

RULES AND REGULATIONS

The Exhibitor shall be bound by the rules and regulations set forth herein and by any such amendments or additional rules and regulations which may be established by Comdata Inc. ("Comdata") and communicated to Exhibitor from time to time.

EXHIBITS

Comdata reserves the right to determine the eligibility of any company or product for inclusion in exhibition space and may reject its inclusion at its sole discretion.

EXHIBIT SPACE

\$2,500 for the first 10' x 10' booth and \$2,000 for additional 10' x 10' space. Assignment of exhibit spaces is based on the following "PRIORITY" criteria:

1. First priority for last year's contracted booth space
2. Date contract is received
3. Booth preferences

If desired exhibit space is unavailable, Exhibitor will be assigned the nearest booth available to the space requested. If Comdata must reassign a booth for any reason, Exhibitor will be promptly notified.

CANCELLATION OF EXHIBIT SPACE

In the event of cancellation by the Exhibitor, any booth space payment that has already been received by Comdata will not be refunded.

NO-SHOWS

All booths must be set up by 11:00 a.m., Monday, March 30, 2015, the first day of the show. Any booth not set up by this time will be considered a No-Show. Payment will be forfeited and space may be possessed by Comdata for such purposes as it may see fit.

EXHIBIT SIZE

Exhibitors must comply with the International Association of Exhibitions and Events (IAEE) Guidelines. All exhibit items must be contained within the booth space assigned. Any item higher than the side drapes (4') must be contained in the back 4' of the booth and may not exceed 8' in height. Any exceptions must be cleared with Comdata.

LIGHTING & HEATING

Comdata may restrict the use of irregular lighting effects. Exhibits that use heat (ex: cooking), generate smells or any unusual activity or display, must receive clearance from Comdata and Fern Exposition & Event Services (contact information identified below).

AGE LIMIT

No one under 21 years of age will be allowed to register or be on the exposition floor.

MEDIA POLICY

Only authorized media and Comdata representatives may be granted permission to capture audio, video and photographic content presented at the trade show. All media authorizations must be acquired 90 days before the event. No exceptions.

- Images or audio obtained at The Exchange may not be sold or repackaged for commercial use.

- No recordings (audio, video, or photographic) may be made of The Exchange General Session, educational sessions, workshops, breakout sessions and / or evening events.

EXHIBIT SIGNS, DRAPES

George Fern will furnish each 10' x 10' booth with a 6' draped table, two side chairs, wastebasket, company ID sign, 8' high back drape and 3' high side drape. These items are included in the booth space price set forth above.

EXHIBIT SERVICES

For procurement of additional exhibit space equipment, as well as any special equipment desired by exhibitors, Comdata has designated Fern Exposition & Event Services, 751 Wyoming Street, Kansas City, MO 64101, Phone: (816) 221-0525 as its exclusive supplier. To obtain exhibit services, access the Exhibitor Service Manual through the link provided on The Exchange website.

SHIPPING

The hotel cannot accept and store large shipments of exhibit material in advance of the show. Cosign all such material for receipt and storage to George Fern. They will deliver for you on setup days. They will arrange to remove empty crates, store them during the show and return them on the dismantling day. Setup day will be: **Sunday, March 29, 2015 from 12:30 p.m. to 5:30 p.m.**

Dismantling day will be after 5:30 p.m., Tuesday, March 31, 2015. All exhibits must be packed by 9:30 p.m. on Tuesday, March 31, 2015.

ANY EXHIBITOR DISMANTLING PRIOR TO 5:30 P.M. MAY BE FINED \$500. All shipments should be fully prepaid along with bills of lading, scheduled to arrive before March 24, 2015, to ensure arrival prior to the show, and cosigned as follows:

The Exchange 2015

Exhibiting Company Name _____ Booth # _____

C/O Fern Exposition & Event Services

-This address will be finalized and posted on The Exchange website.

NON-ASSIGNMENT

Any booth assigned to exhibitor may not be assigned or transferred to another exhibitor.

TRADE SHOW TENTATIVE SCHEDULE:

Setup Sunday, March 29, 2015: 12:30 p.m. - 5:30 p.m.

Trade Show Monday, March 30, 2015: 1:00 p.m. - 5:00 p.m.

Trade Show Tuesday, March 31, 2015: 1:00 p.m. - 5:00 p.m.

Dismantle Tuesday, March 31, 2015: 5:30 p.m. - 9:30 p.m.

FIRE AND SAFETY LAWS

Exhibitors are responsible for complying with all Federal, State and City laws. Wiring must comply with fire department and underwriter's rules. Smoking in exhibits is forbidden. Crowding will be restricted. No exhibitor shall bring into the facility any combustibles. All decorations must be flame proof, and an affidavit evidencing such flame-proofing must be available for inspection by Fire Department Representatives.

LIMITATION OF LIABILITY

The Exhibitor shall indemnify, defend and hold harmless the Sheraton New Orleans Hotel, Comdata, and Fern Exposition and Event Services and their respective officers, agents, employees, lessors or owners, from all claims for loss, theft, damage or destruction of property, or for any injury to it or its employees, agents, or invitees while participating in the Exhibit and will make no claim for any reason whatsoever, including negligence, against the Sheraton New Orleans Hotel, Comdata or Fern Exposition and Event Services, and their respective officers, agents, employees, lessors or owners.

Exhibitor shall pay all of its own costs and expenses incurred in producing and setting up the exhibition including, but not limited to, those items listed in the sections titled "Exhibit Size" and "Lighting & Heating" of these Rules and Regulations, and all labor costs.

ACTS OF GOD, FIRE, STRIKES, TERRORISM, ETC.

In the event that any outside cause, such as war, in or outside the United States of America, fires, strike, terrorism or Act of God such as: earthquakes, or other emergency prevents the Exhibit from being held, Comdata may retain such part of Exhibitor's prepaid fees as is required to compensate Comdata, Fern Exposition and Event Services or the Sheraton New Orleans Hotel for expenses incurred up to the time such contingency shall have occurred.

PROTECTION OF HOTEL PROPERTY

No scotch tape, paste, thumb tacks, nails or other methods may be used to affix signs or posters to the wall. If any signs or posters are leaned on the walls, they must be properly padded so that damage is not caused. If any damage is caused to the hotel property accidentally or otherwise, the Exhibitor will be responsible for the full cost of repairs.

Comdata reserves the right to reject applications for booth space and to restrict the manner in which products are displayed so as to prevent undue noise, objectionable odors, offensive display materials, interference with other booths, congestion, etc.

The Exhibitor shall defend and indemnify Comdata from all liability, claims, suits, damages, costs and attorney fees arising out of or resulting from Exhibitor's use of music, logos, printed materials, trade names and any other materials, including without limitation any infringement of any third party rights by the use thereof by the Exhibitor

INSURANCE

Fire, loss theft and personal liability insurance, must be procured by the Exhibitor at its own expense.