

The following rules and guidelines are issued to maintain an organized, safe, and profitable atmosphere for all exhibitors. Please contact Jacksonville Bridal Connection at (904) 858-1690 if you have any questions concerning these rules and guidelines.

1. For and in consideration of the fees specified, Bridal Connection Bridal Show (hereinafter referred to as "Show Management") grants Exhibitor a revocable license to occupy space in the Bridal Show (hereinafter referred to as "Show").
2. Exhibitor may enter Show facility beginning at 9:30 am on the day of Show. Exhibitor may use only authorized loading areas and remove vehicles from loading area immediately after unloading. Set up of exhibit must be completed no later than 12:00 am. Should Exhibitor fail to occupy its space during the scheduled setup period, Show Management shall have the right to take possession of said space; however, Exhibitor shall remain responsible for full payment. Exhibit must be removed no later than 6:00 pm. *Exhibitors who dismantle or remove their exhibit before Show has closed will not be receive the list of attending brides or be eligible to register for future shows.*
3. Exhibitor personnel must wear an official exhibitor badge which will be provided on the day of Show. Any exhibit personnel who will arrive after Show opens to the public must have a ticket to be admitted.
4. Exhibitor may demonstrate products and/or services, solicit orders, and distribute advertising material (including, but not limited to, signs, literature, and/or business cards) **only** from their assigned exhibit space and **only** for products and/or services which are provided in Exhibitor's normal operation of business. Distribution or display of advertising materials from non-exhibitors is prohibited. Distribution of materials in aisles, registration areas, seating areas or grounds of show facility is prohibited. Exhibitor may not assign its contract for exhibit space or permit any other person or company to use any part of such space. Exhibitor agrees to be held liable for any unauthorized use of its exhibit space and that the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to that of Exhibitor's space in Show.
5. All displays erected for the Show must be free standing and may not exceed the boundaries of exhibit space. Exhibitors are prohibited from attaching anything to walls, columns, windows, or fixtures of show facility. Exhibitor shall leave space occupied by them in the same condition as at the time when first occupied.
6. Show Management reserves the right to restrict displays which, because of noise or method of operation, interfere with other exhibitors, and to prohibit or remove such displays and/or personnel which in the opinion of Show Management become objectionable and/or detract from the character or appearance of Show. *The use of sound equipment is an exception to the rule, not a right, and Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.*
7. Distribution of samples of beverages, food, cake, or other edible items is subject to approval by Show Management and subject to any rules or restrictions set forth by the show facility. Exhibitors who distribute edible items must provide Show Management with a hold harmless agreement and proof of liability insurance with limits of not less than \$300,000.
8. Reasonable precautions will be taken by Show Management to protect persons and property during Show; however, neither Show Management, show facility, nor representatives of any of the same, shall be responsible for the personal safety of Exhibitor or its representatives from injury, nor for the safety of the property of the exhibitor from theft or damage. Exhibitor agrees to indemnify and hold harmless Show Management, show facility, and representatives of the same, for all claims by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in Show. Exhibitor waives, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury, and any other act or failure to act of Show Management. Exhibitor must carry liability insurance applicable to participation in a public show.
9. Exhibitor is charged with having knowledge of and compliance with all laws, ordinances, and regulations pertaining to licensing, sales

tax, health, fire prevention, public safety, copyright, and the Americans With Disabilities Act. Exhibit decorations must be fire safe. If an exhibit does not comply with these regulations, or otherwise presents a hazard or danger, Show Management may remove the exhibit without liability for refund of exhibit fees.

10. Payments must be made by the date(s) specified in this agreement. If payments are not made when due, Show Management may terminate this agreement and reassign the space. All payments are nonrefundable and nontransferable, and, except as specified herein, this agreement may not be canceled. Exhibitor shall pay a fee of \$30 if any check presented for payment is returned by bank.

11. In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, acts of God, or any other emergency situation beyond the control of Show Management, Show Management will, at its discretion, reschedule and/or procure alternate space for Show. Exhibitor agrees that the terms and conditions set forth in this agreement shall apply to any rescheduled date and/or relocation, and Show Management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such rescheduling and/or relocation of Show.

13. Except as specifically provided in this agreement, should Show Management shall fail to hold Show as herein provided or to furnish to exhibitor the space herein described, Show Management shall refund to Exhibitor all amounts paid hereunder and such refund shall be accepted by Exhibitor as complete settlement and discharge of exhibitor's claims and demands.

14. Show Management will make best efforts to assign the exhibit size and location of Exhibitor's choice; however, Show Management reserves the right to alter the show floor plan and/or relocate the location of Exhibitor. In the event of the relocation of an exhibit space, Exhibitor shall receive a refund of the cost difference, if any, between the original and the relocated exhibit. Exhibitor agrees that Show Management shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such relocation.

15. A list of attending brides will be made available to Exhibitor, provided Exhibitor has fulfilled all terms of this agreement. The list will be seeded to enable Show Management to monitor its use. Exhibitor agrees not to sell, lend, or otherwise transfer this list to any other business or individual. Exhibitor agrees to be held liable for any unauthorized use of the list and that the damages to Show Management resulting from each unauthorized use will be set at a dollar amount equal to that of Exhibitor's space in the show.

16. Shall litigation be necessary for Show Management to enforce any condition of this agreement, Show Management, in addition to any damages or relief awarded, shall be entitled to receive interest at the rate of one and one-half percent per month from the date of breach, court costs, and attorney's fees of one-third of the total exhibitor fee. Exhibitor agrees that jurisdiction, venue, and choice of law shall be in the State of Florida.

17. The agreement between Show Management and show facility shall supersede the agreement between Show Management and the Exhibitor. Any promotional and/or instructional information provided by Show Management to Exhibitor is accurate as of publication; however, Show Management reserves the right to change or modify details of the Show without notice. Show Management may issue additional rules, or amend any existing rule, as it deems necessary for the orderly presentation of Show, provided such addition or amendment does not substantially diminish the rights or increase the liability of Exhibitor.

18. This agreement shall represent the entire agreement between Exhibitor and Show Management. Show Management shall not be bound by any representation or understanding not expressly set forth in this agreement. No provision of this agreement shall be modified except by the written mutual consent of the parties. Exhibitor, in signing this agreement, or having same signed by a representative, acknowledges his, her, or their authority to do so and hereby assumes liability for the terms, conditions, and amounts stated herein. If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.