung at any height without prior approval from APTech. This also applies to special fabric used specifically to block light (scrim) only if it is used horizontally. Lighting housing, truss, and fabric/scrim may not contain graphics or promotion, and may not have graphics projected upon them if higher than the hanging sign limit. Vertical fabric/scrim, even without graphics, is considered either a hanging sign when hung from the ceiling or booth display if set on the ground and must follow the relevant hanging signs or booth display rules.

HEIGHT GUIDELINES FOR AIR MOISTENING/MISTING EQUIPMENT

Exhibitors displaying equipment that emits water particles into the air must follow these rules to ensure that their displays and moisture output do not interfere with other exhibitors' displays.

- The output from all units must be no lower than 10 ft. from the ground so that the output from the nozzles has adequate space to disperse before reaching other booths. For linear booths, this means that equipment may only go as high as 16 ft. and the top of the equipment where the mist comes out can be no lower than 10 ft. from the ground. These heights are only applicable to equipment; display elements must still remain 8 ft. or lower for linear booths.
- All exhibitors must follow the set-back rule for running machinery: please see below for Placement of Machinery Rule (12 inches from the edge of the booth). In addition, companies with air moistening or misting equipment must ensure that the output is at least 2 ft. away from neighboring booths on the sides or the back and that all moisture emission is facing away from neighboring booths. In other words, all water droplet output must occur inside the confines of the exhibitor's booth, not in the aisles or in neighboring booths, and jets or nozzles may not be directed toward neighboring booths. Event Management reserves the right to move any exhibitor that does not comply with these rules.
- Please note that any complaints from neighboring booths will be evaluated by Event Management and options will be discussed with each individual exhibitor if a situation arises. If possible, please run your equipment for demonstrations only and plan to adjust the volume of output if necessary.

PLACEMENT OF MACHINERY

Static machinery of any height can be placed in any location of the booth and is restricted only by building ceiling height and floor load. For safety reasons, machines or equipment operating or demonstrated at any time during exhibit hours shall be placed so that no portion is closer than 12 inches to aisles. Machines must be set within the booth so that any printed matter will fall within the booth space and not in the aisle.

TOXIC VAPORS & GASES

Exhibits and equipment that emit vapors and gases that are flammable, toxic, or generally unpleasant for the public may not be used inside the halls. All other vapors and gases must be directed into the open air through non-combustible piping or venting, or an appropriate filter (i.e. charcoal) must be fitted to bring ozone exhaust to acceptable levels as determined by Event Management for the safety of attendees and exhibitors.

COLUMNS

Exhibitors in Island or Split Island booths may decorate a column that is located within their booth space. Only sides of a column that fall within an exhibitor's booth space may be covered or decorated. No columns or side of columns in aisles may be covered by exhibitors. Columns may be decorated to a maximum height of 15'6", with openings for strobe lights and signs. If columns have utility boxes or fire safety equipment behind storage doors, these doors must be visible and accessible at all times so fire safety personnel can easily access the fire hose and remove it in the event of fire. No walls or machinery are allowed in front of the cabinet doors at a distance that would prevent someone from accessing the equipment in the fire hose cabinet. Also, please note there are strobes on all four sides of each column that may not be covered. Please contact Event Management for further details regarding columns in your booth space.

INSTALLATION AND DISMANTLING

Hours and dates for installation, showing and dismantling shall be those specified by Event Management. It is the duty and responsibility of each exhibitor to have their exhibit completely installed in assigned booth area before the opening of the exposition and to dismantle and remove their exhibit after the close of the exhibition. **Exhibitors are not permitted to dismantle their booths prior to the published end of show hours.** If an exhibitor dismantles their booth prior to the published end of show hours, the exhibitor may be subject to a penalty by deducting priority points. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before conclusion of the dismantling period as specified by Event Management.

PRESENTATIONS

Presentations and sampling must be organized within the booth so that crowds which gather are contained within the limits of the booth and do not interfere with any traffic aisle. All literature distribution or marketing efforts must be conducted inside the booth space. Marketing in the aisles or any place other than the booth is prohibited without prior approval by Event Management.

SOUND/MUSIC

Event Management reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detract from or are out of keeping with the character of the exhibition as a whole. 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 should be positioned so as to direct sound into the exhibitor's own booth rather than the aisle.

