

EXHIBITOR RULES

ACCEPTANCE OF RULES:

The BCMC 2011 Exhibitor Rules (the "BCMC Rules") are specifically incorporated into and made part of each exhibitor's Application and Contract for Exhibit Space accepted by BCMC 2011 (the "BCMC Contract"). As a condition to a BCMC Contract each exhibitor agrees to fully comply with the BCMC Rules.

ROLE OF BCMC COMMITTEE: The BCMC Committee (the "Committee") is appointed by the Structural Building Components Association ("SBCA"). All BCMC Rule infractions and violations (referred to as either "infraction" or "violation") shall be reported to the Committee. The Committee shall also be responsible for monitoring show floor activities and reporting all infractions to the SBCA Executive Committee (the "Executive Committee").

ROLE OF THE EXECUTIVE COMMITTEE: The Executive Committee shall interpret and enforce the BCMC Rules.

EXHIBITOR CODE OF ETHICS: The goal of all that participate in BCMC 2011 is to provide the most professional and honorable trade-show possible. Thus, it is incumbent on all exhibitors to aid in the enforcement of all BCMC Rules and to immediately report violations of any BCMC Rule to the Committee. Each exhibitor shall furthermore designate a representative who shall be responsible for overseeing and ensuring that the professional spirit of BCMC 2011 is maintained and enhanced.

EXHIBITOR SPONSORSHIP ETHICS: All exhibitors that choose to support or participate in any BCMC 2011 sponsorship opportunity shall be allowed to do so without infringement by other exhibitors. Any infractions shall be immediately reported to the Committee.

RULE VIOLATIONS: Any exhibitor in violation of the BCMC Rules shall take immediate corrective action upon notification by either the Committee or the Executive Committee. For each day of BCMC 2011 that a violation exists unabated, such exhibitor shall be subject to an additional charge of up to \$5,000 per day as determined in the discretion of the Executive Committee. If the violation continues unabated for greater than one day of BCMC 2011, in addition to any additional charge that is imposed, the exhibitor's right to exhibit for BCMC 2011 or in the future may be terminated as determined in the discretion of the Executive Committee.

OTHER REMEDIES: Other remedies available to the Executive Committee for violation of the BCMC Rules shall include the loss of discount privileges for subsequent BCMC shows

or SBCA sponsored conferences, ineligibility for admission to exhibit in future BCMC shows and/or the loss of future eligibility to serve on the Committee.

UNPAID RULE VIOLATION CHARGES: All companies that have any unpaid amounts due SBCA, whether for BCMC Rule violations or otherwise, shall not be permitted to exhibit at any future BCMC show or SBCA sponsored conferences until such unpaid amounts have been paid in full.

EXHIBIT SPACE

ASSIGNMENT OF EXHIBIT SPACE: Exhibit space assignments for BCMC 2011 shall begin on May 1, 2011. Exhibit space is allocated in the sole discretion of the Committee. The following factors among others are used by the Committee in allocating exhibit space: membership status within SBCA; **Structural Building Components Magazine** advertiser status; the date the Committee receives the proposed BCMC Contract and the required deposit; the size of the booth requested by the exhibitor; previous exhibitions at BCMC shows or SBCA sponsored conferences; and marketplace and competition issues. BCMC Contracts received after May 1, 2011 will be assigned as received. Notification of space assignments will be made following Committee selection.

BOOTH SIZE CHANGES: Any request to increase a booth size must be submitted in writing to BCMC 2011 along with the required deposit for the increased booth size. The charge for additional booth space will be based on the then current pricing schedule. Acceptance will depend on show floor availability and may be conditioned on a change of the location of the booth on the show floor. An exhibitor may choose to reduce its booth size after the cancellation deadline (as defined below), but in that event the exhibitor shall remain responsible to pay the original amount set forth in the BCMC Contract.

EXHIBIT CONSTRUCTION: Booth dimensions **MUST** be in increments of 10'.

For 10'x10' or longer 10'x XX pipe and drape booths, no part of a display shall: (1) be higher than 3', (2) be located within 5' of an aisle, and (3) disrupt sight lines through any individual booth to the booth(s) beyond. Any part of the display over 3' 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. When exhibiting a trailer, crane, or forklift,

the TRAILER/EQUIPMENT EXHIBITS rules set forth below shall apply. 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 are not located on an exterior wall, any part of the display over 3' in height that would substantially block sight lines shall: (1) be confined to the center of the booth floor area, (2) be no closer than 5' from any aisle, and (3) shall not exceed a maximum height of 8'.

