

EXHIBIT DISPLAY RULES & REGULATIONS

The guidelines for display rules and regulations are established to ensure continuity and consistency at the Academy Annual Meeting. These guidelines are designed to maximize exhibitors' return on investment while ensuring compliance with fire safety standards, the Americans with Disabilities Act (ADA), and other relevant state, federal, or provincial government requirements. The Academy aims to provide exhibitors with comprehensive information needed to properly design, build, and layout their exhibits.

All requests for deviations from the standard booth or tabletop layout must be submitted in writing to Kate Feuling at kfeuling@oandp.org. These requests should include detailed design and layout specifications. To allow adequate time for review, deviation requests must be submitted no less than 60 days before the meeting start date. Show management will review these requests and provide a decision within 30 days of submission.

ATTENTION EXHIBITORS:

Please note that the ceiling height in the Atlanta exhibit hall is 14'8". However, there is a designated area around booths 160, 161, 260, 261, 262, 263, 361, 362, and 363 where the ceiling height is reduced to 11'. Ensure that your booths setup is planned accordingly to accommodate these height restrictions.



THIS DOCUMENT CONTAINS OUR STANDARD RULES AND REGULATIONS. BE MINDFUL OF THE CEILING HEIGHT AND ADJUST YOUR BOOTH SETUP ACCORDINGLY.

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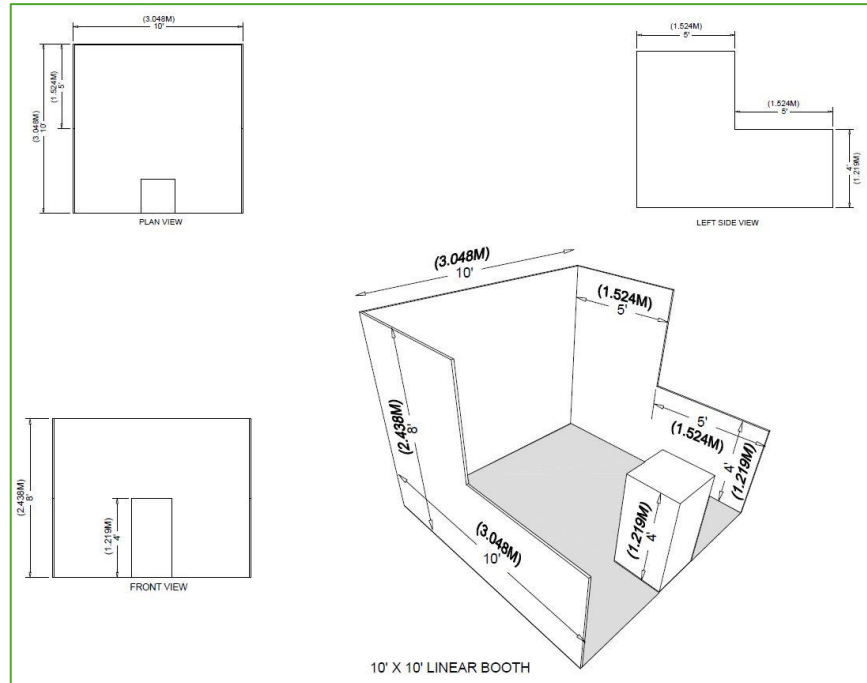


LINE-OF SIGHT BOOTH DISPLAYS

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR OR IN-LINE BOOTH

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.



Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

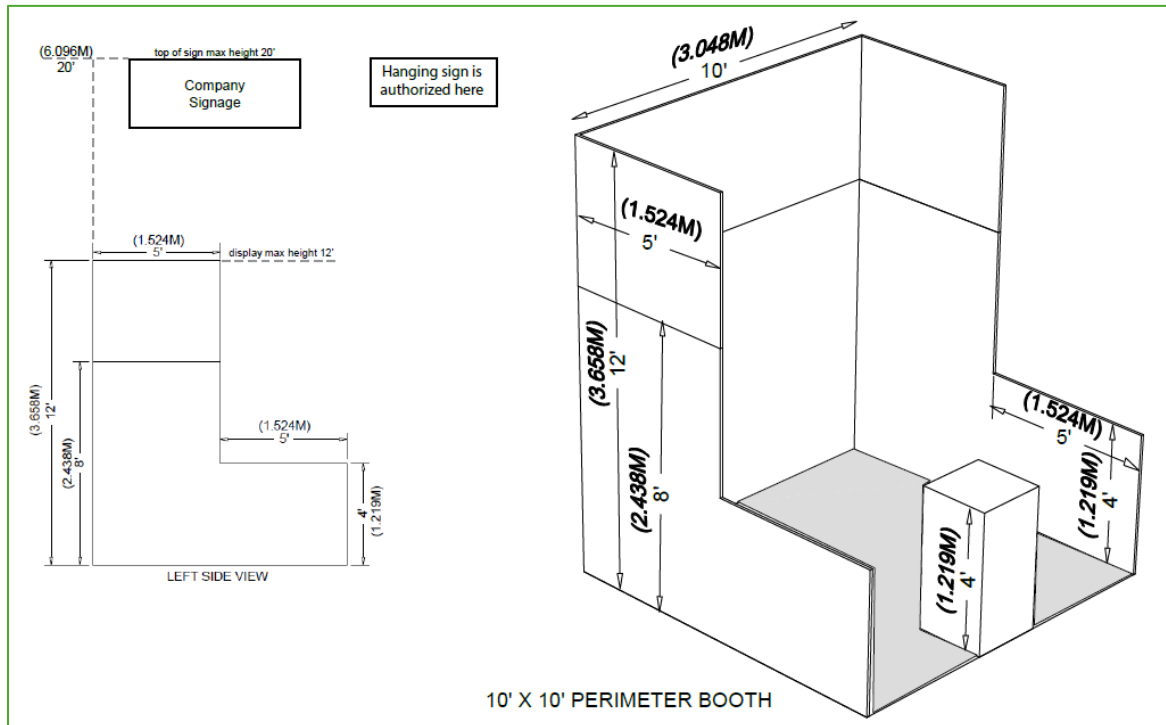
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.



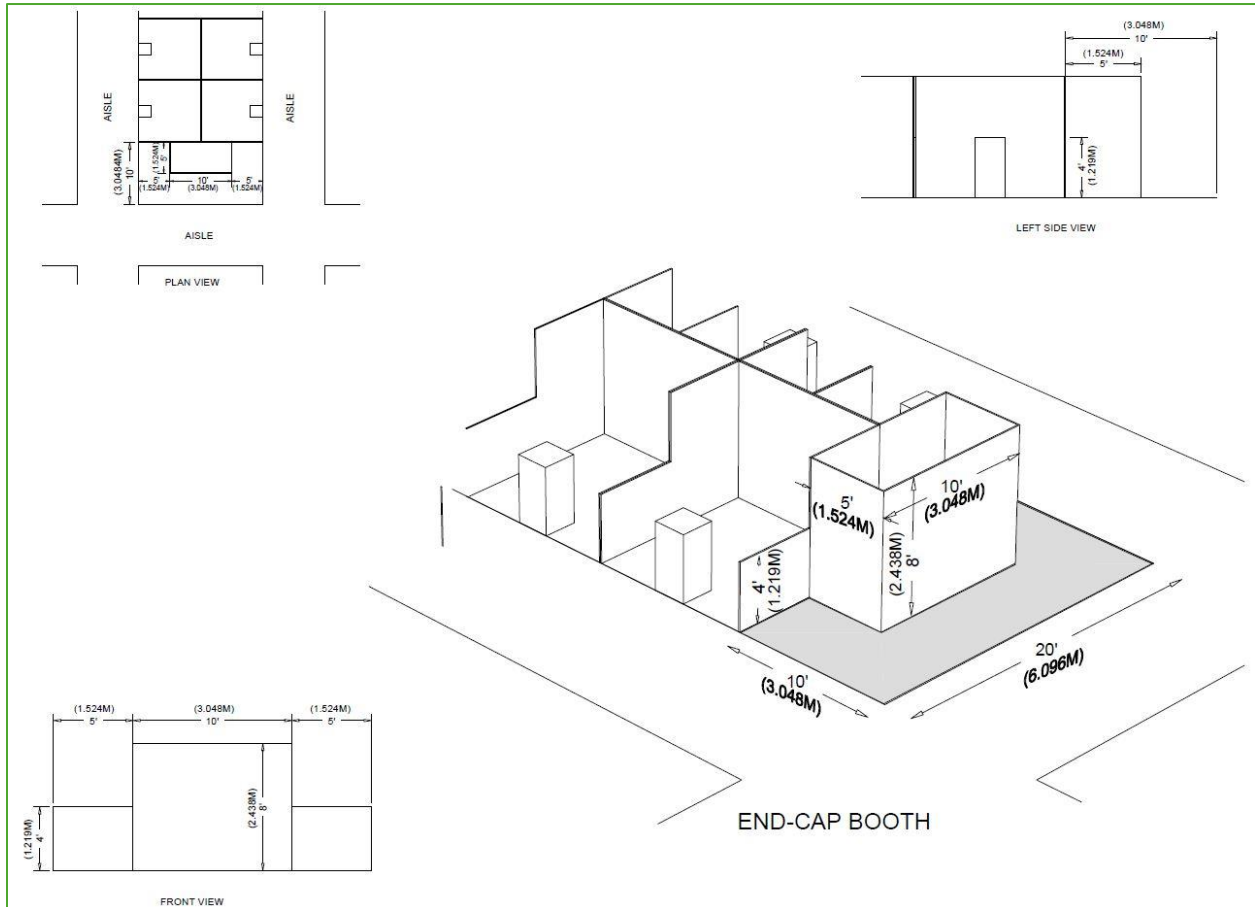
Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