MEETINGS IN BOOTH

Exhibit floor news briefings, special demonstrations, and functions will be permitted on all event days. If you plan to hold a function before event hours on the exhibit floor, you may do so beginning at 8:00 am on Friday, October 4 and Saturday, October 5. If you would like to hold a function on the exhibit floor after the event closes you may do so only on Thursday, October 3 and Friday, October 4. The event must be concluded by 6:00 pm.

All guests must be registered and have their badges and the person or group must present a Special Admissions Pass completed by Event Management to enter the hall. The Special Admissions Pass is available in the Event Office and should be requested at least one day prior to the event. For morning events, the group should gather outside the hall, enter together, and remain together during the hour prior to exhibition opening. For evening events, the group should remain in the host's booth and leave directly from the booth to the exit by 6:00 pm.

HOSPITALITY ACTIVITIES

Exhibitors hosting hospitality functions off the exhibit floor must refrain from holding these activities during official exhibition hours with the exception of luncheon events. Exhibitors may not transport attendees to off-site events during exhibition hours. Only exhibitors in good standing are permitted to host or sponsor a hospitality function in an official event hotel. All requests for hospitality suite or public function space must be approved by Event Management.

FOOD & BEVERAGE DISTRIBUTION

No popcorn, peanuts with shells, or other items determined to cause debris in aisles and neighboring booths may be served at any time from an exhibitor's booth.

BOOTH APPEARANCE AND THE RIGHTS OF OTHERS

Event Management may require any exhibitor to make changes in an exhibit if, in Event Management's opinion, the exhibit does not conform with prevailing standards of good taste. Changes will also be required if the exhibit interferes with the rights of others. Event Management may also require that an exhibit be professionally finished at the expense of the exhibitor if the exhibit has not been finished or is in any way deemed unsightly. An example of this would be requiring that the side corner of a booth be draped if the back of a pop-up display is visible from the aisle. Exhibitors must arrange to remove excessive amounts of trash or waste materials during exhibit hours.

RESPONSIBILITY OF PROPERTY

Event Management will provide perimeter guard service during the hours the exhibit area is closed; however, exhibitors are solely and fully responsible for their own exhibit material and should insure their exhibit against loss or damage from any cause whatsoever. All property is

understood to remain in their care, custody, and control in transit to or from or within the confines of the exhibit hall. Exhibitors are encouraged to hire booth security guards or use the security storage that is provided and should insure their property at their own cost and expense.

BOOTH DESCRIPTIONS

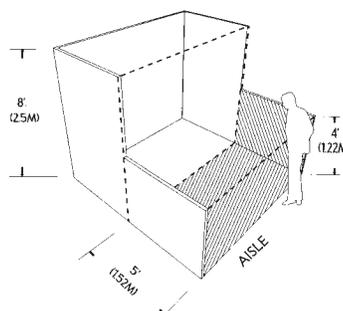
DISPLAY SET-BACK FOR LINEAR BOOTHS

(A linear or “in-line” booth has traffic on 1 or 2 sides, faces a numbered aisle, and is 10 feet deep—exception for 20 foot linear booths below.)

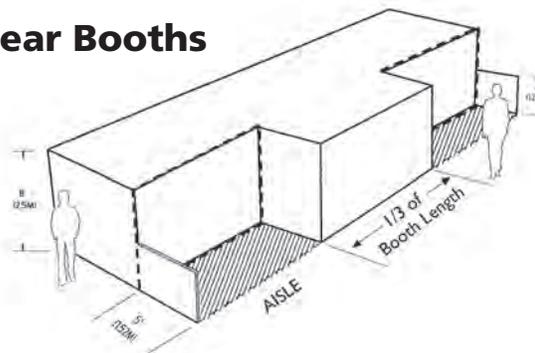
Linear booths less than 30 feet long must maintain an area 5 feet from the aisle where display items cannot be higher than 4 feet. The maximum height for display materials in the rear 5 feet of the booth is 8 feet.

Linear booths 30 feet long or longer must abide by the above linear display rules, but may use the middle 1/3 section of the booth out to the aisle with no 5 foot set-back (neighboring exhibitors must be at least 10 feet away from the middle section that goes 5 feet high.)

