



**International Reading Association  
2012 Annual Convention  
Exhibitor Rules and Regulations**

All Exhibitors and their representatives participating in the International Reading Association 2012 Annual Convention, referred to herein as “Event” over the dates of April 30 - May 2, 2012, are required to comply with the rules and regulations (“Rules and Regulations”) set forth below, as well as the terms and conditions (“Terms and Conditions”) stated in the Exhibit Space Contract. The Rules and Regulations and the Exhibitor Service Manual are integral to and fully incorporated by reference into the Exhibit Space Contract. “Show Management” means International Reading Association and its officers, directors, shareholders, members, employees, and authorized representatives. “Exhibitor” means, severally and jointly, (i) the company/s or person/s contracting for Exhibit Space and its officers, directors, shareholders, members, employees, contractors, agents, representatives, and/or invitees, as applicable.

**Exhibitor Service Manual:** Prior to the Event, Show Management will provide the "Show Contact" listed on the front of the Contract with access to an online Exhibitor Service Manual. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: the Event Rules and Regulations, official contractor order forms, shipping delivery and storage of shipments, freight handling (drayage), utilities, electrical and building services/regulations, exhibitor display rules, installation/dismantle Exhibit Space labor to be supplied by the Official Service Contractor; and move-in/move-out schedules, official Event hours, rental of furniture, additional services and other Event information necessary to aid Exhibitors.

**Exhibit Booth Design and Construction:** Exhibitor’s display/exhibit booth must be designed and constructed in a manner that provides adequate area in the assigned Exhibit Space to accommodate interested attendees (Please refer to the Booth Design Guidelines and Regulations in the Exhibitor Service Manual.) All booths 400 s/f and larger must be approved by the International Reading Association and must be drawn to scale as well as include dimensions of booth fixtures for approval. Any demonstration or activity which results in obstruction of aisles, prevents ready access to a nearby Exhibitor’s booth, or creates a disturbance or safety hazard deemed by Show Management to cause a disruption or potential harm, shall be suspended for any periods specified by Show Management. Any Exhibitor utilizing a celebrity figure in their booth for a promotional purpose must notify Show Management at least 30 days prior to the Event Dates of the dates and times of the celebrity’s scheduled appearances. If Show Management, at its sole discretion, deems additional security personnel or measures are necessary, they will be implemented immediately at the Exhibitor’s own expense. The Exhibitor’s representatives wearing distinctive costumes or carrying banners or signs separately, or as part of their apparel, must remain within the confines of the Exhibitor’s Exhibit Space.

The Exhibitor shall not, nor shall the Exhibitor permit others to, do anything to the exhibit booth or do anything in the Facility where the Event is held, or bring anything into the Exhibition Facility, which would cause a difference in conditions from those previously approved by Show Management, its insurance carriers, or the owners or managers of the Exhibition Facility, which will in any way increase premiums payable by any of such parties for fire, casualty, liability or other insurance on the Facility or any property therein. Exhibitor agrees to pay, on demand by any such parties, any increase in premium cost or surcharge resulting from a violation of this Section.

All display materials and Exhibit Booth equipment must be fireproof and electrical wiring must meet the safety requirements as required by law, as well as the Official Service Contractor and the Exhibit Facility. Affidavits attesting to flame-proof compliance with all applicable Fire, Health and Safety ordinances, codes and regulations must be submitted as required. Empty boxes and crates may not be stored in Exhibit booths or behind drapery or walls.

**Exhibit Space Occupancy Set-up and Exhibition Hours:** Hours and dates for installing, occupying and dismantling displays/exhibits will be specified in the Exhibitor Service Manual. Exhibitor’s display/exhibit must not be disturbed, dismantled or removed before the official close of the Event, and must remain staffed during all official Event hours as stated in the Exhibitor Service Manual. If Exhibitor fails to install its display/exhibit in its assigned Exhibit Space or leaves its space unattended during the official Event hours Show Management shall have the right to take possession of Exhibitor’s Exhibit Space and no refund will be due to Exhibitor. Should extraordinary events occur requiring early departure from the Event the Exhibitor must immediately notify Show Management on-site and make arrangements for such an occurrence prior to any removal of exhibit or its contents. If Exhibitor, through circumstances beyond its reasonable control, is delayed in arrival or set-up, Exhibitor must notify Show Management as soon as possible prior to the Event. Non-notification as stated herein will result in the cancellation of the Contract, loss of Exhibitor’s Booth Space and forfeiture of all payments. No refunds will be made.

