

BCMC 2002 RULES & REGULATIONS

ASSIGNMENT OF EXHIBIT SPACE:

Exhibit space assignments begin May 1, 2002. Space is assigned in the sole discretion of the Committee which utilizes the following criteria in no particular order: membership status; *Structural Building Components Magazine* advertiser status; date WTCA receives the contract for exhibit space and deposit; size of booth; previous participation; and competitive issues. Contracts received after May 1, 2002, are assigned as received. Notification of space assignments will be made following Committee selection.

ATTENDEE LISTS:

An attendee roster will be available after the conference. One computer disk per contracted exhibitor will be distributed at no charge. Additional copies of the computer disk can be ordered for a \$15 charge per disk. The list shall be used strictly for follow-up marketing done at the show and cannot be transferred, assigned, sold, or redistributed.

BOOTH PRICES:

The cost of exhibit space at BCMC 2002 will be in accordance with the following:

Square Footage	Rate per sq. ft.	
	Through 5/1/02	After 5/1/02
100-300	\$12.00	\$15.00
400-600	\$ 9.50	\$11.50
700-1,000	\$ 9.00	\$10.50
1,100-2,000	\$ 8.50	\$ 9.50
2,100-4,000	\$ 7.75	\$ 8.75
Over 4,000	\$ 7.00	\$ 8.00

First time exhibitors (those companies that did not exhibit at BCMC in '97, '98, '99, '00 or '01) are extended a discounted rate on 10'x10' or larger spaces. First time exhibitor discounts cannot be applied to trailer, crane or forklift rates. Contact WTCA for first-timer, trailer, crane and forklift pricing.

CANCELLATION:

BCMC 2002's receipt of a signed Application and Contract for Exhibit Space shall constitute an exhibitor's acceptance of all the terms and conditions set forth herein. Requests for cancellations of exhibit space must be submitted in writing to BCMC 2002. Requests for cancellation received on or before August 1, 2002 will be refunded at fifty percent (50%) of exhibitor's deposit. Any requests for cancellation received after August 1, 2002 will be approved only in the sole and absolute discretion of the Committee. In the event of force majeure, or any other causes beyond control of BCMC 2002 preventing the holding of the show, this contract shall become null and void and all deposits and payments received shall be returned in accordance with a plan created by the Committee given this event.

CHANGING BOOTH SIZE:

If an exhibitor wishes to increase their booth size they must submit such intent in writing with a deposit. The additional booth space will reflect the pricing schedule for the overall size of the booth using the then current pricing schedule (before or after May 1st). The ability to increase the size of the exhibitor's booth will be based on availability and may change the location of the booth on the show floor. If an exhibitor chooses to reduce its booth size after the cancellation deadline, the exhibitor is responsible for the original contract amount.

CORRESPONDENCE ADDRESS:

All correspondence related to BCMC rules, requests for variance and other pertinent exhibitor information should be sent to:

BCMC
6300 Enterprise Lane
Madison, WI 53719-1173
608/274-4849, ext. 9 • 608/274-3329 fax
www.bcmshow.com • info@bcmshow.com

DRAYAGE INSTRUCTIONS:

All "advance" shipments must be prepaid and consigned as follows:

To: Exhibiting Company Name
Booth No. _____
c/o Geo. E. Fern Company
1500 Old Leonard Road • Columbus, OH 43219
For: BCMC October 16-18, 2002

Advance shipments must be received by October 7, 2002 to avoid a late charge.

ENFORCEMENT:

BCMC 2002 shall have the sole and absolute authority to interpret and enforce all rules in the best interest of the exhibitor. Any violations of the rules may result in the immediate closure of the booth and the refusal to rent space in the next succeeding show at the discretion of the Committee. BCMC 2002 reserves the right to change these rules at any time. All exhibitors will be promptly notified of any changes to these rules.

EXHIBIT CONSTRUCTION:

For 10'x10' or longer 10'x XX pipe and drape booths, no part of a display may be higher than 36" within 5' of the aisle and may not disrupt sight lines through any individual booth to the booth(s) beyond. Any part of the display over 36" in height that would substantially block sight lines must be confined to the rear portion of the booth, with a maximum height of 8'. Standard 10'x10' booths will be provided with an 8' high background curtain and 3' high side-rails

For booths that are 20'x20' minimum and located on an exterior wall, the specifications shown above for 10' x XX booths are acceptable.

For booths that are 20'x20' minimum and that are not located on an exterior wall; any part of the display over 36" in height that would substantially block sight lines must be confined to the center of the booth floor area, not closer than 5' from any aisle, with a maximum height of 8'.

If an exhibitor chooses to carpet their booth space with its own carpet, in an effort to keep a professional appearance to the show, the carpeting must be in like-new condition and cover the entire exposed floor of the booth.

Banners must be hung so that the bottom of the banner is at least 15' from the floor. Bolting of machinery to the floor is prohibited.

