

EXHIBIT RULES & REGULATIONS

Booth Details

Standard booths are: 10' x 10'. Divider drapes are 8' high and extend 10' forward from the back wall. Side walls of 30" high extending to the front of the booth are available. In multiple booth configurations and corners, divider drapes between booths and side rails are eliminated. The Show Decorator will not permit any Exhibitor to hang heavy goods or materials from the drapes or pipe framework without prior consent, and any additional costs would be the responsibility of the Exhibitor. When installing their own booth walls, Exhibitors or their hired display companies must leave at least 2" of open space inside the hatch marks all around your booth exterior. The colour of drapes in the LLHA Show is beige, and the colour of carpet in the aisles is purple. Drape colours other than the beige ordered through MediaEDGE are available and must be ordered through Stronco Show Services directly.

For the booth space contracted, Exhibitors are entitled to the floor space only. All other aspects of the booth display (drapes, carpet, tables, signs, power, lighting, booth cleaning, etc.) are the Exhibitors' responsibility to arrange. Stronco Show Services, the Official Show Decorator, offers a complete range of furniture, carpet and booth display rental, signs, plants, labour service, etc. See attached Stronco Show Services order forms, if required.

If required, the fee for booth drapes is: \$60.00 per 10'x 10' booth, or if the display is 5 booths / 500 sq. ft or more: \$3.75/linear ft. Pre-show rates apply until March 30, 2012 only. (After March 30 or on-site: \$75 per 10'x10' booth, or \$4.65/linear ft.) Exhibitors that did not originally specify a drape order on their Booth Contracts must send in payment to MediaEDGE using the attached LLHA Show Special Drape Package Order Form. Please DO NOT send in the attached drape order form if you originally ordered drapes on your Booth Contract.

Booth Display Rules

A) ALL EXHIBITORS ARE REQUIRED TO SUPPLY FLOOR COVERING FOR THEIR BOOTH SPACE(S). Booth displays with completely bare cement are not permitted. Carpet, tiles, wood flooring or other types of floor coverings are acceptable, and must at least cover any visible portions of the booth floor space ie. that portion of the floor not hidden under tables, displays, etc. See attached Stronco Show Services order forms, if required.

B) ALL EXHIBITORS ARE REQUIRED TO HAVE WALLS OR DRAPES AROUND THE PERIMETER OF THEIR BOOTH(S). Exhibitors not hiring a booth display company, or bringing their own walls to construct, must rent perimeter booth drapes. See enclosed LLHA Show Special Drape Package Order Form, if required. Walls constructed by Exhibitors must be continuous; they must not have gaps through which the back of neighbouring walls are visible. If so, Exhibitors must also rent perimeter drapes to be placed behind their walls. Exhibitors are not permitted to simply utilize neighbouring Exhibit walls as their only booth perimeter walls too.

C) BOOTH WALL STRUCTURES AND DISPLAYS MUST BE AT LEAST 8 FT. HIGH, AND MUST NOT EXCEED THIS HEIGHT. Any perimeter walls, or displays inside the booth, must receive prior approval by Show Management if above the permitted height. If below this height, the Exhibitor must also rent perimeter drapes to be installed behind the walls.

D) FULLY ENCLOSED BOOTHS ARE NOT ALLOWED – ALL BOOTHS MUST MAINTAIN A MINIMUM OF 50% OF THEIR FRONTAGE OPEN AND UNWALLED. For example, a 10x20 booth must keep at least 10 ft. of its 20 ft of aisle frontage completely open. For corner booths (which front onto 2 aisles or more), this rule applies to each aisle fronted upon. For example, a 10x20 corner booth (with 30 ft of "frontage") must keep open: 10 ft (50%) of the 20 ft frontage on one aisle, and 5 ft (50%) of the 10 ft frontage on the other aisle as well.

