

Strategies in Light.

The Leading Events for the Global LED and Lighting Industry

CERTIFICATE OF INSURANCE & EAC POLICY

Exhibitor Certificate of Liability Insurance (required for all exhibitors)

A requirement of exhibiting at Strategies in Light is for ALL exhibitors to carry liability insurance throughout the Exhibition. The deadline for submitting the Certificate indicating adequate insurance coverage is **January 1, 2010**. Exhibitor's insurance carrier must issue such Certificate of Liability Insurance. PennWell does not require a certain form. * Even if Exhibitor hires an Exhibitor Appointed Contractor (EAC), Exhibitor still must supply its own Certificate of Liability Insurance. *(See EAC Section below)

To ensure that the Certificate of Liability Insurance is correct, please make sure that it includes the following:

Under *Description of Operations*, it needs to include:

All activities related to Strategies in Light,

PennWell Corporation, Strategies in Light, Brede Allied Convention Services, Santa Clara Convention Center, Santa Clara, CA.

February 10-12, 2010

Under the *Certificate Holder*, it must include:

PennWell Corporation

1421 South Sheridan Road

Tulsa, OK 74112

and

Brede Allied Convention Services

2502 Lake Orange Drive

Orlando, FL 32837

Complete Certificates of Liability Insurance must be faxed to Carla Pitchlynn at **918-831-9834** or mailed to Carla Pitchlynn, PennWell Corporation, 1421 South Sheridan Road, Tulsa, OK 74112 **AND** Brede at 407-851-0261.

Exhibitor Appointed Contractors (EAC)

An Exhibitor Appointed Contractor (EAC) is a company (other than the official service contractor listed in the Exhibitor Manual) that provides a service (for example, display and installation/dismantling of a booth) at Exhibitor's request and needs access to Exhibitor's booth during the installation and/or dismantling period. If you hire an EAC, you must complete and return the REQUEST FOR SET-UP BY NON-OFFICIAL CONTRACTOR form in Brede's portion of the manual. The EAC will also have to provide a Certificate of Liability Insurance as described above. The deadline for submitting the Request form and Insurance certificate is **January 1, 2010**.

Any questions related to the Certificates of Liability Insurance or an EAC should be directed to Brede at 407-851-0261.

Booth Layout Guidelines

Linear Booth

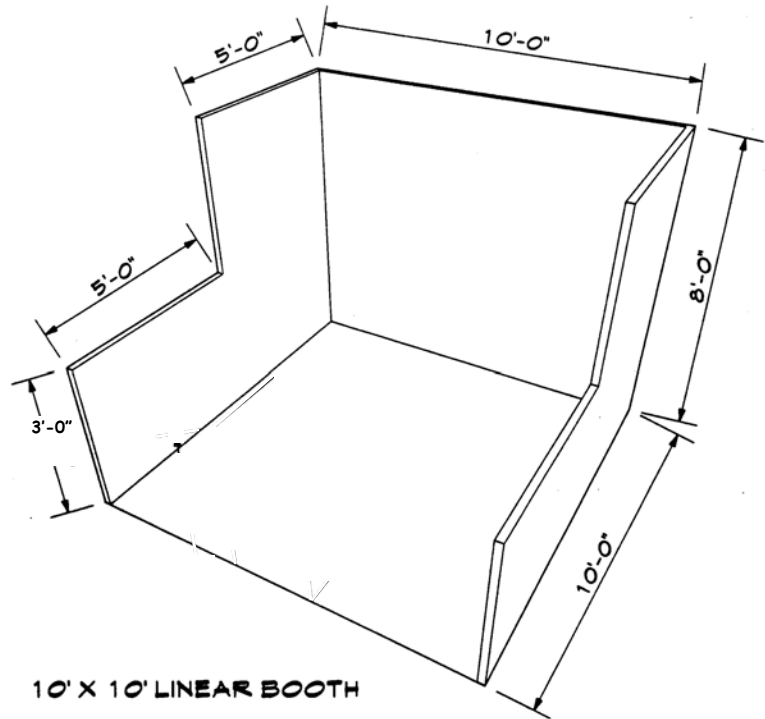
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions

To maintain consistency and for ease of layout and/or reconfiguration, floor plan design in increments of 10 ft. (3.05m) has become the standard in the United States. Therefore, Linear Booths are most commonly ten feet (3.05m) wide and ten feet (3.05m) deep (10'x10').
Maximum backwall height limit: 8 ft. (2.5m)

Use of Space

Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft. (2.44m) is allowed only in the rear half of the booth space, with a 3 ft (0.91m) height restriction imposed on all materials in the remaining space forward to the aisle.