MAXIMUM DISPLAY HEIGHT: 8 FEET



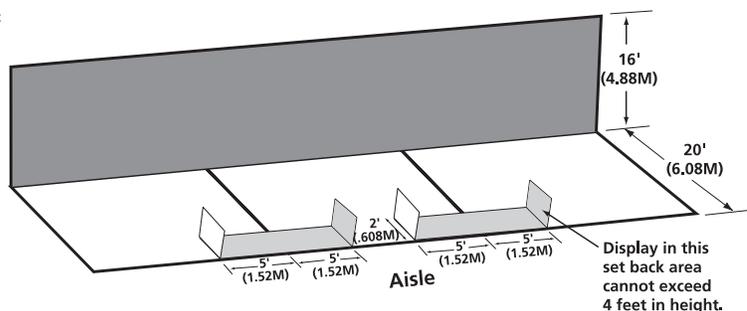
Linear Booths



Special note for linear booths at least 20' deep and 599 total square feet or less: (A linear booth has traffic on 1 or 2 sides, and faces a numbered aisle.)

The exhibitor must maintain an area 2 feet deep by 5 feet along the numbered aisle adjoining a neighboring booth where display material can be no higher than 4 feet. The maximum height for display materials in the rest of the booth is 16 feet.

MAXIMUM DISPLAY HEIGHT: 16 FEET
(Except 4 feet where noted.)



Special note for linear booths at least 20' deep and 600 total square feet or larger:

If booth attaches to other linear booths of equal size or a peninsula booth, then all exhibitors may utilize the entire booth up to a height of 16 feet. There will be no set back for these large linear booths.

MAXIMUM DISPLAY HEIGHT: 16 FEET

Display setback for Irregular booths: contact Event Management.

NOTE: Booths not in compliance with event rules will be required to conform before the opening of the event at the exhibitor’s expense. Please contact Chrissie Hahn at: (703) 264-7200, ext. 267 with any questions about your booth configuration.

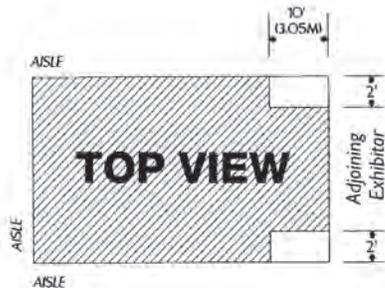
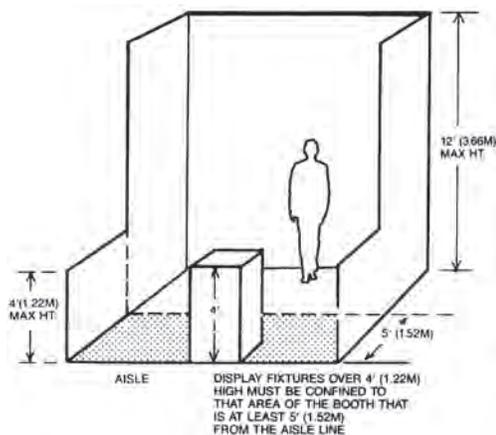
PERIMETER WALL BOOTH

(A perimeter wall booth is any linear booth located on the outside wall of the exhibit floor.)

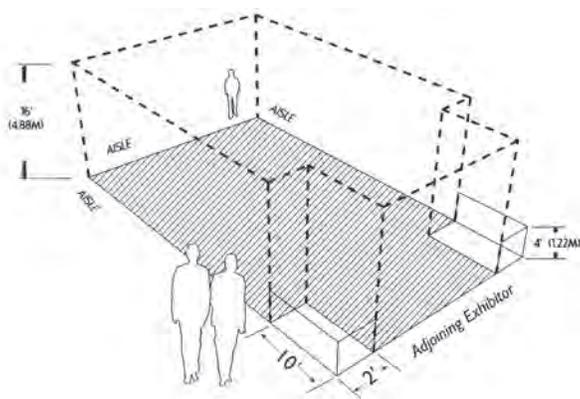
Exhibit fixtures, components, or banners will be permitted to a maximum height of 12 feet. Perimeter booths less than 30 feet long must maintain an area 5 feet from the aisle where display items cannot be higher than 4 feet. The maximum height for display materials in the rear 5 feet of the booth is 12 feet.

Perimeter booths 30 feet long or longer must abide by the above perimeter display rules, but may use the middle 1/3 section of the booth out to the aisle with no 5 foot set-back (neighboring exhibitors must be at least 10 feet away from the middle section that goes 5 feet high.)