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END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. Since the Academy show has Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below.

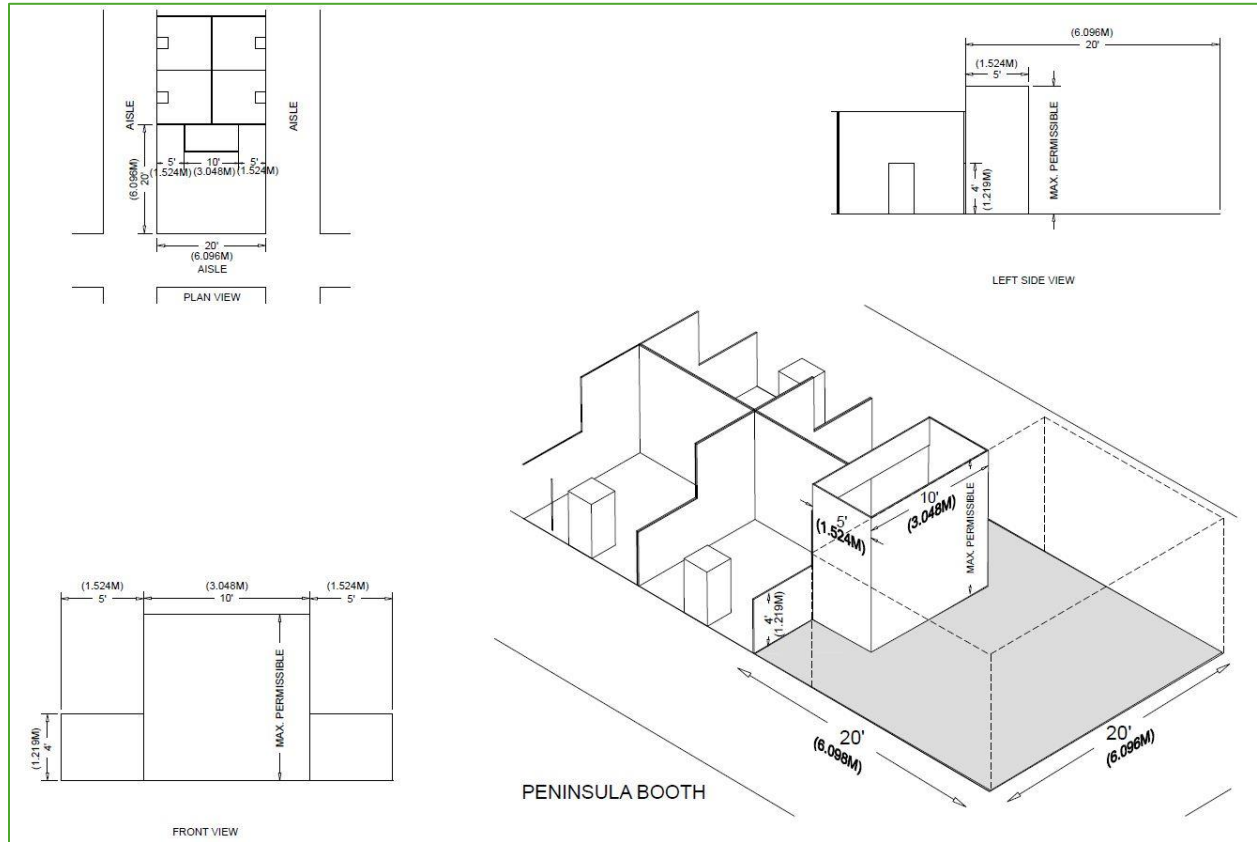


Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

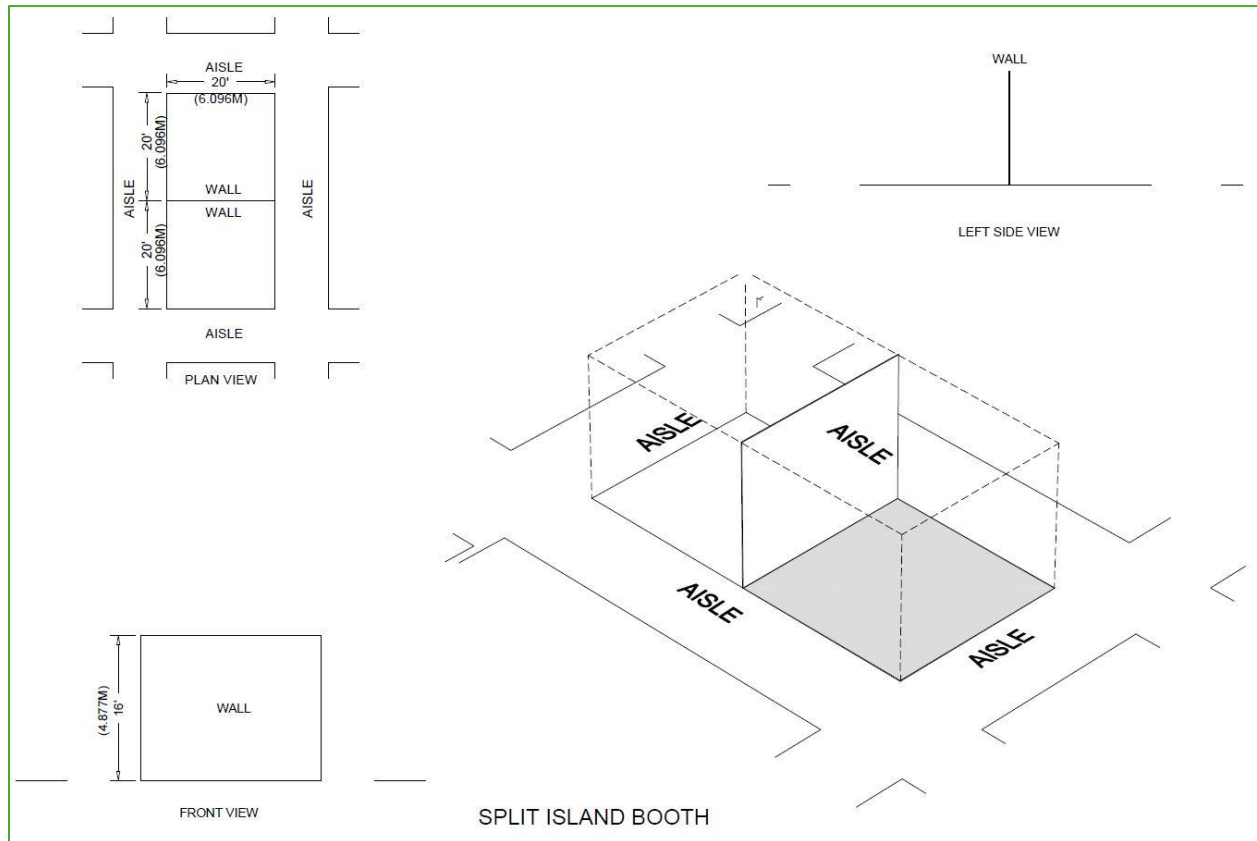


Dimensions and Use of Space

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.



