

EXHIBIT RULES & REGULATIONS

Contract

The applicant agrees that the American Planning Association (APA) has the sole right to determine the eligibility of any company, agency, product, or service to be included in the exhibition, and retains that right through the end of the exhibition. No contract is formed until an application is accepted by APA and the applicant is notified. Should APA accept the application and later determine to prohibit the entire exhibit, the applicant agrees that its damages shall be limited to a refund of its application fee.

Assignment of Booth Space

Applications received from prospective exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given to corporations/organizations that have exhibited at previous APA National Planning Conferences and have complied with all Exhibit Rules & Regulations.

To obtain benefit from priority rating, applications with full payment and the product or service description must be received by Tuesday, February 7, 2012. Space will not be reserved without payment. Priority rating is not a guarantee of space. Applications received after this date will be processed on a first-come, first-served basis. Therefore, it is recommended that exhibitors submit applications and payment as early as possible.

While APA attempts to accommodate exhibitor location and other preferences, such accommodations cannot be guaranteed. In the event of a conflict regarding space or other material conditions, APA shall have the right to assign space to the Exhibitor, rearrange the floor plan, or relocate any exhibit at any time before or during the exhibition.

Exhibit Dates and Hours

The exhibition area is open Saturday, April 14, 2012, through Monday, April 16, 2012, from 9:00 a.m. to 5:00 p.m. each day.

Exhibit Setup

Installation of exhibits will commence on Friday, April 13, 2012, at 8:00 a.m. Exhibits must be fully installed by 5:00 p.m. Friday, April 13, 2012. After this hour no installation work will be permitted without special permission from APA.

Exhibit Teardown

All exhibits must remain intact until 4:00 p.m., Monday, April 16, 2012, and may not be dismantled or removed until that time. Exhibits should be packed and ready to move by 8:00 p.m. on Monday, April 16, 2012. Early teardown will affect priority placement at future APA conferences.

Booth Payment and Occupation of Exhibit Space

All applications for space must be accompanied by full payment. Applications without booth payment will delay processing and the assignment of space.

Any space not claimed and occupied prior to 10:00 a.m. on Saturday, April 14, 2012, will be resold or reassigned by APA with no obligation on the part of APA to refund any part of the booth rental. Exhibitors may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business.

Booth Construction and Arrangement

APA will provide the standard draped booth consisting of an 8' high backdrop, 3' draped side rails, and one identification sign with booth numbers. All exhibits must be confined to the spatial limits of the booth as indicated on the floor plan. Additional booth furnishings and other services (i.e., labor to install exhibits, special signs, cleaning services, electrical power, etc.) can be obtained from the official show contractor as outlined in the exhibitor service kit. **New this year:** An appropriate floor covering is required for the entire contracted booth space.

APA has specific height, size, configuration, and appearance restrictions that must be adhered to. Please see the last page of this document for details. Exceptions are subject to APA approval, and requests must be made in writing at least 60 days prior to the start of the Exhibition.

Cancellations

Cancellation of exhibit space must be directed in writing to APA. Cancellations shall be effective upon receipt of notice to APA. Exhibitors who cancel will receive a refund only in the event that the vacated space can be sold to another exhibitor. A \$250 handling fee will be assessed to each canceling exhibitor.

Exhibitor Services

Arata Expositions, Inc. can provide all usual trade show services including labor. Exhibitors shall employ only union labor, as made available by the official contractor, in the installation or dismantling of their exhibit and in its operation when required by union agreements. An exhibitor using an outside contractor for the above work must notify APA Exhibit Management no later than 30 days prior to the exhibition identifying the contractor(s), listing the supervisory personnel and supplying evidence of adequate liability insurance coverage by original copy. Upon arrival at the show, exhibit house personnel will check in with show management or their selected agents to present their credentials and receive permission to work on the floor.

Arata Expositions, Inc. will provide drayage service for all exhibitors. That service will include receipt of freight, delivery of exhibitor's freight to exhibitor's booth site, storage of exhibitor's empty containers until the close of the show, and return of the freight to the destination of exhibitor's choice. Forms will be included in the Exhibitor Service Kits.

APA, on behalf of exhibitors, will arrange with responsible parties for various exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc. will be furnished well in advance of the exhibition dates.

Safety & Fire Laws

All applicable fire and safety laws and regulations must be strictly observed by all exhibitors. Cloth decorations must be flameproof. Wiring must comply with local fire department and the conference facility's rules. Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas, and oxygen tanks are not permitted.

Exhibitor Service Desk

Provisions have been made to maintain an Exhibitor Service Desk throughout the exhibition's installation, operation, and dismantling period.

Material Handling

All shipments must be prepaid and consigned by the shipping instructions as specified in the Exhibitor Service Kit. Exhibits and related materials will not be accepted in advance as freight by the Los Angeles Convention Center and will be redirected to Arata Expositions, Inc. at the exhibitor's expense.

Care of Exhibit Space

Exhibitors shall care for and keep in good order all space occupied by them. Special cleaning and dusting of booth, display, and equipment and material will be the exhibitor's responsibility and shall be performed at the exhibitor's expense.

