

American Technological Lifestyle Expo 2009

international Trade Center, Hangzhou, China

Exposition Rules and Regulations

These guidelines become a part of the contract between the exhibitor and the American Lifestyles Exposition before, during, and after the exhibits program. Institutions, organizations and associations agree to abide by these guidelines when accepting space assignments at the American Lifestyles Exposition.

Contract for Space

A signed contract and formal notice of assignment by American Lifestyles Exposition and the full payment of rental charges constitute a contract for the right to use the space. All contracts should be sent to American Lifestyles Exposition c/o George Donohue, 520 8th Avenue, 22nd Floor, New York, NY 10018 or faxed to 212-265-8751.

Acceptability of Exhibits

All exhibits shall serve the interests of American Lifestyles Exposition attendees and shall be operated in a way that will not detract from other exhibits or from the Exposition. American Lifestyles Exposition reserves the right to cancel or refuse rental of display space to any person or company whose conduct or display of goods is, in the opinion of American Lifestyles Exposition, incompatible with the general character and objectives of the Exposition.

Assignment of Space

American Lifestyles Exposition reserves the right to limit the number of booths available to multiple units from a single institution. Exhibit space is assigned on a first-come, first-served basis. Although we do not guarantee to do so, American Lifestyles Exposition will attempt to honor all requests for exhibit space. Notwithstanding the above, American Lifestyles Exposition reserves the right to change location assignments at any time, as it may in its sole discrimination deem necessary.

Relocation/Reassignment of Space

All dimensions and locations shown on the official floor plan are believed to be accurate. American Lifestyles Exposition reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibits program. American Lifestyles Exposition reserves the right to relocate an exhibitor's space due to modifications of the exhibit facility, fire marshal restrictions, or for any other reason in the best interest of the overall exhibit.

No Show Policy

The exhibitor will forfeit space not occupied by the close of the exhibit set-up period, 16:30 on Thursday, November 19, 2009. American Lifestyles Exposition reserves the right to re-issue unoccupied exhibit space as it sees fit.

Use of Space

No exhibits will be permitted that interfere with the use of other exhibits, block access to them, or impede the free use of the aisle. All exhibitors must surrender space occupied by them in the same condition it was at the commencement of occupation. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space. Aisle space shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the public areas or elsewhere on the premises of the meeting facilities or in the guestrooms or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with Exhibit Management discretion on volume. Any firm or organization not assigned exhibit space will be prohibited from soliciting business at the Exposition.

Construction & Arrangements

Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc, so that visitors do not obstruct the aisles.

Care of Building & Equipment

Exhibitors, its employees, representatives, or agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture.

Fire Regulations

Exhibits may not have closed ceilings. All materials used in decoration must be flameproof. All hangings must clear the floor. Electrical wiring must conform with all local and state government requirements. Combustible materials or explosives are not permitted in the exhibit area. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, American Lifestyles Exposition reserves the right to cancel all or such part of the exhibit as may be irregular. Exhibitors must comply with all city fire regulations.

Liability & Insurance

Insurance and liability are the full and sole responsibility of the exhibitor. The Exhibitor must have insurance. Exhibitors shall assume all responsibility for damage to the exhibit facility by reason of their exhibit and shall protect, indemnify, save and defend, and keep the American Lifestyles Exposition, their representatives, agents, guests, and the exhibit facility forever harmless from and against all loss, cost, damages, liability, expense, or charges which might ensue from any cause whatsoever arising out of the exhibitor's participation in the exhibits, use of the exhibit premises or part thereof, or in convention activities. Exhibitors will comply strictly with the applicable terms and conditions contained in the agreement between American Lifestyles Exposition, its agents, and the exhibit facility regarding the Exposition premises.

Security

American Lifestyles Exposition and the exhibit facility will not be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the exhibit. Exhibitors are solely responsible for their own exhibit material and should insure it against loss or damage. All property of an exhibitor is understood to remain in the exhibitor's care, custody and control in transit to, within, and in transit from the exhibit area.

Shipping / Transportation of Materials

American Lifestyles Exposition recommends the use of Champion Exposition Services for all material transportation needs.

Interpretation & Amendment

American Lifestyles Exposition shall have full power to interpret or amend these guidelines. The exhibitor agrees to abide by any guidelines that may hereafter be adopted by American Lifestyles Exposition.