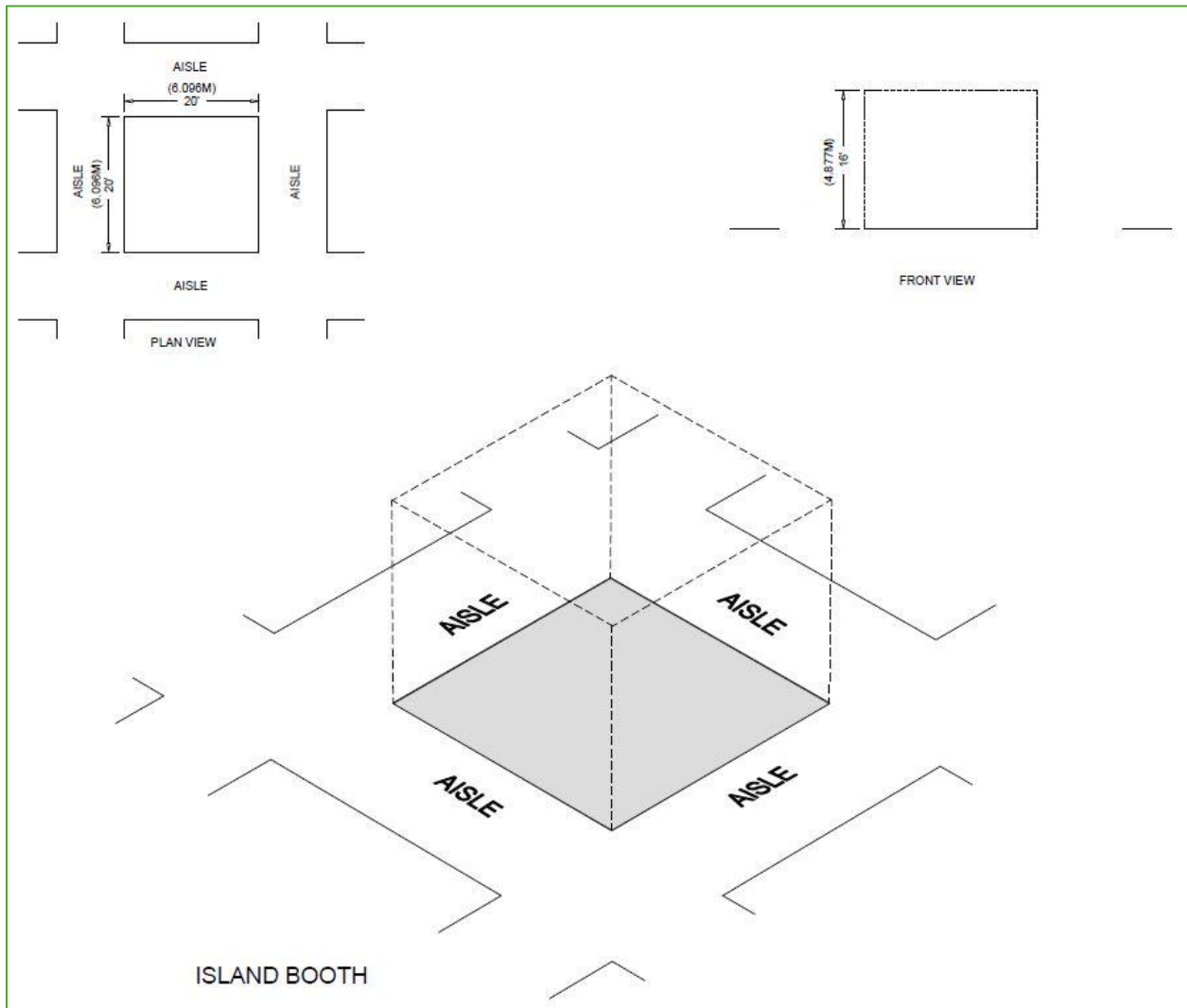
Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

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ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

