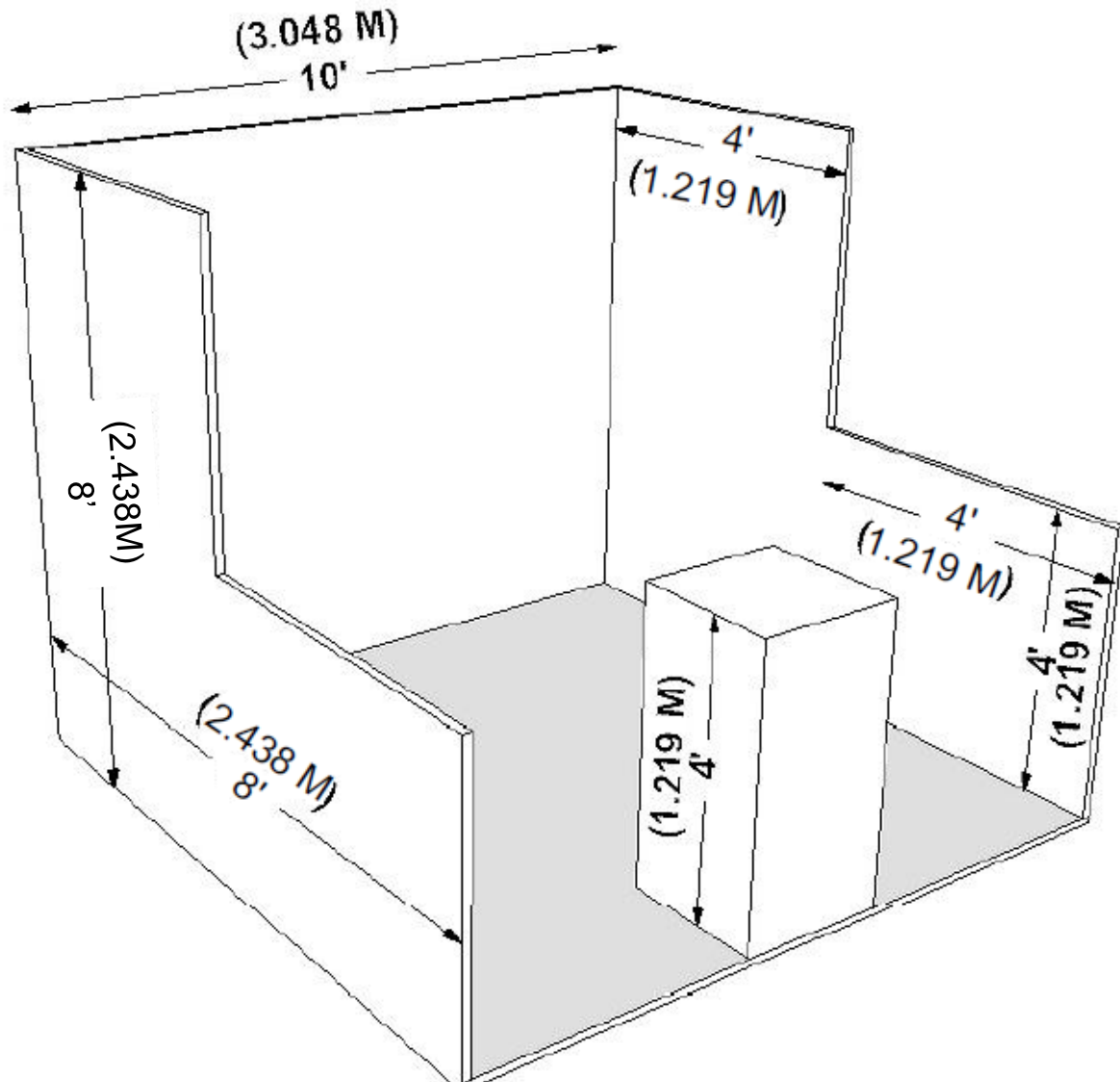


Foodservice Conference & Exposition Linear (In-line) Booth (Structure Guidelines)

Linear Booth: A single or multiple 8' x 10' booth(s) in a straight line (including corner booths).