MAXIMUM DISPLAY HEIGHT: 12 FEET.



Peninsula Booth



DISPLAY SET-BACK FOR PENINSULA BOOTHS

(A Peninsula Booth is a booth with a minimum size of 20' x 20' with traffic on 3 sides, which shares a backwall with one or more linear booths.)

For peninsula booths of any size attached to linear booths under 599 square feet:

Display materials higher than 4 feet must be set back 2 feet from either aisle with linear neighbors for a length of 10 feet from the neighboring booth. (Example: a 20' x 20' peninsula with linear booths attached may erect a maximum 16 foot wide backwall, and must maintain the 2 foot clearance [on either side] 10 feet into the peninsula booth.) Display items under 4 feet may be placed in this set-back area. Height limitations for display in all other areas of the booth is 16 feet.

MAXIMUM DISPLAY HEIGHT: 16 FEET.

(except in the set-back area noted.)

(For peninsula booths attached to linear booths 600 square feet or more, no set back is required. Exhibitors may utilize the entire booth up to a height of 16 feet.)

MAXIMUM DISPLAY HEIGHT: 16 FEET.

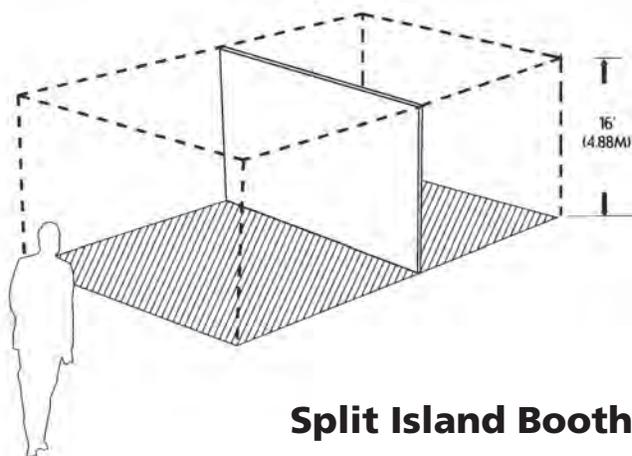
For peninsula booth of any size, attached to another peninsula booth: (See rules for Split Island.)

SPLIT ISLAND BOOTH

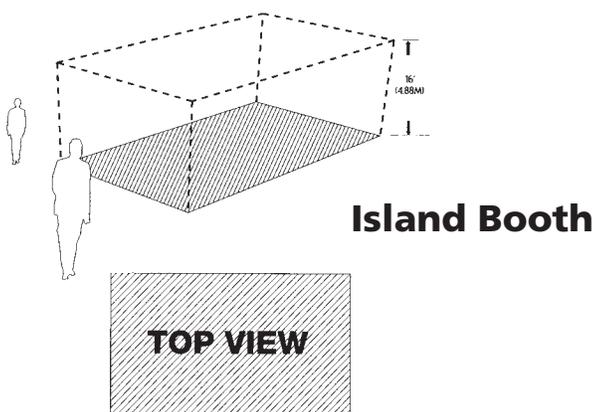
(A Split Island Booth is a booth with traffic on 3 sides, which shares a common backwall with another split island booth and is at least 20 feet deep.)

The entire cubic content of this booth may be used up to the maximum allowable height of 16 feet without any backwall line of sight restrictions.

MAXIMUM DISPLAY HEIGHT: 16 FEET.



Split Island Booth



Island Booth

DISPLAY SET-BACK FOR ISLAND BOOTHS

(An Island Booth is a booth with traffic on 4 sides and must be at least 20 feet deep x 20 feet wide.)

Displays for island booths may be constructed to the 16 foot height limit anywhere within the booth. However, no part of the display (such as a door) will be allowed into the aisle.

MAXIMUM DISPLAY HEIGHT: 16 FEET

1. ELIGIBLE EXHIBITS. This Exhibition is limited to firms that have contracted and paid for space assignments. No other persons or concerns will be permitted to demonstrate products, solicit contributions, donations, or orders, or distribute advertising materials at the event. The Association for PRINT Technologies (APTech) has sole right to determine the eligibility of any company or product for inclusion in the exposition.