All property contained within a booth, including all machinery, machinery handles, cords etc. (the "Booth Space"), must in no way protrude into show floor aisles. Machinery and/or equipment that contain moving parts must also remain within the Booth Space at all times. For aspects of the booth that are close to the aisle and contain a trip, run-in or moving part hazard, it is the responsibility of the exhibitor to cordon off the area in a very visible and entry preventing manner (e.g. stanchions, fencing, yellow tape, etc.), the sufficiency of which shall be determined by the Committee in its discretion.

Exhibitors are responsible for hazard markings within their booth.

If an exhibitor chooses to carpet a booth space, the carpeting must be in like-new condition acceptable in the discretion of the Committee.

No banner shall be hung inside a booth space unless the bottom of the banner is at least 15' from the floor.

No banner shall be hung inside a booth space unless the bottom of the banner is at least 15' from the floor. The exhibitor is responsible for reviewing the pick points on the ceiling grid of the convention center to make sure the banner may be hung directly over the exhibitor's contracted booth space. Please review the nonconforming exhibit rule and the exhibit space variance deadline rule if the exhibit will require a variance reviewed by the Committee.

Bolting of machinery to the floor is prohibited, unless otherwise approved by the BCMC 2011 Convention Center.

TRAILER/EQUIPMENT EXHIBITS: The following additional rules shall apply with respect to all Trailer/Equipment exhibits:

When determining booth size it is important to allow enough space to ensure the equip-

ment fits into the allotted space and not disrupt sight lines.

In the event the trailer(s)/equipment(s) fully occupies the booth space, exhibitor must contract for a 10'x10' at one end of the trailer or equipment providing an area within the booth space for attendees to congregate and conduct business.

No Trailer/Equipment exhibitor shall stack trailers or pieces of equipment.

NOISE: Any machinery, device or sound system used in whole or in part to demonstrate equipment, focus on booth space activity, provide entertainment or used in conjunction with any exhibit shall not exceed the legal noise limits or requirements of the BCMC 2011 Convention Center or the city of Indianapolis, Indiana. Additionally, noise or sound emanating from any booth or exhibit space considered to be a nuisance or disruptive to the professional nature of BCMC 2011 as determined in the sole discretion of the Committee, shall immediately be abated.

ACTIVE MACHINERY DEMONSTRATIONS:

To maintain professional show decorum and to avoid disruptions with neighboring booths and for the safety and comfort of show attendees, equipment used for demonstrations must be fully enclosed if there is potential for sawdust or other by-products to be airborne in the facility.

To aid the Committee in placing your booth on the show floor and to ensure your active machinery demonstration will be acceptable on show site, a video with audio, diagram and/or photographs of the equipment that will be used during the show shall be submitted to BCMC at the address set forth at the end of the BCMC Rules. The Committee will review the information and advise of any required changes.

All booth spaces must be large enough to accommodate people viewing booth demonstrations. No exhibitor shall assume the show floor aisles can be used for people to view booth space demonstrations.

PROJECTIONS: If an exhibitor desires to project logos and/or video from within their booth to a convention center exterior wall or screen against a convention center exterior wall it is necessary for their booth to be located on the perimeter of the show floor. A detailed request outlining specifics of the concept to be implemented must be submitted in writing to the BCMC Committee for review and approval. Pricing will be determined based on the request being made.

SAFETY/SECURITY: The Committee reserves the right to summarily suspend or terminate the right of an exhibitor to exhibit within all or a part of an exhibit space for safety or security reasons on a case by case basis in its sole discretion.

NONCONFORMING EXHIBITS: The Committee reserves the right to approve any nonconforming exhibits or requests for exceptions and/or modifications to BCMC Rules on a case by case basis in its sole discretion upon

an exhibitor's written request. Each such request, as determined by the Committee, shall be accompanied by proposed floor plan and four-direction side view elevation drawings, at least 45 days in advance of BCMC 2011. Authorization for approval may be conditioned on the approval of adjacent floor space exhibitors.

EXHIBIT SPACE VARIANCE DEADLINE:

Requests for exhibit space variances must be submitted in writing to BCMC 2011 on or before August 1, 2011.