EXHIBIT HOURS, INSTALLATION, AND DISMANTLING:

Exhibit hours presented in this document are for preliminary use only. Final details will be provided when assignments of space are confirmed and will be in accordance with conditions prevailing at the location and time of the conference. All exhibits must be set up, in place and fully decorated one hour prior to the conference opening. Extended set up hours may be accommodated; however, requests must be made in writing to BCMC 2002. Each exhibitor agrees not to dismantle the exhibit or do any packing before the close of the conference at 12:30 p.m. on October 18, 2002. Failure to comply with these rules may, in addition to any other legal remedies available to BCMC 2002, result in the loss of discount privileges for the following year's exhibit, ineligibility for admission to exhibit in future BCMC events and loss of future eligibility to serve on the Committee.

EXHIBITOR REGISTRATION:

Exhibitors shall be provided registrations/badges for employees or manufacturers representatives/agents (hereinafter called employee badges) that will serve as exhibitor personnel. Exhibitors are allotted a maximum of three (3) employee badges for a 10' x 10' booth. All other exhibitors are allotted a maximum of two (2) employee badges per 100 square feet of exhibit space leased. A list of all exhibitor personnel shall be provided to show management staff 2 weeks in advance of the show. This list will become the final number of employee badges provided to each exhibitor. Employee badges will be issued and must be worn by registered attendees at all BCMC functions. The person whose name is on the badge is responsible to pick up the badge and must show identification, due to heightened security that is required now at all tradeshow sites.

Exhibitors are not allowed to issue employee badges to non-exhibitor personnel or component manufacturers or other regular show attendees. All exhibitor personnel must wear an employee badge that lists the company name submitted on the contract for booth space. Children over 14 may be admitted to the exhibit area during exhibit hours only with prior approval from the BCMC Committee. **AT NO TIME ARE CHILDREN ALLOWED DURING EXHIBITOR MOVE-IN OR MOVE-OUT.**

GIVEAWAYS:

All contests and other methods of prize giveaways provided and promoted by exhibitors at BCMC must be open to all registered attendees, unless the promotion is directed specifically to WTCA members to help promote membership in this industry's trade association. All promotional events occurring on the exhibit floor of the conference must be approved in advance in writing by the Committee. Public address announcements by exhibitors will be limited to the final 15 minutes of each exhibit day.

HEAVY (MACHINERY) FREIGHT:

Certified weights will be required. Specific instructions regarding the shipment of "heavy" freight direct to the Greater Columbus Convention Center in Columbus, Ohio will be included in the Exhibitors Service Manual. See "Rental Furnishings" below.

HOSPITALITY SUITES:

BCMC 2002 will oversee use of convention center and hotel meeting rooms during show hours, as it is beneficial for everyone to keep attendees on the show floor. The BCMC Committee would appreciate it if hospitality suites were not open until the close of the show each day. Any exceptions must be requested in writing and will be determined by the Committee in its sole discretion.

LIABILITY:

Neither BCMC 2002, nor the Committee, nor WTCA, nor the Greater Columbus Convention Center, nor Geo. E. Fern and their officers, representatives or employees, will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract.

It is understood by the exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each exhibitor shall assume the risk of any such injury, loss or damage. The exhibitor, by signing the Application and Contract for Exhibit Space, therefore assumes such risk and expressly releases BCMC 2002, the Committee, WTCA, the Greater Columbus Convention Center and Geo. E. Fern, and their officers, representatives and employees from any and all claims for any such loss, damage or injury. The exhibitor shall indemnify and hold BCMC 2002, the Committee, WTCA, the Greater Columbus Convention Center, Geo. E. Fern, and their officers, representatives, and employees, harmless from liability resulting from any event caused by the exhibitor's action or failure to act in any manner whatsoever.

Security guards will be furnished, but the furnishing of such guards shall not be deemed to affect the non-liability of BCMC 2002, the Committee, WTCA, the Greater Columbus Convention Center, Geo. E. Fern, or their officers, representatives, and employees, nor to modify, in any way, the assumption of risk and release provided for above.

Exhibitor shall procure prior to the Conference, at its sole expense, insurance coverage with not less than the amounts enumerated below, which insurance policies shall be subject to WTCA's approval as to form and issuing company:

Comprehensive general liability policy, subject to WTCA's approval as to form, endorsed to provide for contractual liability, completed operations liability and broad form property damages with limits as follows:

Bodily Injury and Property Damage - \$1,000,000 Combined Single Limit Each Occurrence.

Each exhibitor must name WTCA as an "additional insured" to its general liability policy.

Workers' compensation and employer's liability policy to comply with the laws of the state where the BCMC show is to be conducted:

Workers' compensation - Statutory

Employer's Liability - \$500,000 Each Accident (Minimum) and \$500,000 Disease Each Employee

Exhibitor shall provide WTCA with its evidence of insurance coverage on a Certificate of Insurance acceptable to Company. Such Certificate shall provide evidence of all policies required herein. Exhibitor shall also require its insurance carrier to give WTCA thirty (30) days written notice prior to the cancellation of any policies required hereunder.