2. PAYMENT: FAILURE TO OCCUPY, CANCELLATION OR REDUCTION OF SPACE. No exhibitor will be permitted to bring any equipment or display any material on the exhibit floor without prior full payment. Space payments are non-refundable. In the event that an exhibitor fails to use all or part of any space contracted for, no part of any payments made with respect to unused space will be returned or applied to amounts due with respect to space actually used or any future contract. The exhibitor shall continue to be obliged to pay for the total amount of space originally contracted for. If not occupied by the time set for completion of installation of displays, such space may be possessed by APTech for such purposes as it may see fit.

3. LIABILITY LIMITATION AND INDEMNIFICATION. Exhibitor waives all claims of every kind against APTech, its directors, officers, stockholders, agents and employees including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury or death, cancellation of the event, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and other act or failure to act of APTech. Exhibitor agrees to indemnify and save APTech harmless from all claims, including expenses, damages, costs and attorney's fees, by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the Event, whether negligent or not. Such indemnification shall be effective even if such claim results from the negligence of APTech. In the event of cancellation or disruption of the Event for any cause, this Agreement shall terminate and the Exhibitor waives any claim for damages or compensation, except that the Exhibitor shall be entitled to a refund of the amount paid for space for that portion of the event that is either cancelled or disrupted.

4. SUB-LEASING AND IDENTIFYING OTHER PRODUCTS AND SERVICES. Exhibitor shall not let any part of their space, nor exhibit, offer for sale, give as a premium, or provide advertising or literature about articles or services not manufactured in their own name or affiliated company, except where such articles or services are required, as determined by the Event Management, for the proper demonstration or operation of exhibitor's display, in which case identification of such articles or services shall be limited to the regular nameplate, imprint or other identification which in standard practice appears normally on the articles or in connection with the services. No exhibitor shall permit the display, sale or presentation in their booth of products that are not manufactured by the exhibitor or an affiliated company. Rulings of Event Management shall in all instances be final with regard to the use of any exhibit space.

5. NO EXHIBIT OUTSIDE APTech JURISDICTION. No exhibit in the Event will be permitted in a hotel room/suite or outside of the regular jurisdiction of APTech's exposition.

6. HOSPITALITY ACTIVITIES. Exhibitors hosting hospitality functions off the exhibit floor must refrain from holding these activities during official exhibit hours with the exception of luncheon events. Exhibitors may not transport attendees to off-site events during exhibit hours. Only exhibitors in good standing are permitted to host a hospitality function in an official event hotel. All requests for hospitality suite or public function space must be approved by Event Management.

7. PROTECTION OF BUILDING. Nothing should be posted on, or tacked, nailed or screwed, or otherwise attached, to columns, walls, floors, or other parts of the building or furniture. Exhibitor may not apply paint, lacquer, adhesives or other coating, to building columns and floors or to standard booth equipment. Whatever is necessary to properly protect the building, equipment, or furniture will be at the expense of the Exhibitors. Exhibitors are liable for any damage that they cause to the exhibit hall property. Machinery in operation: drip pans and scrap buckets should be provided to keep lubricants, inks, excess materials, etc. from staining floor.

8. UNION LABOR. When required by Union agreement exhibitor shall employ only Union Labor, as made available by official contractors, in the installation and dismantling of his exhibit and its operation.

9. BOOTH REPRESENTATIVES. Exhibitors' booth representatives shall be restricted to employees, dealers and agents of exhibiting companies. Booth representatives shall wear badge identification furnished by Event Management at all times.

10. ADMITTANCE DURING NON-EXHIBIT HOURS. Admittance to the exhibit floor during non-event hours is by special permission only from Event Management. Written special admission passes from Event Management are required to gain access to the exhibit floor during non-exhibit hours.

11. FIRE, SAFETY AND HEALTH. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health in the city in which the exhibition is held. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials may be used in displays and the necessary fire precautions will be taken by the exhibitor.

12. SAFETY GUARDS AND PROTECTION. Exhibition guests must be properly protected from injury. Any piece of machinery on display that has movable parts must have adequate safeguards to protect the public from any injuries throughout the exhibit period. Exhibitor agrees to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

13. FLOOR LOAD. An exhibitor who plans to show equipment with a weight exceeding the floor load restrictions must position it on suitable wood or steel supports of sufficient size to properly distribute the weight over required area, such supports to be approved by the convention center/facility. In all cases, the exhibitor must submit complete information to the convention hall sufficiently in advance to enable engineering analysis. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the load of their exhibit materials in conformity with maximum floor load specifications.