SUBLETTING OR ASSIGNMENT OF EXHIBIT SPACE:

No exhibitor shall assign, sublet or share allocated exhibit space with any person or entity, including any affiliates or subsidiaries of the exhibitor except by written approval of the Committee as determined in its sole discretion. Requests for shared space will only be considered for exhibits greater than 100 square feet. Requests received where there is ownership or an exclusive agreement between the prime exhibitor (as defined below) and sub-exhibitor (as defined below) will be considered without additional cost for separate listings, up to a maximum of one additional free listing per thousand square feet of contracted space. Additional listings are available at a cost of \$200 per listing. If the approval for shared space is granted by the Committee the exhibitor (the "prime exhibitor") and all companies that sublet or share allocated exhibit space (the "sub-exhibitors") shall sign the BCMC Contract and thus shall be bound by all rules and regulations made part of such contract (the BCMC rules); The prime exhibitor will be responsible for the actions of all sub-exhibitors and will be the responsible party as it pertains to compliance with the BCMC rules, including the party responsible for any fees or fines incurred; The prime exhibitor will receive a complimentary exhibitor listing in all BCMC promotions; Each sub-exhibitor sharing space must pay such additional fees and charges as determined by the Committee including a minimum charge of \$3.00 per square foot of the total booth space if such company is to be listed in all BCMC promotions or a minimum charge of \$2.50 per square foot of the total booth space if such company is not to be listed in all BCMC promotions.

USE OF EXHIBIT SPACE: Only products or services related to the structural building components industry shall be displayed at BCMC 2011. Exhibitors shall confine all exhibit activities to the confines of the allocated booth space (including but not limited to signage, carpeting, projections, memorabilia, sales activities, models, etc.). All materials and activities in a booth shall be relevant to the exhibitor's products and/or services as determined in the sole discretion of the Committee. Exhibitors may only hand out literature, pamphlets or promotional materials describing the products and services they provide. Handouts of such literature, pamphlets or promotional materials shall be confined to the booth space allocated to such exhibitor.

Booth activities or materials causing attendees to congregate in the aisles, as deter-

mined in the sole discretion of the Committee, shall be prohibited.

The Committee must approve dispensing or serving of beverages or food from any booth. In the event the Committee approves the request; the exhibitor must follow applicable convention hall and catering company rules. Absolutely no alcohol may be provided within a booth space or distributed by an exhibitor. The Indiana Convention Center Caterer is the exclusive caterer at the Indiana Convention Center and all food and beverage must be obtained through them.

USE OF SECURITY GUARD COMPANIES:

Exhibitors choosing to hire security service for the contents of their booths shall retain the service of the security company selected by SBCA for the BCMC 2011 Show (the "Security Company"). Exhibitors agree to and do hereby release, acquit, and discharge SBCA and its directors, officers, employees, members, and agents, and their property, from and against any and all claims, losses, fines, penalties, costs, damages, causes of action, expenses, suits, obligations, and liabilities of every kind and character whatsoever, and all expenses of litigation, court costs, and attorney's fees, for injury, sickness, disease, or death, or loss or damage to any property, of the undersigned or any of the undersigned's employees, agents, representatives, or contractors arising from or out of any act or omission of the Security Company, or any of the Security Company's employees, agents or independent contractors, in, upon, at or near or the undersigned's booth, the BCMC 2011 Show, or the site of the BCMC 2011 Show.

All such security service shall be retained under a separate contract between the exhibitor and the security company selected for BCMC 2011.

INSURANCE REQUIREMENTS: Each exhibitor shall, at its sole cost and expense, procure and maintain through the duration of BCMC 2011, the following minimum insurance coverage. Neither the issuance of any insurance policy required under this agreement nor the minimum limits specified below shall be deemed to limit or restrict in any way the exhibitor's liability arising under or out of the BCMC rules. Each exhibitor shall be liable for any losses, damages or liabilities suffered or incurred by BCMC 2011 as the result of exhibitor's failure to maintain or cause to be maintained the types or amounts of insurance required to be maintained by exhibitor under the terms of this agreement.