E) CORNER BOOTHS ARE NOT PERMITTED TO CLOSE OFF THE CORNER by having walls or display elements extend the full 10 ft distance from the back wall to the corner at the front of the booth. In corner booths, walls, shelves or other display elements, may be extended only a maximum of 5 ft from the back wall; the final 5 ft on the corner itself must be kept completely open.

PLEASE NOTE: ANY EXHIBITORS DURING MOVE-IN WHO HAVE COMPLETED BOOTH DISPLAYS THAT DO NOT ADHERE TO THE FRONTAGE & CORNER RULES ABOVE, WILL BE REQUIRED TO REVISE WALLS OR DISPLAY ELEMENTS AS NEEDED TO COMPLY, PRIOR TO SHOW OPENING. PLEASE BE AWARE OF THE ABOVE RESTRICTIONS, AND ENSURE THAT YOUR CONTRACTED DISPLAY COMPANY IS AS WELL!

Columns

The layout of Hall I-J has 5 rows of columns travelling E-W from the front of the Hall to the rear that come into play on our Floor Plan. Sizes of columns vary by approx. ¼", but the maximum size is 12.5" x 12.5". Contact the Toronto Congress Centre directly for column sizes at specific booth locations. The majority of these columns are located within the show aisles, not within Exhibitor booth spaces. **Please refer to the floorplan originally mailed to you, or view the current floorplan on our Show Website to familiarize yourself with your booth location re: columns in Hall I-J.** Please ensure that your contracted display company is aware of your booth location's proximity to Hall I-J columns as well.

Electrical Service

Show Management does not supply electrical outlets. All electrical outlets should be ordered from Showtech, the Official Electrical Contractor. Showtech also handles any Exhibitor requirements for: sign and banner hanging, compressed air, water and drain services and natural gas. See attached Showtech Power & Lighting order forms, if required. The following power services are available throughout the Show Building: 115 volt Single Phase 60 cycle / 208 volt Single Phase 60 cycle. Extension cords must be of the three prong type (ie. grounded) and must contain wires of the proper size to carry the electrical load. Cube taps or cube tap extension cords are not permitted. Showtech is obligated to refuse connections where the Exhibitor's electrical wiring or wiring method constitutes a code violation.

Electrical Safety Code Requirements: The Electrical Safety Code, Ontario Regulation 183/84 requires that all electrical equipment must be approved before it may lawfully be advertised, or displayed, offered for sale, sold, or otherwise disposed of or used in the Province of Ontario. It is the responsibility of each Exhibitor to ensure that all electrical equipment in, on, or about their booth complies with the above regulation. This includes electrical merchandise as well as lighting and display equipment. Please refer to the attached Electrical Safety Forms.

Fire Protection and Regulations

Fire hose cabinets and emergency exit doors are not to be obstructed. Exhibitors with perimeter booths are not permitted to fully plug up the space between booth & building wall with product, crates, etc.

Fire regulations require that all decorative material used must be flame-proof. Fire Inspectors may be on the Show Floor during the move-in period conducting tests, and will reject anything that does not meet the regulations. See attached TCC Rules and Regulations, Fire Regulations section. See also TCC Emergency Procedures. You are advised to follow the rules carefully and if in doubt, contact the Toronto Congress Centre directly.

Signs

Show Management does not furnish booth identification signs. See attached Stronco Show Services order forms, if required. All Exhibits must have a sign prominently posted in their display and of the same name as their corporate identity. Brand name identification is allowed only if the corporate identity is also displayed. Signage promoting "clearance" or "sell offs", or any other such messages deemed inappropriate by Show Management, are prohibited. **Height restrictions for banners / signs are as follows:** Maximum of 17 ft. high at the top for Exhibitors with booths on the

Show perimeter, and 14 ft. high at the top for all other Exhibitors. Ceiling clearance within Hall I-J varies, but on average it is approximately 18 ft. For exact ceiling heights above specific locations, contact the Toronto Congress Centre directly. Signs must not encroach upon a neighbouring exhibit, nor have a visible logo interfering with a neighbour's display; if placed adjacent to other exhibitors, signs must be single-sided.