- Exhibit fixtures and components are permitted to a maximum height of 8' (2.4m) in the rear half of the booth and 4' (1.2m) in the front half of the booth.
- Hanging signs and overhead lighting are NOT permitted.
- Decorator side rails cannot be removed.
- All decoration and business must be conducted within your rented booth space.
- Any unfinished or unsightly exhibit fixtures must be masked or draped at the exhibitor's expense.

Reprinted in part with expressed consent of IAEE from Guidelines for Display Rules and Regulations.



Official Exposition Rules & Regulations

may do so only if they meet the guidelines/policies provided by exhibitor shall not be held liable for any costs associated with Exhibitors' failure to meet published guidelines.

Noise, Odor & Lights

Exhibitors must confine all activities to their booth during Show hours. If audio visual equipment is used, the exhibitor agrees to comply with any union requirements for the operation of the equipment. Sound devices must be operated so as not to disturb other Exhibitors and not exceed 80 dB and read on the "A" scale of a sound level meter. Exhibitor reserves the right to determine acceptable sound levels. Exhibitors are responsible for obtaining all necessary copyrights or licenses to use copyrighted materials. Objectionable odors in the opinion of the PA will not be permitted. No flashing signs or signs involving the use of neon or similar gases will be permitted. Exhibitors who have received two warnings and continue will have their entertainment/demonstration shut down for the day.

Costume Promotions, Soliciting & Retail Sales

Booth representatives wearing distinctive costumes, carrying banners or signs separately, or as part of their apparel, must remain in their booth. This includes the distribution of samples, emblems, and/or characters on any official badge. Demonstrations and discussions are limited to the booth space only. Exhibitor's must not place equipment for display or demonstration in such manner as to cause observers to gather in the aisles. Clothing may not be lewd, obscene, indecent, sexually degrading or otherwise inappropriate. Exhibitor shall be the sole judge of whether clothing is permissible or not. Individuals who behave or dress in a manner deemed unprofessional or inappropriate by exhibitor will be asked to change or leave and exhibitor will not be liable for damage of any kind if such action results in the booth being unattended. Sales at retail, for delivery to purchaser on Exposition premises, are prohibited.

Photography

Photography and camera equipment are strictly prohibited on the show floor without written permission from exhibitor and/or the exhibitor. Exhibitor reserves the right to review and delete any unauthorized photos and/or confiscate any digital camera, camera phone or other photography equipment and will not be held liable for such actions.

Safety Devices & Fire Protection

Exhibitors are fully responsible for complying with national, state and city regulations in provision and maintenance of adequate safety devices and

conditions to operate machinery and equipment. Flammable devices, fluids, decorations or display fixture coverings are prohibited. Fabrics, decorative materials, table covers or risers shall be flameproof and subject to Fire Marshal inspection. All cooking procedures must conform to the rules & regulations of the facility management and the Fire Marshal. Fire hose cabinets, service entrances and exit signs must be accessible and in full view. Smoking is not permitted.

19. ADA Compliance

Exhibitor represents and warrants: (1) the exhibit will be accessible to the full extent required by law; (2) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the Act; (3) that it shall indemnify and hold harmless and defend exhibitor from and against any and all claims and expenses including reasonable attorneys fees and litigation expenses that may be incurred by or asserted against exhibitor on the basis of the Exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

Damage to Property

Exhibitors are liable for any damage caused by them or their agents to the venue, property of exhibitor and/or any other Exhibitors. This includes damage caused by fastening displays or fixtures to the building floors, walls, or columns. Exhibitors may not apply paint lacquer, adhesive or any other coating to building columns.

Event Closing

All of Exhibitor's Booth and other items must be removed, at their expense, from the building at the end of the event no later than the time published by exhibitor. Exhibitors will be liable for storage and handling charges resulting from failure to remove materials at the end of installation and dismantling periods.