(i) Commercial general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises, such insurance to afford immediate protection to the limits of not less than \$1,000,000 per occurrence, and \$2,000,000 aggregate and such insurance shall include (a) advertising injury and (b) personal injury;

(ii) Commercial automobile liability insurance with limits of not less than \$500,000 with "any auto" coverage or scheduled vehicle coverage as approved by SBCA; provided in the event exhibitor hires a third party

freight company to transport equipment and machinery and that exhibitor either provides such proof of coverage for such third party freight company or provides its own "hired auto" coverage; and

(iii) Workers' compensation (statutory amount);

SBCA and the City of Indianapolis shall be named as an additional insured on exhibitor's commercial general liability policy without any restrictive modifications.

The issuer of any policy shall have a certificate of authority to transact insurance business in the State of Indiana or have a best's rating of at least B+ and a Best's financial size category of class IV or better, according to the most recent edition of best's key rating guide, Property-Casualty United States.

Exhibitor shall maintain with respect to each such policy or agreement evidencing such insurance with such endorsement as may be reasonably required by SBCA, the City of Indianapolis, or the Director of the Indiana Convention Center and shall deliver a certificate with respect to such insurance in a form reasonably satisfactory to the person or entity requesting the same. Each exhibitor shall obtain the written agreement on the part of each insurance company to notify the person or entity requesting the same at least ten (10) days prior to cancellation, material alteration or non-renewal of any such insurance.

All certificates shall reflect as certificate holder and as additional insured the Structural Building Components Association (SBCA), 6300 Enterprise Lane, Madison, Wisconsin 53719-1173.

SEE SAMPLE CERTIFICATE OF INSURANCE ONLINE AT WWW.BCMCSHOW.COM.

INDEMNITY AND RELEASE OF LIABILITY:

Exhibitor, its predecessors, successors and assigns hereby releases, relinquishes and discharges SBCA and the City of Indianapolis, its predecessors, successors, assigns, legal representatives, and its former, present and future agents, employees and officers from any liability resulting from the sole and/or concurrent negligence of SBCA or the City of Indianapolis for any injury, including death or damage to persons or property where such damage is sustained in connection with or arising out of the BCMC agreement.

Exhibitor agrees that it will protect, defend, indemnify and hold and save SBCA and the City of Indianapolis harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses, and judgments recovered from or asserted against the city on account of injury or damage to person or property, including without any limitation, by reason of copyright infringement, to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence, or misconduct on the part of exhibitor or any of its agents, servants, employees, contractors,

patrons, guests, licensees, or invitees or of any other person entering upon the premises of the BCMC 2011 with the express or implied invitation or permission of exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees, or invitees of the premises of BCMC 2011. Such indemnification of SBCA and the City of Indianapolis by exhibitor as applicable shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of SBCA or the City of Indianapolis as applicable.

Upon the filing by anyone of any type of claim, cause of action, or lawsuit against SBCA or the City of Indianapolis for any type of damages arising out of incidents for which exhibitor may be liable pursuant to the preceding paragraph, either BCMC or the City of Indianapolis shall notify exhibitor of such claim, cause of action or lawsuit. In the event that exhibitor does not settle or compromise such claim, cause of action, or lawsuit at its own cost, then exhibitor shall undertake the legal defense of such claim, cause of action, or lawsuit at its own cost both on behalf of itself and on behalf of SBCA and the City of Indianapolis as applicable until final disposition, including all appeals. SBCA and the City of Indianapolis may participate in the legal defense of any such claim, cause of action, or lawsuit and in the selection of counsel by exhibitor to defend against such claim, cause of action or lawsuit. Any final judgment rendered against SBCA or the City of Indianapolis for any cause for which exhibitor is liable hereunder shall be conclusive against exhibitor as to liability and amount upon the expiration of the time for all appeals.

LEGAL REQUIREMENTS: Exhibitors are responsible for compliance with all federal, state, and local ordinances and/or regulatory agency rules or regulations governing worker safety, fire safety, air quality, and hazardous materials.

SHOW FLOOR PROVISIONS

EXHIBITOR HOSTED EVENTS (DEMONSTRATIONS/ HOSPITALITY SUITES/MEETING SPACE/SHOW OFFICES, ETC.) & EXHIBITOR OFF-SITE ACTIVITIES DURING SHOW FLOOR HOURS:

The Committee shall monitor all exhibitor-hosted events/meetings and off-site activities. Such events/meetings shall not take place during show floor hours. Variances from this rule can be requested in writing to the Committee. Considerations for approval shall include the specific purpose of the event/meeting, number of people that will be taken off the show floor in a given 30 minute period of time, and the location's proximity to the show floor. Exhibitors will not encourage or solicit attendees to leave the show floor during show hours for exhibitor hosted events or otherwise.

