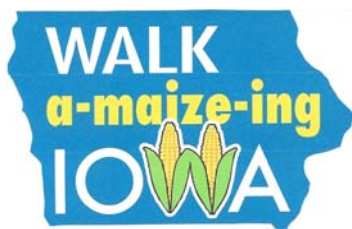


EXHIBIT SPACE RULES and REGULATIONS



American Volkssport Association
2011 Biennial Convention
June 21-June 24, 2011
Polk County Convention Complex
Des Moines, Iowa



1. **Space Assignments:** Space assignments will be processed on a first-come basis by date of receipt of completed application. An exhibitor may indicate his preference for a space assignment on the Exhibit Space Application. The convention committee will attempt to accommodate the preferences of each exhibitor. However, the convention committee reserves the right to relocate an exhibitor at its sole discretion. The convention committee, at its sole discretion, reserves the right to reject at anytime an application to exhibit for any reason, even with prior acceptance in the convention or previous AVA conventions.
2. **Eligible Exhibits:** The convention committee will consider, in its sole discretion, applications for exhibit space from organizations who present in a tasteful manner educational and commercial materials consistent with AVA's educational and fitness goals.
3. **Booth Activities:** All business activities of the exhibitor must be within the contracted exhibit space of the exhibitor. It is the exhibitor's responsibility to comply with all local, state and federal laws concerning the sale of merchandise and/or services.

The sale of merchandise and/or services and the distribution of literature and products will be permitted only with the prior approval of the convention committee. No exhibitor may distribute or leave behind merchandise, signs, or printed matter in the registration area, meeting rooms or public areas of the convention site.

The convention committee, at its sole discretion, reserves the right to cancel or restrict use of exhibit space if such space is used to display material of any nature that is generally not in the best interest of the Convention, AVA or not in compliance with exhibit rules & regulations and/or AVA's acceptance criteria.

Exhibitors may only display products and/or services sold or used in their regular course of business. Should an article from a non-exhibiting company or organization be required for operation of demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint or trademark under which same is sold in the general course of business, pending approval by the convention committee.

Drawings, Contests and product Surveys: It is the exhibitor's sole responsibility to comply with all local, state and federal laws governing such activities.

Food & Beverage Distribution: The distribution of food and/or beverages in the exhibit booths is allowed, but all food and/or beverages must be in closed and sealed packaging. Iowa Events Center exhibitors may distribute food and beverage samples in authorized booth space and must not be in competition with products or services offered by Ovation Food Services. Samples must be representative of products manufactured or distributed by the company exhibiting. Free samples are limited to 3 ounce of beverage and 1 ounce of food. Exact descriptions of sample and portion size must be submitted to Ovation Food Services for written approval 14 days prior to the opening of the event. No alcoholic samples may be distributed. The sale of food and/or beverage products from open display or by the plate or cup is not allowed. It is the exhibitor's sole responsibility to comply with all local, state and federal laws governing such activities.

4. **Occupancy of Space:** The Exhibit Hall open hours will be:

Tuesday, June 21, 2011	6:00 PM—9:00 PM
Wednesday, June 22, 2011	10:00 AM—5:00 PM
Thursday, June 23, 2011	10:00 AM—5:00 PM
Friday, June 24, 2011	9:00 AM—Noon

The exhibit area will be open for installation of exhibits beginning at 9AM on Tuesday, June 21, 2011. All exhibits must be completely installed and all packing crates must be off the floor by 4:30 PM Tuesday, June 21, 2011, to allow for inspection of exhibits. No work will be allowed after the exhibits open until the close of the show each day. Removal of exhibits may not begin until the official closing of the exhibits on Friday, June 24, 2011 at Noon. All booths must have an appropriate representative in attendance during the official exhibit hours each day.

5. **Inspection of Exhibits:** Exhibits must be available for inspection by AVA Convention Management by 4:30 PM, Tuesday, June 21, 2011
6. **Rejection of Exhibits:** If Convention Management determines an exhibit to be inappropriate or unsuitable, such exhibit must be altered, modified or closed to conform with the convention requirements. Any cost associated with alterations, modifications or closure and removal of an exhibit will be borne by the exhibitor. Such decisions will be made at Convention Management's sole discretion.
7. **Subleasing/Sharing of Exhibit Space:** Reassignments, subletting, and/or sharing exhibit space is strictly prohibited. No exhibitor shall assign, sublet or share space allotted with another company or organization unless approval has been obtained from convention management prior to Tuesday, June 21, 2011.
8. **Default:** Any exhibitor failing to occupy space for which the exhibitor has contracted will be held liable for such space at the full rental price. In the event the exhibit space is not occupied by 4:30 PM, Tuesday, June 21, 2011, AVA shall have the right to use the space as it sees fit.
9. **Cancellations:** Exhibit space that has been assigned and confirmed may be canceled, in total and/or in part, without penalty, by giving written notice to the Convention Management, by March 31, 2011. Cancellations received between April 1, 2011 and May 1, 2011 will be assessed a penalty of 50% of the value of the total exhibit fees for the portion of the space canceled, in total and/or in part. Cancellations received after May 1, 2011 will be assessed a cancellation penalty equal to 100% of the value of the exhibit fees for the portion of the space canceled, in total and/or in part. If an exhibit is cancelled by AVA, all deposit and payments for such exhibit space will be refunded in full.
10. **Booth Requirements:** All booth contents must be in full compliance with federal, state and city fire and safety regulations.