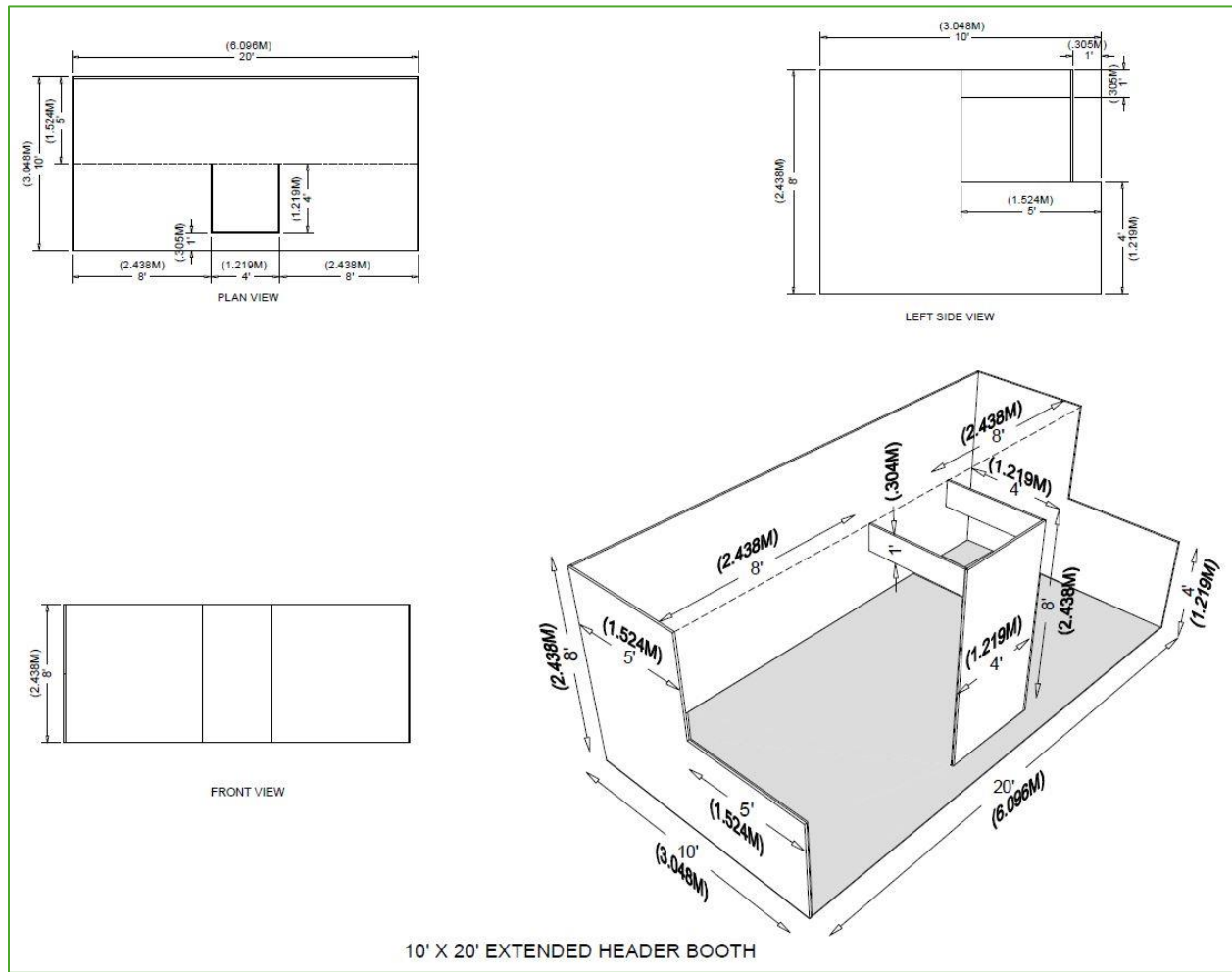


Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

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TABLETOP DISPLAY SET-UP

TABLETOP DISPLAY

The Academy offers a smaller tabletop display area for those that need less space than our standard 10'x10' booth offer. If you are looking to purchase two tabletops, we recommend you upgrade to a booth. The purchase of more than two tabletops will not be permitted.

Dimensions and Use of Space

Each tabletop display is skirted and measures 72" D x 24" W x 30" H. All materials and signage placed on the top of the table must not exceed a height of 30" from the tabletop surface. The displays set on the top of the table should not exceed 30" from the top of the table, including signage.

Use of pop-up banners is strictly prohibited. Any pop-up banners displayed will need to be promptly removed upon request.