Indemnification

22.1 Exhibitor agrees to indemnify, defend and protect the Monterey Conference Center, Monterey Marriott Hotel, and Portola Hotel & Spa and hold them harmless from any claims, demands, suits, liability, damages, loss, costs, attorney fees and expenses of whatever kind which result from any action, or failure to act, or negligence by the Exhibitor or any officers, agents, employees and representatives, including but not limited to claims of personal injury, damage, or loss of property. Exhibitor will not make any claim against exhibitor or damage or destruction of goods; nor injury to them, their employees or attendees as a result of negligence; nor for damage of any nature including that to business by reason of failure to provide space for their exhibitor, nor for any action or negligence of exhibitor or for the failure to hold

the Event as scheduled. Neither exhibitor, the Monterey Conference Center, Monterey Marriott Hotel, Portola Hotel & Spa, nor any officer, agent, employee or other representative shall be accountable or liable for, and the same are hereby released from accountability for any damage, loss, harm or injury to person or any property of the Exhibitor or any of its officer, agents, employees or other representatives resulting from theft, fire, water, accident or any other cause.

Exhibitor shall obtain adequate insurance against loss, damage or destruction of property, no less than \$1 million Commercial General Liability insurance, including a broad form endorsement and will waive subrogation against exhibitor or their representatives. Exhibitor shall name exhibitor and the venue on their certificate of insurance and provide exhibitor with a copy.

Insurance

Exhibitor hereby agrees to indemnify, defend and hold harmless exhibitor regulations & ordinances in force.

Co-ordination with Lease

Exhibitor hereby agrees to indemnify, defend and hold harmless exhibitor regulations & ordinances in force.

IFPA Official Exposition Rules & Regulations

25. Attorney Fees

The Exhibitor agrees to pay any fees, including attorney fees associated with any dispute with IFPA or the Venue.

26. Jurisdiction

If any legal action is brought to enforce this agreement, venue will be in New Castle County, Delaware, USA and the laws of Delaware shall apply. Exhibitors must comply, at their expense, with all local, state and federal laws, rules, regulations & ordinances in force.

27. Data Protection

27.1. Each party acknowledges and agrees that it is responsible for its own processing of personal data in connection with this Contract, including, without limitation, any processing of personal data pursuant to a Data List (as defined in Condition 27.2) (and, where applicable, the parties agree that each party acts as a data controller for the purposes of the General Data Protection Regulation (Regulation (EU) 2016/679)). Each party shall: (i) only process personal data in compliance with, and shall not cause itself and/or the other party to be in breach of, Data Protection Law, and (ii) act reasonably in providing such information and assistance as the other party may reasonably request to enable the other party to comply with its obligations under Data Protection Law. If either party becomes aware of a Reportable Breach relating to the processing of personal data in connection with this Contract, it shall: (i) provide the other party with reasonable details of such Reportable Breach without undue delay, and (ii) act reasonably in co-operating with the other party in respect of any communications and/or notifications to be issued to any data subjects and/or supervisory authorities in respect of the Reportable Breach. If either party receives any communication from any supervisory authority relating to the processing of personal data in connection with this Contract, it shall: (i) provide the other party with reasonable details of such communication, and (ii) act reasonably in co-operating with the other party in respect of any response to the same. Organizer collects, uses and protects personal data in accordance with its privacy policy, which can be found here: <https://www.freshproduce.com/privacy-policy>. Exhibitor understands that contact information provided in the booth application will be shared with official show contractors and used to distribute logistical information related to the show. By submitting the application, booth contacts are agreeing to receiving these emails.

27.2 Without prejudice to the generality of Condition 27.1, Client acknowledges and agrees that if it receives any list containing personal data from Organizer as part of the Package (a Data List), it shall: (i) keep the Data List confidential and not disclose it to any third party, (ii) only use the Data List for the purpose of making an initial approach to contacts on the Data List in response to their engagement with Client's products and/or services as facilitated by the Package, (iii) securely delete or put beyond use all or any part of the Data List upon Organizer's reasonable request or by such time as is required by Data Protection Law, whichever is earlier, and (iv) provide Organizer with reasonable details of any enquiry, complaint, notice and/or other communication it receives from any supervisory authority relating to Client's use of the Data List, and act reasonably in co-operating with Organizer in respect of Client's response to the same. Client acknowledges and agrees that Organizer shall only be obliged to provide Client with all or any part of a Data List to the extent that it is legally permitted to do so and Organizer shall not be liable if the volume of personal data provided to Client is less than anticipated as a result of Organizer's compliance with Data Protection Law.

28. Agreement to Rules

Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto that may hereafter be established or put into effect by IFPA. Any matters not specifically addressed shall be subject solely to the decision of IFPA.