Any individual or company that attends or exhibits at BCMC and places machinery, trailers, or any tradeshow related display within walking distance of the BCMC show floor, and/or takes attendees off the BCMC

show floor, during exhibit hours, to any offsite machinery, trailers, or any tradeshow related display shall be subject to the following action by the SBCA Executive Committee in its sole discretion: the attendee or exhibitor attendance rights may be forfeited; exhibiting rights may be forfeited; an invoice may be presented based on the display square footage; and/or a fine may be imposed in an amount up to \$5,000 per day per violation.

EXHIBITOR MEETING SPACE/SHOW OFFICES:

No meeting space/show office will be accepted or assigned until the exhibitor has at least paid the 50% deposit for their booth space and the entire fee for the meeting space/show office. BCMC will hold your request for ten (10) days pending receipt of payment. Requests for cancellation of meeting space/show office(s) must be submitted in writing to BCMC 2011 by August 1, 2011. Requests for cancellation received on or before August 1, 2011 will be refunded at an amount equal to fifty percent (50%) of the meeting space/show office(s) less any expenses incurred by BCMC. Any requests for meeting space/show office(s) cancellation received after August 1, 2011 will not be approved.

PRICING INFORMATION

BOOTH PRICES: The cost of exhibit space at BCMC 2011 will be in accordance with the following:

First time exhibitors (those companies that did not exhibit at BCMC in '06, '07, '08, '09 or '10) are extended a discounted rate on 10'x10' or larger spaces. First time exhibitor discounts do not apply to trailer, crane or forklift exhibits. **Contact BCMC 2011 for first-time exhibitor, trailer, crane and forklift pricing.**

CANCELLATION/BOOTH SPACE REDUCTION:

Requests for cancellation/booth space reduction of exhibit space must be submitted in writing to BCMC 2011 by August 1, 2011. Requests for cancellation received on or before August 1, 2011 will be refunded at an amount equal to fifty percent (50%) of exhibitor's entire booth fees. Requests for booth space reduction received on or before August 1, 2011 will be refunded at an amount equal to fifty percent (50%) of exhibitor's booth fees for the reduced space. Any requests for cancellation/booth space reduction received after August 1, 2011 will not be approved.

EXHIBITOR EMPLOYEE REGISTRATION:

Exhibitors shall be provided registrations/badges for their employees or manufacturer representatives/agents (referred to herein as "Employee Badges"). Exhibitors are allotted three Employee Badges for a 10' x 10' booth. All other exhibitors are allotted two Employee Badges per 100 square feet of paid for exhibit space. A list of all exhibitor personnel who are provided Employee Badges shall be provided by exhibitors to BCMC 2011 two weeks in advance of the show. Employee Badges shall be worn by such personnel at all BCMC 2011 functions. The person whose name is on the Employee Badge is responsible to pick up such badge and must show identification

due to heightened security that is required now at all tradeshow sites. Exhibitors are not allowed to issue or assign Employee Badges to non-exhibitor personnel or component manufacturers or other show attendees. Children over the age of 14 may be admitted to the exhibit area during exhibit hours only with prior approval from the Committee.

AT NO TIME ARE CHILDREN ALLOWED DURING EXHIBITOR MOVE-IN OR MOVE-OUT.

EXHIBITOR BADGE CANCELLATION: Cancellation must be made in writing on or before August 25, 2011 and will entitle registrants to a partial refund; \$75 of each registration fee is nonrefundable. No refunds will be issued after August 25, 2011, including "no shows." Substitutions of exhibiting company personnel are allowed.

PAYMENT FOR BOOTH SPACE: No booth space will be assigned or promoted unless the proposed exhibitor has fully completed the BCMC Contract and paid the applicable deposit. All BCMC Contracts must be returned along with payment payable to BCMC of fifty percent (50%) of the BCMC Contract balance; all remaining balances are due before August 1, 2011.

Since SBCA 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 SBCA wholly owned or partly-owned organizations (which includes Truss Publications, Inc., the publisher of **Structural Building Components Magazine**). No BCMC Contract will 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 Executive Committee.)