Tabletop displays are often adjacent to neighboring exhibits. Exhibitors are allocated the width of the table and a 4-foot space behind it for use. The provided tabletop must remain in its designated position and must be used as part of the display. Removal or repositioning of the tabletop is not permitted. The 4-foot space behind the table is designated for booth staff to sit, stand, and store materials, not to invite attendees in.

Adherence to these regulations ensures a professional and organized exhibit hall environment.

OPERATIONAL REQUIREMENTS AND PENALTIES FOR EARLY BREAKDOWN

Exhibit spaces must remain open and fully functional until the designated closing time of the exhibit hall, as specified in the program schedule. Failure to company will result in a \$500 fee per exhibit space for any group dismantling their exhibit early. The following procedure outlines the endorsement of this policy:

- ✓ **Verification.** If an exhibit is observed breaking down early, the Academy will photograph the vacated area to document the infraction.
- ✓ **Fee Assessment.** Following verification, a charge for the early breakdown fee will be added to the exhibitor's account via the vendor portal.
- ✓ **Notification.** The exhibitor will receive an email notification detailing the assessment of the early breakdown fee, including a breakdown of the charges. This fee must be paid to participate in future Academy events.

By adhering to these guidelines, exhibitors help maintain a professional and consistent experience for all attendees.

PROHIBITION OF COLLATERAL DISTRIBUTION IN MEETING SPACES

Please be advised that distributing or leaving collateral materials (such as brochures, flyers, or promotional items) in meeting spaces, common areas, or any location outside of your designated exhibit space is strictly prohibited. Items found outside of the exhibit space will be disposed of.

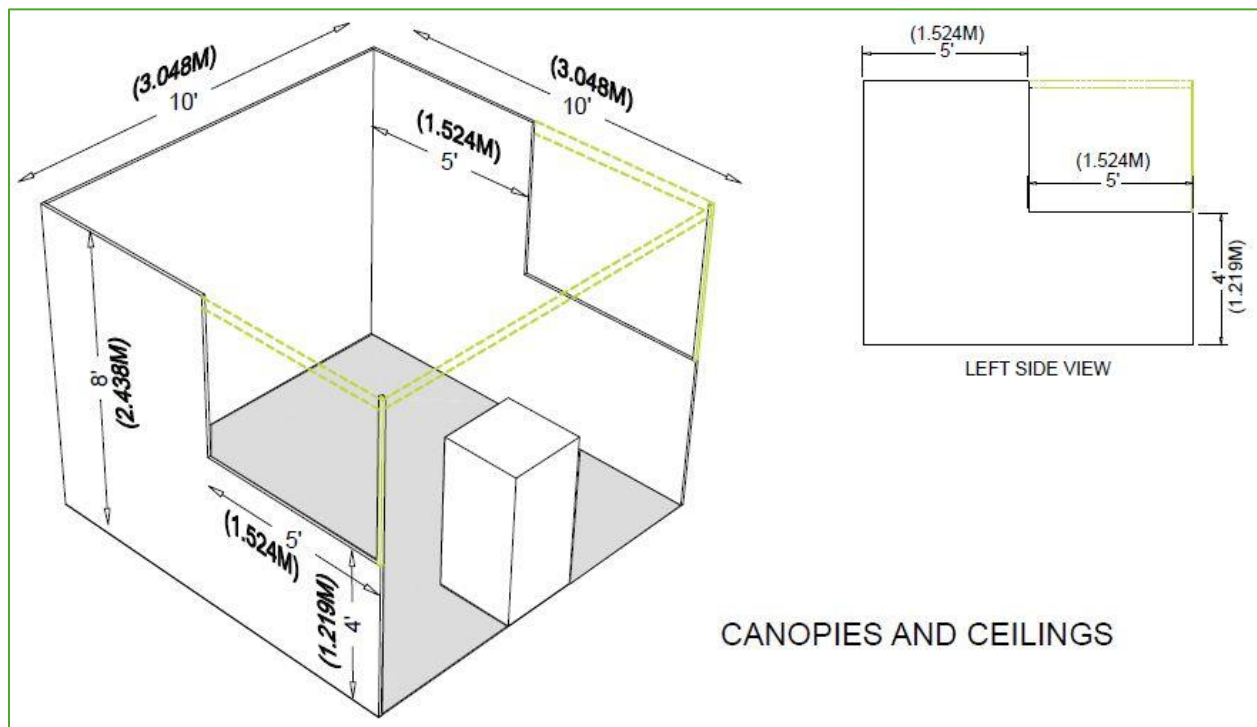
This policy ensures a clean and professional environment for all attendees and exhibitors.

