

EXHIBITOR RULES & REGULATIONS, CONTINUED

SECURITY

AMP will provide 24-hour guard service in and around the exhibit hall from installation through dismantling and will exercise reasonable care for the protection of Exhibitors' materials and displays. The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss, theft, and/or damage of any kind. AMP or any officer, its agents, staff members, the venue, or the official general service contractor, will not be liable for the safety of the Exhibitors' property, agents, or employees from theft and/or damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

EXHIBITOR ASSIGNED CONTRACTORS (EACS)

Exhibitors wishing to utilize an independent service contractor must submit written notification to Show Management no later than August 15, 2017 with the name of the contractor, address and supervisor in attendance. Independent contractors must submit a certificate of insurance to Show Management and The Expo Group prior to September 15, 2017. Neglecting to do so will result in the contractor being prohibited from setting up. Independent contractors providing services at the AMP 2017 Annual Meeting are subject to the AMP Rules and Regulations and any additional rules imposed by the Convention Center.

NON-CONTRACTED EXHIBIT SPACE

Persons, companies or organizations that have not contracted with AMP to occupy space in the Exhibit Hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the official meeting spaces, exhibit areas, parking lots or in any space in an AMP contracted hotels.

SOLICITATION

Soliciting of attendees is NOT permitted in the aisles, at other exhibitors' booths, at the hotels, or in any other area of the meeting and exhibit facility. No distribution of literature or other promotional items at hotel guestrooms, or in any other public or private area of the hotels or convention center is permitted.

GIVEAWAYS AND DRAWINGS BOOTH ACTIVITIES

Exhibiting companies are permitted to distribute promotional materials (giveaways) and other items at their assigned Exhibit Booth location only. All items distributed must be useful to the professional activities of the meeting attendees, have a value of \$10.00 or less per item and be made available to all meeting attendees as long as supplies last. Exhibiting companies wishing to conduct contests or drawings should contact the Show Management by email at exhibits@amp.org or by phone at 301-634-7934 for guidelines and permission.

BOOTH ACTIVITIES

Exhibiting companies wishing to conduct activities within their booths should contact the Show Management by email at exhibits@amp.org or by phone at 301-634-7934 for guidelines and permission.

FOOD & BEVERAGE AND BOOTH ACTIVITIES

Exhibitors are able to offer F&B during the show. Contact Show Management (exhibits@amp.org) for more information and approval. In addition, the following rules apply: The specific request(s) need to be approved by AMP. The specific request(s) must adhere to all rules and regulations outlined by the venue. All F&B orders and payment will be coordinated with the venue (exclusive provider) directly. If serving alcohol, AMP requires having a venue-recommended bartender and security to be present (all at the exhibitors' expense). Distribution of F&B should not create a fire hazard or crowd outside of your booth space. Additional rules may apply. F&B cannot be directly promoted to meeting attendees other than signage onsite within your booth space. F&B should not disrupt neighboring or other exhibitors. AMP reserves the right to discontinue F&B service at any time.

ANCILLARY & SATELLITE EVENTS

Exhibiting companies may only hold hospitality or off-site events during non-exhibit and non-meeting program hours with AMP's approval. No Exhibitor events may take place while the Exhibit Hall is open and while meeting programming is held. Check the AMP website for additional information on the application and approval process.

SUITCASING/OUTBOARDING

Please note that while all meeting attendees and registered guests are invited to the visit the Exhibit Hall, any attendee or invited guest who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Rules & Regulations, will be asked to leave immediately. Additional penalties may be

applied. Please report any violations you may observe to Show Management.

Outboarding refers to non-supporting companies who set up exhibits or events at off-site locations, such as hotel hospitality suites or nearby restaurants, and encourages attendees to leave the show floor and spend time with them. For the good of the show and the exhibitors supporting the show, the only legitimate place to conduct business during show hours is within a contracted exhibit space on the show floor. Only official Exhibitors and sponsors are allowed to conduct other hospitality events during non-show hours. All violations will be directed to the AMP Board for penalties and sanctions against the violating company. Exhibiting companies are encouraged to protect their investment and report any violations to Show Management.

AUDIO RESTRICTIONS/MUSIC LICENSING

AMP is a professional show. In general, Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels. The noise level and content of exhibits will be monitored by AMP staff. Profanity of any sort is not permitted as part of displays, simulators, video or presentations. Failure to comply with these regulations may result in the loss of ability to display audio features in the violating booth or expulsion from the show.

- a. Exhibitor should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.
- b. Exhibitor will defend, indemnify and hold harmless AMP against any claim or suit for copyright infringement or violation of intellectual property rights (e.g. trademark) that arises from Exhibitor's violation of copyright or intellectual property law.