**Exhibitor Conduct:** Show Management reserves the right to reject, eject, remove or prohibit any exhibit in whole or in part, or any Exhibitor or its representatives, if, in the opinion of Show Management the exhibit or the activities of the Exhibitor or its representatives violates the Contract, the Rules or Regulations, Exhibitor Service Manual or are detrimental to the aims, goals or purpose of the Event or whose display of goods, services or products are not, in the opinion of Show Management, compatible with the general character and objectives of the Event. Fraudulent Exhibitor registration or misrepresentation of status or goods, products or services will be cause for removal from the Event. Show Management prohibits abusive conduct and inappropriate behavior toward Show Management, attendees, guests, exhibitors, affiliated representatives, or any other person participating in the Event. Whenever possible, the Exhibitor will be given notification and reasonable time to correct the problem. If any exhibit booth or any Exhibitor is removed or ejected from the Event for violation of the Contract, the Event Rules and Regulations or for any other reasons, Exhibitor will have forfeited all Exhibit Space Rental Fee, registration fees or any other fees, and therefore not be entitled to any refunds, and will remain liable for any damages due to its actions. In order to maintain the business atmosphere that our attendees and exhibitors deserve and demand, children under the age of 16 years old are prohibited from attending the Event and special events, except upon prior written approval of Show Management. All such requests must be submitted in writing to Show Management. Notwithstanding the foregoing, no person under 18 years old is permitted on the exposition floor during move-in and move-out.

**Publication Displays:** Publication space will be strictly limited to the display of approved trade publications, as deemed by Show Management and is not to be staffed by any publication personnel. Publications, literature and promotional materials distributed by the Exhibitor must be contained within the assigned Exhibit Space.

**Operation of Displays, Sound and Lighting Devices:** Flashing or neon lighted signs or electronic displays or sound-emitting devices must be constructed or controlled in a manner that will not interfere with or constitute a nuisance to other exhibitors or attendees. Lights or sound of any kind must not be projected outside of the exhibit booth. Sound producing or amplifying devices that project sound or music must be set at a conversational level. Show Management reserves the right to determine at what point sound constitutes interference with other exhibitors. Exhibitors must submit in writing to Show Management a detailed description of the planned use of equipment before audio/sound devices can be used. Exhibitor is specifically prohibited from employing any carnival-type attraction, animal or human, or from operating noise-creating devices such as bells, horns or megaphones. All public address announcements by Exhibitors are prohibited.

**General Security:** Show Management will provide the services of a security agency within the exhibition area during the period of move-in, Event days, and move-out for general safety and security purposes only. The security services provided by Show Management are not intended or offered, nor are they to be interpreted by the Exhibitor, in any form whatsoever, as a guarantee by Show Management or the Exhibition Facility against any loss, theft or damage to the Exhibitor or any of Exhibitor's property. All items brought into Exhibition Facility are done so at the Exhibitor's own risk. The Exhibitor is solely responsible for the security and safeguarding of its Exhibit Space and its contents at all times. Exhibitor may furnish additional guards at its own cost and expense, but only after obtaining the prior written approval of Show Management.