LOCAL ORDINANCES:

Exhibitors are responsible for compliance with all federal, state, and local ordinances and/ or regulatory agency rules or regulations governing the following:

- Worker Safety
- Fire Safety
- Sound Limits
- Air Quality
- Hazardous Materials
- Other regulated products, materials, equipment, or activity. Exhibitors can obtain information regarding the above by contacting WTCA.

NOISE:

Any machinery, device or sound system used in whole or in part to demonstrate equipment, focus on activity, provide entertainment or used in conjunction with any exhibit shall not exceed the legal noise limits or requirements of the municipality or county in which the BCMC Show is being conducted. Additionally, noise or sound emanating from any booth or exhibit space considered to be a nuisance or disruptive to

the professional nature of the BCMC Show as determined in the sole discretion of the BCMC Committee, shall immediately be abated.

NONCOMPLYING EXHIBITS:

The Committee reserves the right to approve any exceptions and or modifications to the above rules on a case by case basis in its sole and absolute discretion upon exhibitor's written request. Any potentially nonconforming exhibits and/or formal requests should be submitted to BCMC 2002, in writing, with floor plan and 4-direction side view elevation drawings, at least 45 days in advance of the conference. Authorization for approval of nonconforming exhibits is contingent upon approval by adjacent floor space exhibitors. Acceptance of nonconforming exhibit requests will be made in writing by the Committee.

PAYMENT FOR SPACE:

No space will be assigned without a deposit. All contracts must be returned along with payment payable to WTCA of fifty percent (50%) of the contract balance; all remaining contract balances are due September 1, 2002. All contract balances must be fully paid for access to and involvement with the BCMC 2002.

Since WTCA owns and the entire structural component industry benefits from the activities and proceeds of BCMC and *Structural Building Components Magazine*, anyone that desires to exhibit at BCMC must have no past due accounts receivable balances with any of the WTCA wholly owned or partly-owned organizations (which includes Truss Publications, Inc., the publisher of *Structural Building Components Magazine*). Any application to exhibit at BCMC 2002 will not be processed until all such outstanding balances are paid in full (the manner of payment of such outstanding balances shall be at the sole discretion of the WTCA Executive Committee.)

PHOTOGRAPHS:

Photographs may be taken by or on behalf of an exhibitor at BCMC. No images may be published without prior written approval by WTCA. WTCA will provide an official photographer that will provide 2 complimentary photographs to exhibitors with booths under 400 square feet, and 4 complimentary photographs for booths over 400 square feet.

RENTAL FURNISHINGS:

Booth furnishings and other services (i.e., tables, accessories, drapes, carpeting, labor to erect and dismantle exhibits, special signs, flowers, cleaning service, electrical power, water, drainage or gas) may be obtained from Geo. E. Fern, the official drayage company of BCMC 2002. Rental furnishings described above are available on the Geo E. Fern web site and can be ordered online. Security passcodes will be disseminated after your completed Application and Contract for Exhibit Space and deposit are received by WTCA. Approximately eight weeks in advance of the event, all exhibitors will receive a "Service Manual" from Geo. E. Fern with drayage and furnishings order forms, rates and instructions. Write or call Geo. E. Fern directly for information: 2117 Broadway • Kansas City, MO 64108 • 816/221-0525.

RULE VIOLATIONS:

Violators of the stated rules and regulations, not corrected within 1 hour of “official notification,” will be subject to an additional charge of \$5,000 per day that the violation exists unabated.

SUBLETTING OF EXHIBIT SPACE:

No exhibitor shall assign, sublet or share allotted exhibit space with any affiliated or wholly-owned but separate company except by written approval of the Committee, which approval shall be exercised in the sole and absolute discretion of the Committee. Shared space will only be considered for exhibits greater than 100 square feet. If the approval is granted by the Committee, the exhibitor that signed the contract will receive a complimentary exhibitor listing in all BCMC promotions. Each additional company sharing space must pay a fee of \$3.00 per square foot of the total booth space if they wish to be listed in all BCMC promotions and \$2.50 per square foot of the total booth space if they do not wish to be listed in all BCMC promotions.

USE OF EXHIBIT SPACE:

Only products related to the structural building components industry shall be displayed at the conference. Exhibitors shall confine all exhibit activities to within the limits of their own booths (including but not limited to signage, carpeting, projections, etc.). All materials and activities in a booth shall be relevant to the exhibitor’s products and/or services. Exhibitors may only give away literature describing their products and samples of products they manufacture or distribute. Special requests must be made in writing to the BCMC Committee. Approval shall be exercised in the sole and absolute discretion of the BCMC Committee.

Booth activities or materials causing attendees to congregate in the aisles are prohibited

The BCMC Committee must approve dispensing or serving of beverages or food from a booth. In the event the BCMC Committee approves the request, the exhibitor must follow applicable convention hall and catering company rules. **Absolutely no alcohol can be distributed by an exhibitor.**