Corner Booth

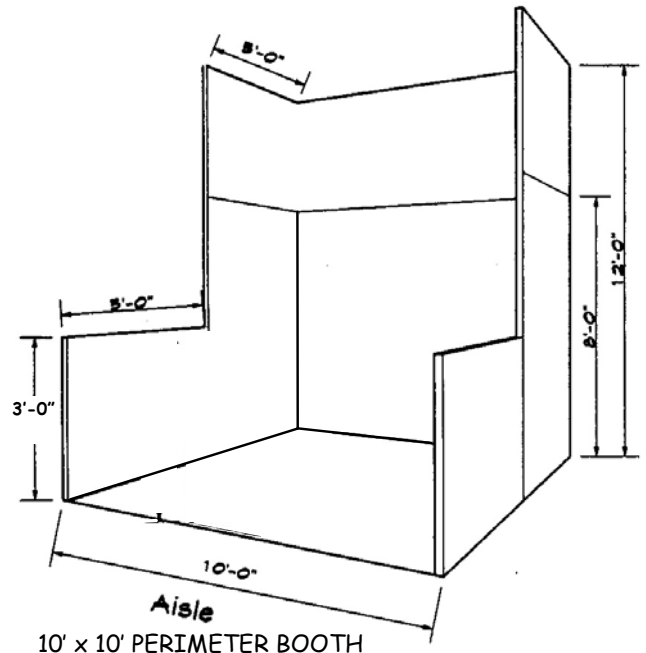
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

Perimeter Booth

A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is twelve feet (3.66m).