**Promotional Activities:** All exhibitors must submit the mandatory [Exhibitor Booth Activity-Giveaway Form](#) to Show Management. All exhibit activities, solicitation efforts and the distribution of promotional materials are limited to the confines of its Exhibit Space, unless otherwise previously approved in writing by Show Management. Standing in aisles or in front of other exhibitors' exhibit space for promotional purposes is prohibited. Exhibitor shall only exhibit products that it manufactures, represents or legally distributes. Distributed literature must be related strictly to the products and/or services on display or directly available from the Exhibitor of record. All displays/exhibits shall display products or services in a tasteful manner. No signs, decorations, banners, advertising material, special exhibits or promotional activities will be permitted outside of Exhibitor's assigned Exhibit Space, except by prior written permission of Show Management. The aisles, passageways and overhead spaces and all areas/function space outside of Exhibitor's assigned Exhibit Space remain strictly under control of Show Management. Uniformed attendants, models and other employees of Exhibitor must remain within the assigned Exhibit Space. Balloons and stickers are prohibited in the Exhibition Facility. Distribution of promotional items or samples/souvenirs, mascots, literature and/or any other form of advertising is forbidden in the Exhibition Facility's corridors, lobbies, and public space or anywhere outside of the Exhibitor's assigned Exhibit Space. Handouts with gummed backing that adhere or cause adhesion are considered stickers. Equipment must be arranged so that Event attendees do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's Exhibit Space are prohibited. Selling of products, goods or samples is prohibited during the Event without the advanced notification to show management of retail sales in the exhibitor's booth. In addition, a [Chicago Itinerant Merchant License Application](#) must be submitted.

**Outside Exhibits/ Functions/ Hospitality Suites:** Exhibitor agrees not to conduct meetings or activities whether within or outside of the Exhibition Facility during the Event's official Event hours. Exhibitor is prohibited, without express prior written approval from Show Management, from displaying products/services and/or other advertising material in areas outside its Exhibit Space including but not limited to parking lots, hotel lobbies, hotel function space, lounges, corridors, sleeping rooms, etc., as well as conducting unauthorized Exhibition Facility tours. Exhibitor shall not operate hospitality suites or hospitality functions during official Event hours or when any Show Management sponsored activities are being held. All requests for a hospitality suite or public function space must be made in writing through Show Management. If Exhibitor cancels or fails to occupy the Exhibit Space during official Event hours, Show Management reserves the right to notify the applicable venue to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel or applicable venue.

**Official Event Contractor Services:** Show Management has contracted, on an exclusive basis, official service contractors to provide certain services for the Event. Service companies other than the official Event contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by Exhibitor-Appointed Contractors ("EAC") within certain guidelines. A complete listing of exclusive services and Exhibitor-Appointed Contractor guidelines will be provided in the Exhibitor Services Manual.

**Exhibitor-Appointed Contractor:** Exhibitor may use an Exhibitor-Appointed Contractor ("EAC") as set forth herein and in the Exhibitor Service Manual. Exhibitors are required to sign and return the Request To Use An Exhibitor-Appointed Contractor Form if using any contractor other than those listed in the Exhibitor Service Manual as "Official Service Contractors." Any EAC, as an agent for the Exhibitor, present in the Exhibition Facility during the Event must adhere to and will be bound by the Rules and Regulations and other terms and conditions as stated in the Contract and the Exhibitor Service Manual. EAC must comply with all insurance requirements as stated in these Rules and Regulations, separate and apart from the Exhibitor's insurance requirements as stated herein, as well as indemnify, defend and hold harmless Show Management and the Exhibition Facility as stated in the Indemnification Section of the Contract. Exhibitors will be responsible for ensuring that their EAC has adequate insurance coverage as specified herein and will be liable for the conduct of each EAC it appoints or that performs services pursuant to such appointments. Exhibitors using any company other than the Official General Services Contractor for the installation and/or dismantle of display material only must hire union personnel or secure labor through the Official General Services Contractor. The names of any EACs to be used by Exhibitor must be sent to Show Management at least 30 days prior to the Event's first Event Date. Show Management retains the right, at its sole discretion, to prohibit or remove an EAC from the Exhibition Facility for non-compliance under the Contract or the Rules and Regulations.