14. DECORATION. Event Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth and no liability shall attach to Event Management for costs that may be incurred by exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished at 6:00 p.m. of the day before the opening of the exposition, Event Management shall authorize the official contractor to effect the necessary finishing, and exhibitor must pay all charges incurred therewith. Exhibitor signs may not extend into or be placed over aisles or other public space. Any use of helium or gas filled balloons must be approved in writing by both building management and Event Management.

15. RULES GOVERNING EXHIBITION. Event Management reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detract from or are out of keeping with the character of the exhibition as a whole. Exhibitors agree to abide by the "Rules Governing Exhibition" and subsequent amendments as published in the Exhibitor Manual. Exhibitors shall comply with state and local "Health and Safety" standards and applicable rules and regulations of state and local fire authorities. Exhibitors are to surrender spaces occupied by them in the same condition they were at the time when first occupied. Exhibitors are liable for any damage to floors, walls, columns, or other parts of exhibit hall property. The distribution of any material or literature is restricted to Exhibitor's booth area. Popcorn cannot be served or distributed on the exhibit floor. Exhibitors are responsible for all applicable ASCAP/BMI music licensing fees.

16. EXHIBIT BOOTH SET-UP. APTEch Event Management will furnish all in-line or linear booths with a 8' high back drape and 36" high side dividers. Split island booths will be set with 8' high back drape along the back of the booths. Peninsula booths will be set with 8' high back drape along the center 6' of the booth, dropping to 36" high side dividers on each side. All booths, except islands, will be provided with a 7" x 44" identification sign with company name and booth number at no charge.

17. DISPLAY HEIGHTS. See accompanying section (Exhibit Rules for Placement of Display). APTEch rules governing display heights pertain only to the placement of display materials, not machinery. Actual machinery of any height can be placed in any location of the booth but is restricted by building ceiling height and safety rules as stated in Rules 13 and 18.

18. POSITION OF EQUIPMENT WITH RELATION TO AISLE. Machines or equipment operating or demonstrated at any time during exhibit hours shall be so placed so that no portion is closer than 12" to an aisle. Machines must be set within the booth so that any printed matter will fall within the booth space and not the aisle.

19. INSTALLATION AND DISMANTLING. Hours and dates for installation, showing and dismantling shall be those specified by Event Management. It is the duty and responsibility of each exhibitor to have their exhibit completely installed in assigned booth area before the opening of the exposition and to dismantle and remove their exhibit after the close of the exhibition. Exhibitors are not permitted to dismantle their booths prior to the published end of exhibit hours. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before conclusion of the dismantling period as specified by Event Management.

20. EXHIBITOR REPRESENTATIVES' RESPONSIBILITY. Exhibitor agrees to indemnify APTEch Event Management against and hold it harmless for any claims arising out of the acts or negligence of exhibitor, their agents, or employees.

21. RESOLUTION OF DISPUTES. In event of a dispute or disagreement between exhibitor and an official contractor, or between exhibitor and a Labor Union or Labor Union representative, or between two or more exhibitors, all interpretation of the rules governing the exposition, actions, or decisions concerning this dispute or disagreement by APTEch Event Management intended to resolve the dispute or disagreement shall be binding on exhibitor.

22. USE OF EXHIBITOR APPOINTED CONTRACTORS. Exhibitors using "exhibitor appointed contractors" (EAC's) for the installation and/or dismantling of their booth must notify Event Management in writing 30 days prior to the first move in day. In addition, the required certifications of insurance from your EAC must be received 30 days prior to move-in. If notification and insurance certificates are not received, exhibitors may use the supervision services of the EAC, but must use the labor of the official general service contractor. For services such as electrical, plumbing, telephone and drayage, no contractor other than the official contractor will be approved.

23. ADDITIONS AND AMENDMENTS TO THE RULES. APTEch, may from time to time issue such additional rules as it deems necessary for the orderly presentation of the Event. Any rule may be amended at any time by APTEch, provided that such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.

24. AGREEMENT TO RULES. Exhibitor, for them self, their employees and successors agrees to abide by the foregoing rules and by the amendments that may be put into effect by APTEch Event Management.