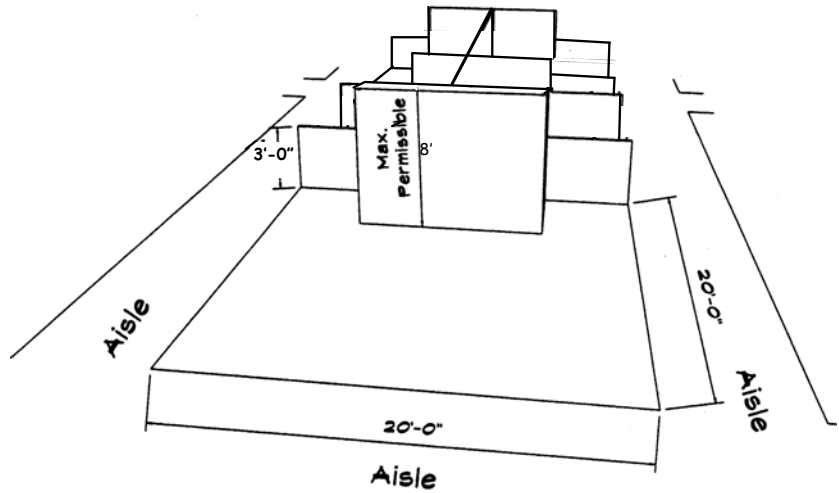


Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

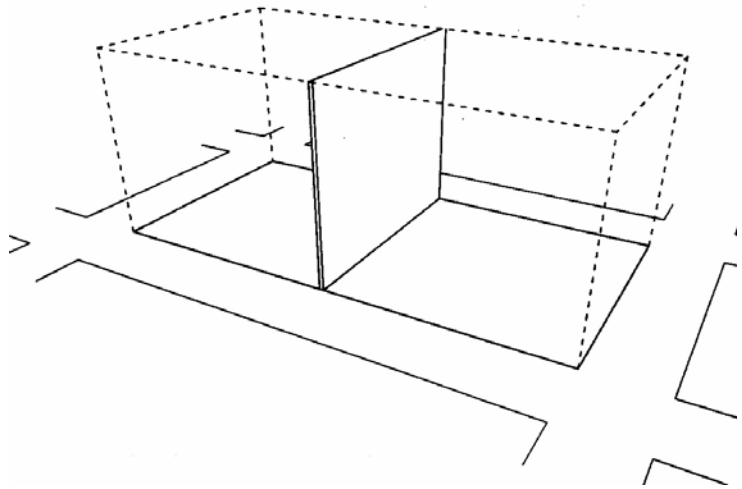
Dimensions

A Peninsula Booth is usually 20'x20' (6.1m x 6.1m) or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 3' (0.91m) high within 5' (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Overhead hanging signs or banners up to 16' (4.88m) may be permissible with show management approval.



Split Island Booth

A split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Sixteen feet (4.88m) is a typical maximum height allowance, including signage. The entire cubic content of the space may be used up to the maximum allowable height.



Island Booth

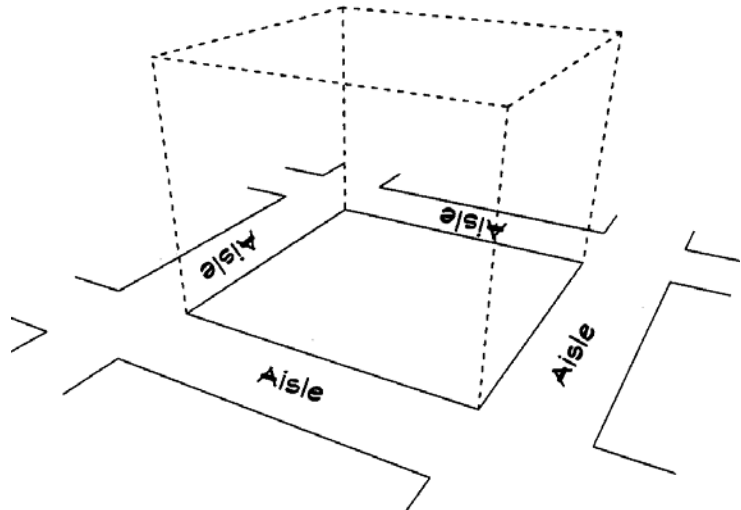
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20'x20' (7.75m x 7.75m) or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually 16' (4.88m), including signage.

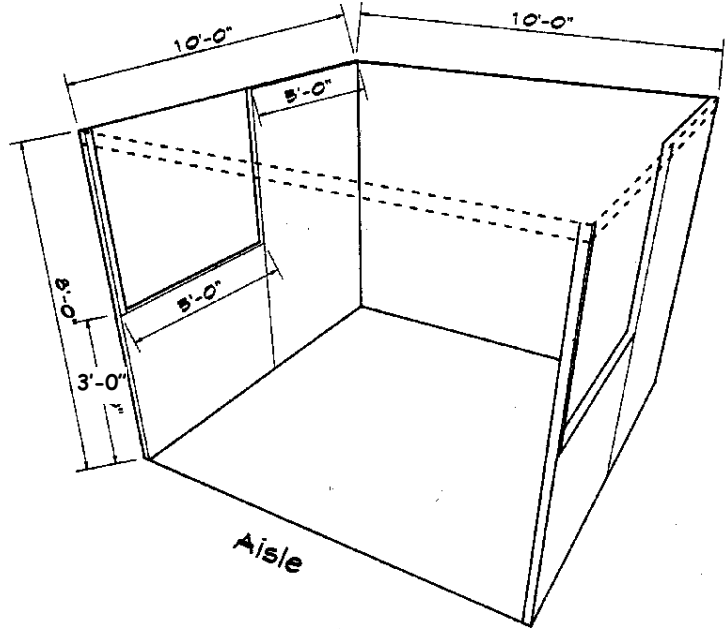


Other Important Considerations

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



Hanging Signs & Graphics

Hanging signs and graphics may be permitted in Peninsula and Island Booths with show management approval, usually to a maximum height of 16' (4.88m). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging Signs & Graphics should be set back 10' (3.05m) from adjacent booths.