Exhibit Standards

APA shall have the right to prohibit and remove any exhibit or part of an exhibit which in APA's sole judgment is not suitable to or in keeping with the character or purpose of the exhibition. APA Exhibit Management will notify the exhibitor and detail what modifications, if any, will avert the prohibition or removal. If an exhibitor is asked to remove an exhibit, or part thereof, and fails to do so promptly, APA will remove the exhibit or part thereof, and the exhibitor agrees to pay the reasonable costs of such removal.

Conduct of Exhibitors

Exhibitors shall conduct themselves in a professional, ethical, and otherwise appropriate manner at all times and in conformance with these regulations. APA reserves the right to deny the privileges of the floor to any and all exhibitors who do not do so.

Exhibitor Service Kits

At the time of booth assignment, contracts will be executed and confirmations e-mailed to the exhibitor. Exhibitor Service Kits will be sent approximately 60 days before the show. These kits will include any amended or additional rules and regulations, official show hours, set-up and dismantle hours, all service contractor related order forms, and all auxiliary services order forms. Please review all information carefully and be aware of all required cut-off dates.

Use of Exhibit Space

The booth must be staffed by at least one company representative at all times during the conference exhibit program. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet, or share any part of his space without express written consent from the Director of Meetings & Conferences.

Music Licensing

Exhibitors agree to comply with existing regulations on music licensing and agree to indemnify and hold harmless APA against any claims or expenses arising from noncompliance with these regulations.

Admission

APA shall have sole control over all admissions. All persons who visit the exhibit area will be admitted according to the rules and regulations of the exhibition, as APA may amend from time to time.

Insurance, Liability, and Indemnification

The exhibitor assumes the entire responsibility and liability for injury to its officers, principal, employees, agents, and contractors for any damage caused by the exhibitor to the facility housing the exhibit and for loss or damage to exhibitor's displays, equipment, and other personal property brought upon the premises of the Los Angeles Convention Center. The exhibitor also agrees to indemnify and hold harmless APA and Los Angeles Convention Center, their respective officers, directors, members, employees, and agents for any claims that may arise from the operation of the exhibit, including but not limited to, transportation and setup of personal property and display and dismantling of same. Exhibitors are advised to add to their existing insurance a portal-to-portal rider to protect them against loss or damage to materials from fire, theft, accident, etc. Exhibitors agree to maintain such insurance that will fully protect the exhibition management from any and all claims of nature whatsoever, including claims under the Worker's Compensation Laws, and for personal injury, including death, which may arise in connection with the installation, operation, or dismantling of the exhibitor's display. The exhibitor acknowledges responsibility for obtaining insurance in an amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance shall include coverage of the indemnification obligations of the exhibitor under these Rules and Regulations and shall cover APA and the official show decorator as additional named insurers. Exhibitor shall provide APA with a copy of such insurance policy at least 30 days prior to exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as exhibitor deems appropriate.

Americans With Disabilities Act

Exhibitors shall be responsible for making its exhibit space accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold APA, its agents, and employees harmless from any consequences of exhibiting companies that fail in this regard.

Security

APA will provide 24-hour perimeter security guard service during the days of the exhibition. The furnishing of the guards shall not increase the liability of APA. Neither APA nor the convention facility will guarantee exhibitors against loss and will not be responsible for loss of any material by or for any cause. Each exhibitor must make provisions for safeguarding of their goods, materials, equipment, and display at all times, and exhibitors are urged to carry their own insurance through their own sources at their own expense. After exhibit hours, only those exhibitors properly identified and having the permission of the exhibit management may enter the exhibit area.

Amendments to Regulations

These rules and regulations are to be construed as a part of all space applications and contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules and regulations will be decided by APA Exhibit Management. APA reserves the right to change or add to the rules and regulations if such addition or change is, in APA's judgment, reasonably required for the appropriate conduct of the exhibition.

APA's 2012 National Planning Conference
Los Angeles
April 14-17, 2012

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No part of in-line displays except equipment therein may be higher than eight (8) feet along the back wall unless specific written permission is granted by APA.

No perpendicular obstruction eight (8) feet or more in height may extend forward more than 50 percent of the distance from the back wall, and none over 36 inches in height shall extend forward for the remaining space to the front of the booth. (Exceptions are subject to APA approval, and requests must be made in writing at least 60 days prior to the start of the Exhibition.)

Peninsula spaces (10x20) have aisles on three sides and two corners. The back wall shall be centered on the non-aisle side and not exceed in width one-half the dimension of this side. Height may not exceed eight (8) feet. Island spaces are to be accessible from all four (4) sides, with an openness or transparency of sight lines allowing attendees to view the surrounding exhibit area through the island booth. Island booth structures cannot exceed a height of sixteen (16) feet. Island hanging signage may not exceed twenty (20) feet in height and is to be contained within the assigned booth space. In an island space, a set back of one (1) foot will be required for any structure longer than four (4) feet and higher than four (4) feet.

An appropriate floor covering is required for the entire contracted booth space.