**Photographs, Publicity Material, Radio and Television and Print Media:** The use of cameras and video cameras on the exhibit floor is strictly prohibited without the prior permission of Show Management. Show Management must be advised in writing when Exhibitor desires to use still or sound movies, transparencies, amplified record, televisions or radios, etc. Show Management reserves the sole right to use any photographs, recordings, electronic images or publicity material received by or obtained by Show Management in the course of the Event, for whatever use deemed proper by Show Management. Show Management retains the exclusive right to include photographic, video and other visual portrayals of attendees, any Exhibitors and their booth including its contents, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity and otherwise, without compensation to the Exhibitor, and all rights titled and interest bearing (including all worldwide copyrights therein) will be Show Management's sole property, free of any claims of the Exhibitor or any persons deriving any rights or interest from the Exhibitor.

**Music Licensing and Use of Copyrighted Works:** As a service to its exhibitors, the IRA applies for the licensing and pays royalty fees for the ability to play live and mechanical music during the International Reading Association Annual Convention. Film and music played or performed purely for entertainment, without educational or informational value is prohibited. The Exhibitor or its agent(s) agree not to allow any musical work protected by copyright to be staged, produced, or otherwise performed, via either "live" or mechanical means, by or on behalf of the Exhibitor at Event or any Event-related activity, unless the Exhibitor or agent(s) has submitted the mandatory [Exhibitor Booth Activity-Giveaway Form](#) to the IRA.

**Lotteries and Contests:** The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable federal, state and local laws and ordinances in the State and City where the Event is being held. The Exhibitor agrees to accept full and complete responsibility for complying with and adhering to all applicable federal, state and local laws, ordinances and regulations pertaining to lotteries and contests.

**Sales:** Exhibitor agrees to abide by all state and local tax regulations. IRA may advise of any tax requirements but each exhibitor is responsible for collecting and submitting payment of their own sales tax to the appropriate legal authority. Noncompliance may result in immediate shutdown of Exhibitor's booth by local authorities. Exhibitor will be liable for all obligations resulting from noncompliance and will indemnify and hold harmless IRA from any and all costs and/or expenses (including counsel fees) involved in addressing or defending any matters arising in whole or in part from exhibitor's sale of products or services.

**ADA Compliance:** The Exhibitor shall have the sole responsibility for ensuring that its Exhibit Space is in full compliance with the Americans with Disabilities Act (ADA) and any regulations under that Act. The Exhibitor will ensure the accessibility of its Exhibit Space, and agrees to hold harmless, defend and indemnify Show Management and its directors, officers, employees, agents, and representatives against any claims, damages, loss or exposure, including reasonable attorney's fees and costs, arising out of or related to any ADA violation or alleged ADA violation.

**Payment, Interest, and Collection Fees:** All booth balances must be paid in full by the posted deadline, January 10, 2012. Any exhibitor who has a balance remaining at the time of move-in will have their freight secured by show management until balance is paid. The Exhibitor agrees to pay interest at a rate of 1.5% per month (18% per annum), on all past due balances to Show Management. Additionally, the Exhibitor agrees to pay any collection costs, including without limitation court costs, collection fees, and reasonable attorneys' fees incurred by Show Management in enforcing the Contract or the Rules and Regulations. This includes any monies past due for sponsorship and advertising as well as Exhibit Space fees.

**Rights of Offset:** Show Management reserves the right, in its sole discretion, to apply any or all payments made for the Event to any or all outstanding payments due to Show Management. This applies to ad insertions, sponsorships, Booth Space, or any other product or services offered by Show Management.

**The IRA Annual Convention Exhibitor Rules and Regulations have been instilled so that courtesy and respect is maintained throughout the exhibit hall for an optimum exhibiting experience for all participating Exhibitors. If Exhibitor infringes on or violates any of the above rules, Exhibitor may (i) lose their Booth Priority Points (ii) have their exhibit booth closed early; and (iii) reimburse Show Management and/or Official Service Contractor for all costs and expenses incurred in the staffing or dismantling, packing and removal of Exhibitor's exhibit; finally (iv) may be banned from future International Reading Association events.**