Approval for the use of Hanging Signs & Graphics should be received from Show Management at least 60 days prior to installation. Drawings must be available for inspection.

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers in excess of 8' (2.44m) must have drawings available for inspection and have show management approval. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixtures exceed 12' (3.66m), including Double-decker and Triple-decker Booths. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met.

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ADDITIONAL CONDITIONS TO EXHIBITION RULES

Compliance with Laws

Exhibitor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of Show Management and the Exhibition hall. Exhibitor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, at all times in accordance with customary standards of decorum and good taste in the industry.

Exhibits

Unightly booths. Any unightly booth areas must be masked off by Exhibitor. Show Management, in its sole discretion, will determine whether or not booths are unightly or have unightly areas.

Booth Backwalls. The standard booth height limit at the Exhibition is eight (8) feet, but this limitation is also determined by Exhibitor's booth size and location on the floor. The following chart will show the acceptable heights. However, **any exhibit exceeding eight (8) feet in height (including signs) must be approved by PennWell regardless of booth size or location.** If Exhibitor desires to exceed the standard heights, Exhibitor must submit a request in writing along with a rendering of the proposed booth for approval to Carla Pitchlynn at CarlaPi@pennwell.com or fax to 918/831-9834.

<u>Inline Booth</u>	<u>Perimeter Booth (against a wall)</u>	<u>Peninsulas</u>	<u>Island Booth (aisles on all sides)</u>
12'	12'	12'	16'

All height restrictions are subject to physical limitations of the Exhibition hall. Prior to construction, Exhibitor has the responsibility to check on height capabilities for Exhibitor's assigned location

Columns. Exhibits with a full column in the booth area may utilize the column to enhance the booth design, provided fire cabinets and strobe lights remain visible and accessible. Column widths vary in size and PennWell recommends that Exhibitor contact its Exhibitor Services Representative if Exhibitor has any questions. Exhibitor may use the columns to the maximum height within the perimeter of the booth only. Consult with Freeman for specific measurements and location of columns prior to installation. **Note: Columns with fire houses will require special attention so that fire hoses remain accessible.**

Two-Story Booths. Certificates of construction may be required for double-decker booths. If Exhibitor desires to utilize a two-story booth, Exhibitor must submit such certificate to Carla Pitchlynn prior to January 1, 2010 for approval.

Aisles. All aisles must be clear of exhibits. Interviews, demonstrations, and distribution of literature must be made inside Exhibitor's booth.

Booth Number. A booth number must appear on all specially-built backwalls. No signs are allowed above the permissible backwall height.

Installation. All Exhibitor displays must be completely installed within the time designated by Show Management for this purpose.

**ADDITIONAL CONDITIONS TO EXHIBITION RULES
(Continued)**

Carpet. Exhibitor must carpet its booth(s).

Copyrighted Materials

Exhibitor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees.

Exhibit Activities/Demonstrations

"Live" demonstrations and costumed characters for the purpose of promoting Exhibitor's products will be permitted on the Exhibition floor only within the confines of Exhibitor's booth.

Exhibitor shall not conduct any activities in aisles or in space other than Exhibitor's booth space. All sound amplification devices and other sound-producing equipment and activities shall be limited to reasonable volume levels which shall not project beyond the boundaries of Exhibitor's booth space or otherwise interfere with the Exhibition or other exhibitors' activities. An audiometer may be used to measure sound levels. PennWell reserves the right to bar or eject Exhibitor from the Exhibition and/or close Exhibitor's booth for failure to comply with any provision of the Agreement.

No Assignment

Exhibitor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third-party without the prior written permission of Show Management. In addition, Exhibitor is not authorized and has no right to sublet any portion of its exhibit space or booth without the prior written permission of Show Management.

Limited License in Exhibitor's Name

Exhibitor grants to PennWell a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Exhibitor's name, trade names, logos, and product names in any listing of those companies exhibiting at or registered to exhibit at the Exhibition and in Exhibition promotional materials. In addition, Exhibitor authorizes PennWell to take photographs of Exhibitor's booth, exhibit, and staff during, before, or after the Exhibition and to use such photographs for any legitimate promotional purpose of PennWell.