IMPORTANT CONSIDERATIONS

CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as shading computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings.



STRUCTURES AND TIE OFFS

Structures

The Academy may require a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications for any custom-built suspended elements such as but not limited to non-serially manufactured signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the Academy who will put you in contact with the rigging vendor.

Tie-offs

The Academy reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-ff of header, seismic lines, tie-ff of video walls). If you anticipate needing this service, please reach out to the Academy, they will put you in contact with the rigging vendor for review and pre-authorization.

HANGING SIGNS AND GRAPHICS

The Academy allows for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 4.

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Academy at least 60 days prior to installation. Variances may be issued at the Academy's discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility will require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. All submitted files should be in DWG format. This information is required at least three weeks from the first day of move-in of an event. Electrical signs must be in

working order and in accordance with the National Electrical Code. If any hang point exceeds 200 lbs. please notify the official contractor for official authorization.

TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents must have no copy on the sides or back side and not exceed 8ft height limit. Tents with extended ceilings, under no circumstances are acceptable in a linear booth regardless of whether they have copy or not.

TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. All truss placements require plans to the Academy and service contractor for approval.

VIDEO DISPLAY

The Academy reserves the right to request approval from a registered design professional (Civil or Structural Engineer) and/ or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to the Academy who will put you in contact with the rigging vendor.

TOWERS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

U.S. AMERICANS WITH DISABILITY ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.

Some examples of how to design an exhibit for ADA compliance:

- ✓ Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.

- ✓ Ramp the entry or use hydraulic lifts to trailer exhibits.
- ✓ Avoid double-padded plush carpet to ease mobility device navigation.
- ✓ Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- ✓ Run an audio presentation for people with sight problems.
- ✓ Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

COMMON ISSUES TO ALL EXHIBIT TYPES

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and the environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all

exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and the environment.

SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.

STAFF BADGES

Badges are mandatory for entry into the exhibit hall at all times. These badges are non-transferable and will be confiscated if worn by anyone other than the designated individual. The official Academy badge must be clearly visible at all times. Random spot checks will be conducted during the event to ensure all staff members within their designated areas are properly wearing their badges.

CODE OF CONDUCT

The Academy is committed to providing a safe and welcoming environment for all meeting participants and AAOP staff. Exhibitors are expected to treat everyone with respect and to be considerate of the multitude of views and opinions that are different than their own. Accordingly, all participants including but not limited to attendees, speakers, volunteers, exhibitors, staff and others ("Participants") are expected to abide by this Code of Conduct (this "Code").

The Academy has a zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by Participants at our meetings. Set forth below are examples of conduct designed to threaten, intimidate, humiliate, or coerce another Participant.

- ✓ Unwelcome sexual attention, including but not limited to, sexualized comments or jokes, displaying sexually explicit material, inappropriate or unwelcomed touching, groping or sexual advances.

- ✓ Discrimination, in any form, based on gender, gender identity or expression, sexual orientation, disability, veteran status, physical appearance, age, race, religion, or national origin.
- ✓ Physical or verbal abuse of any meeting Participant.
- ✓ Sustained or disrespectful disruption of presentations or meetings.

This code applies to all conduct that occurs at Academy meeting venues, including ancillary events and social gatherings, whether officially sponsored by the Academy or not.

If you experience harassment or hear of any incidents of unacceptable behavior, the Academy asks that you promptly inform an Academy staff member so that appropriate action can be taken. Your report will be taken seriously. Confidentiality will be maintained during the investigation to the extent possible without jeopardizing the thoroughness of the investigation.

After considering the available information, the Academy leadership or their designees will take any action deemed necessary and appropriate. Consequences may include, but are not limited to, warnings, immediate removal from the meeting without warning or refund, and/or exclusion from any future Academy meetings or events.

SALES

Sales transactions are strictly forbidden at the Annual Meeting. This policy is in place to maintain the professional and educational atmosphere of our event.



For questions, please contact Kate Feuling at kfeuling@oandp.org, or call (414) 573-1519.