PHOTOGRAPHY/VIDEOTAPING/AUDIOTAPING

Only the official photographer and audiovisual vendor for the AMP Annual Meeting may take photographs, videotapes, or audio tapes of and in the exhibit hall. Exhibitors may photograph or videotape from the confines of their own booth during non-exhibit hours. Photographing any exhibit or presentation other than one's own is strictly prohibited.

LIGHTING

All island booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth (including gobos) and may not extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles. The use of special lighting effects, such as strobes, flashers, etc., is prohibited unless lighting features are expressly the product(s) on display. Overhead lighting may be dimmed or turned off at the exhibitor's expense with onsite approval from AMP. Requests may be made onsite at the Exhibitor Service Desk. It is the responsibility of the exhibiting company's contact person to notify their contractors and agents of the height restrictions for hanging signs and lighting.

VEHICLES IN THE EXHIBIT HALL

All requests to have a vehicle on the exhibit floor must be approved before the booth space is assigned. The exhibiting company must conform to all convention center rules for vehicles, which may include, but are not limited to the following: full disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. Special move-in and move-out arrangements must be made in advance. Contact AMP for details.

ELECTRICAL SAFETY

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriter's rules and standard fire department inspection applicable under all appropriate state, county, city and venue electrical and fire codes and regulations. This applies to construction not pre-wired equipment.

FIRE REGULATIONS

All materials used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances. Corrugated paper, flameproof or otherwise, will not be permitted. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguishers must not be covered or obstructed. To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.

SALE OF GOODS

The sale of goods or services of any kind in the Exhibit Hall in connection with the Annual Meeting is prohibited. Order taking is permitted.

USE OF AMP LOGO

The AMP logo may not be used by entities or organizations other than AMP.

EXHIBITOR RULES & REGULATIONS, CONTINUED

OFFICIAL NAME, DATES, LOCATION & TAG OF EVENT

The official name of the event is the **AMP 2017 Annual Meeting** or AMP 2017 for short. The meeting and exhibit dates are November 16-18, 2017. The location is the Calvin L. Rampton Salt Palace Convention Center in Salt Lake City, Utah. The hashtag is #AMP2017. Exhibitors should adhere to this terminology.

CANCELLATION OF EXHIBITION

Neither AMP, Salt Lake City Convention Center, their employees, nor their agents shall have any liability or obligation to the Exhibitor for cancellation or deferral of the Meeting. In the event that the premises in which the exhibition is to be held are destroyed or damaged by fire or the elements or any other cause, so that the exhibition cannot be held, the Exhibitor shall have no cause of action or claim for damages or compensation against AMP except for the return of any amount previously paid, and in such an event, this agreement shall be terminated.

LIABILITY

AMP shall not in any manner or for any cause be liable or responsible to any exhibitor or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the exhibition; even if it is alleged or proved that such injury or damage was caused by the active or passive negligence of AMP; any and all claims for such injuries or damages are hereby waived and each Exhibitor agrees to defend, indemnify and hold harmless the AMP and its directors, officers, employees and agents (the "Indemnified Parties") against any and all claims, liabilities, losses and expenses, including reasonable attorney's fees, imposed on, incurred by or asserted against the indemnified parties caused by any act or omission of that exhibitor, or occurring within the exhibit space leased by that exhibitor or arising in connection with the activities conducted by that exhibitor in connection with the exhibition. Without limiting the generality of the foregoing, the Exhibitor agrees to defend, indemnify and hold harmless AMP to the same extent, and on the same terms, that AMP is required to indemnify the Salt Lake City Convention Center. Notwithstanding the foregoing, nothing in this Clause shall be read to claim that AMP is attempting to indemnify itself from its own fraud, willful injury to the person or property of another or a willful or negligent violation of law.

The Exhibitor acknowledges that AMP and the Salt Lake City Convention Center do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

AMENDMENT OF RULES/OTHER

AMP reserves the right to make changes, amendments and additions to the rules at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all exhibitors will be advised of any such changes.

All matters and questions not specifically covered by these rules and regulations and the Exhibitor Agreement are subject to the decision of the AMP show management, whose decisions will be final.

PRIORITY POINT SYSTEM

The priority point system is utilized by AMP to allow exhibitors the opportunity to select their booth space based on the greatest number of points. Points are accumulated based on relevant activity over the prior three years.

EARNING PRIORITY POINTS

EXHIBITS:

2 points for each 10' x 10' space

CORPORATE PARTNERSHIPS:

Diamond Level Partners earn 2,000 points per year of Partnership

Platinum Level Partners earn 1,500 points per year of Partnership

Gold Level Partners earn 1,200 points per year of Partnership

Silver Level Partners earn 500 points per year of Partnership

SPONSORSHIPS (including program book ads):

2 points for every \$5,000 of support

AWARDS SUPPORT:

2 point for each \$2,500 of support

CORPORATE WORKSHOPS:

1 point for each workshop hosted