MOVE IN/MOVE OUT INFORMATION

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

To: Exhibiting Company
Booth No. _____
Fern Exposition
1147 S. White River Parkway e. Drive
Indianapolis, IN 46225

For: BCMC September 21 - 23, 2011

Advance shipments must be received by Monday, September 5, 2011 to avoid a late charge.

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 in Indianapolis during the months of September and October. All exhibits must be set up, in place and fully decorated one hour prior to the BCMC 2011 opening. Extended set up hours may be allowed only upon written request to and acceptance by the Committee. To maintain decorum and the professionalism of BCMC no exhibitor may dismantle their exhibit or do any packing before the close of the show hours for BCMC 2011.

HEAVY (MACHINERY) FREIGHT: Certified weights will be required. Specific instructions regarding the shipment of "heavy" freight direct to the Indiana Convention Center in Indianapolis, Indiana will be included in the Exhibitor Service Manual (as described below).

RENTAL FURNISHINGS: Booth furnishings and other services (i.e., tables, accessories, drapes, carpeting, labor to erect and dismantle exhibits, special signs, flowers, cleaning service) may be obtained from the Fern Exposition, the official drayage company of BCMC 2011. Rental furnishings described above are available on the Fern Exposition website and can be ordered online. Forms for electricity, power, water, drainage, gas, telephone lines, Internet access, or compressed air can be obtained from the George Fern Company but will be ordered through the Indiana Convention Center. Security pass codes will be disseminated by Fern after the completed BCMC Contract and deposit are received by BCMC 2011.

EXHIBITOR SERVICE KIT: An Exhibitor Service Kit will be available online approximately three to four months in advance of the event. George Fern Company will email you a link. The kit contains drayage and furnishings order forms, rates and instructions. For additional information, contact George Fern Company directly by emailing James Knudtson at jknudtson@fernexpo.com or by phone at 816/221-0525.

MISCELLANEOUS

ATTENDEE LISTS: An attendee list will be available after BCMC 2011. One attendee list per contracted exhibitor will be distributed at no charge. The list shall be used strictly for follow-up marketing from BCMC 2011 and may not be transferred, assigned, sold, or redistributed.

Exhibitors agree not to resell or disclose or distribute the names of any attendee listed on the BCMC attendee list without prior written consent from BCMC.

GIVEAWAYS: All contests and other methods of prize giveaways provided and promoted by exhibitors at BCMC 2011, independent of the BCMC 2011 giveaway program, must be

open to all registered attendees, unless the promotion is directed specifically to SBCA members to help promote membership in the industry's trade association. All promotional events occurring on the exhibit floor of BCMC 2011 must be approved in advance in writing by the Committee.

EXHIBITOR ANNOUNCEMENTS: Announcements made over the sound system will be show management specific announcements by show management only. Exhibitors must post announcements within the confines of their exhibit space.

PHOTOGRAPHS/VIDEOS: Photographs and video (collectively referred to as "photographs") may be taken by or on behalf of an exhibitor at BCMC. However, as a courtesy to the other exhibitors, photographs may not be taken by or on behalf of an exhibitor of other exhibitors' booths or portions of another exhibitor's booth, from within another companies/competitor's booth or from an aisle adjacent to another companies/competitor's booth. No photographs of any kind may be published without prior written approval by SBCA.

MEDIA/PRESS: Press passes will be provided upon request and approval by the Committee. The Committee in its discretion may impose conditions with respect to press passes issued.

SPONSORSHIP: No sponsorship will be accepted or promoted until the company has paid the entire fee for the sponsorship. BCMC will hold your request for ten (10) days pending receipt of payment. Requests for cancellations of sponsorships must be submitted in writing to BCMC 2011 by August 1, 2011. Requests for cancellation received on or before August 1, 2011 will be refunded at an amount equal to fifty percent (50%) of the sponsorship fee less any sponsorship expenses incurred by BCMC. Any requests for sponsorship cancellation received after August 1, 2011 will not be approved.

CORRESPONDENCE ADDRESS: All correspondence related to the BCMC rules, requests for variance, nonconforming exhibits and modifications to the BCMC Rules, and other pertinent exhibitor information should be sent to:

BCMC
6300 ENTERPRISE LANE
MADISON, WI 53719
608/268-1161
FAX 608/274-3329
info@bcmcshow.com

Please note: text in highlighted areas indicate a change from 2010 rules.