



SHOW RULES & REGULATIONS

2012 SuperCorrExpo

Georgia World Congress Center, Atlanta, GA

Show Dates: October 1-4

Aisle Space

Exhibitors shall not solicit business in the aisle or engage in any activity that leads to congestion in the aisles.

Americans with Disabilities Act

Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by that Act; and (iii) that it shall indemnify and hold TAPPI harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against TAPPI, its officers, directors, agents, or employees on the bases of Exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

Attendee Restrictions

The 2012 SuperCorrExpo is open to the trade only. Under no circumstances will children under 16 years of age be admitted to the exhibit floor during move-in/move-out times or during exhibit hall hours.

Booth Staffing

Exhibits must be manned during official show hours. Booth representatives shall wear show identification badges furnished by the 2012 SuperCorrExpo. No other identification will be considered valid if worn without the official show badge and badge holder.

Booth Cleaning

Show Management will provide aisle cleaning and cleaning crews for general exhibit hall clean up before show opening each show day. Exhibitors must arrange through Shepard, at their expense, for their own individual booth cleaning if desired.

Decimeter Guidelines

Sound presentations will be permitted if tuned to conversational levels and if not objectionable to neighboring exhibitors. Sound must not carry beyond the immediate area of display. Loudspeakers must be positioned to direct sound into the center of the exhibit and may not point out into the aisles. Noise resulting from exhibitor demonstrations or presentations should not interfere or disturb surrounding exhibitors and their patrons or cause aisles to become blocked. Exhibitors will receive a first and second warning if sound levels are excessive. Receiving a third warning will result with all electrical power to the booth terminated for the



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remainder of the show day. The exhibitor will be responsible for charges to reconnect electrical service to the booth.

Demonstrations/Booth Entertainment

As a matter of safety and courtesy to others, exhibitors should conduct presentations and demonstrations in a manner which assures all exhibitor personnel and attendees, as well as the sound and entertainment itself, are within the limits of the contracted exhibit space and do not overflow into aisle space or neighboring exhibit spaces. It is the responsibility of each exhibitor to arrange displays, product or machinery in a manner that will ensure compliance. If entertainment or demonstration volume is disruptive to neighboring booths, Show Management reserves the right to request the entertainment or demonstration cease or be limited. In addition, all samples, literature and giveaways must be distributed within the limits of the contracted exhibit space. **TAPPI does not allow live music to be played on the show floor.**

Dismantling

Thursday, October 4 3:00pm – 10:00pm

Friday, October 5 8:00am – 5:00pm

Saturday, October 6 8:00am – 5:00pm

All displays must remain intact until the official close of the show. No exhibitor may begin dismantling, packing or moving-out prior to the close of show at 3:00pm on Thursday, October 4th. Anyone dismantling their booth before 3:00pm will lose Priority Booth Selection points and jeopardize their company's participation in future TAPPI exhibits.

Exhibits must be removed by 5:00pm pm on Saturday, October 6th from the Exhibit Hall. Your freight carrier must check in at the Shepard Exposition Service Desk by 5:00pm on October 6th or your shipment will be re-routed by SES. Please do not leave your booth unattended at anytime before your materials are completely packed and ready to ship. Please contact someone at the Shepard Exposition Service Desk for shipping information and a bill of lading. Objects that have been left behind in the exhibit space will be removed by SES at the expense of the exhibitor.



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Exhibit Hall Access (For Exhibitors on Show Days)

Exhibitors will be allowed on the Exhibit Hall (1) hour before the exhibit opens and remain in their booths (1) hour after the exhibit hall closes. The security schedule will be set with this in mind so please be aware that you will not be allowed in the hall at any other times. Please make sure you don't leave any personal items you might need overnight in your booth because the hall will be locked after the allotted time.

Exhibitors who plan press conferences, training sessions or special customer demonstrations prior to approved access times should notify Show Management at least 14 days prior to the show and will need written approval.

Exhibit Space Payment

Show Management will permit no exhibit installation unless all fees are paid in full.

Exhibitor Appointed Contractors (EACs)

Exhibitors may select any contractor for installation and dismantling services, provided the contractor has met all requirements of the Georgia World Congress Center and Shepard Exposition Services. Shepard Exposition Services must be informed of intent to use an Exhibitor Appointed Contractor (EAC) by submitting the Exhibitor Appointed Contractor Notification Form.

Exhibitor Service Desk

The Exhibitor Service Desk will be located on the Exhibit Floor and will be open from 8:00am-5:00pm during official show move-in days.

Exposed Walls

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics or other advertising. Exhibitors using curved pop-up backdrops/displays may be required to provide side masking drape at their expense if the curvature exposes the back scaffolding.

Fire and Safety Regulations

Exhibitors are expected to comply with all city regulations in effect at the Georgia World Congress Center. Any and all material used in the construction of an exhibit/display must be non-combustible and flameproof. It should be noted that the Fire Marshal has final say on any jurisdiction disputes. Exhibit booths shall not interfere with access to emergency exits or



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restrict visibility of emergency exit signs. Exhibits and displays may not obstruct any aisles or public space. Smoke alarms and ABC type fire extinguisher will be required in two-story (double-decker) booths.

Floor Covering/Carpet

The Exhibit Hall is **NOT** carpeted. **All exhibitors are required to have a floor covering in their booth space.** You may order carpet through Shepard Exposition Services.

Food and Beverage Sample Distribution

All food and beverages handed out by an exhibitor must be ordered through the exclusive in-house catering and food service provider at the Georgia World Congress Center. The making and/or distribution of popcorn is not permitted on the show floor.

Gratuities

The solicitation of gratuities by service personnel for services to be rendered is against TAPPI policy. Persons soliciting gratuities should be reported to the TAPPI Exhibits Manager immediately. Exhibitors should note that advance gratuities given to service personnel (with or without their solicitation) will not expedite the service the exhibitor will receive. Exhibitors may be subject to cancellation of their display in the event that the aforementioned rules are violated (refer to Show Rules). Service personnel violating these rules will be subject to immediate dismissal by Show Management.

Hanging Signs

Hanging signs are permitted in Island Booths and Peninsular Booths ONLY. Please review the Hanging Sign Guidelines under Other Important Considerations on the last page of the Rules & Regulations. Please also be sure to contact Shepard Exposition Services to order rigging services. No signs or advertising devices shall be displayed outside exhibit space. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors or other parts of the building or furniture. For additional questions regarding signage within the confines of your exhibit space, please contact Grayson Lutz at glutz@tappi.org.

Hosted Events by Suppliers/Hotel Meetings/Hospitality Functions

As a courtesy to all conference participants, TAPPI requires that companies planning to host extracurricular events schedule them so as not to conflict with scheduled TAPPI activities such as technical sessions, committee meetings, receptions, exhibit hours, award ceremonies, group



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meals, or other conference functions. If you are planning to host a group event, please contact Grayson Lutz at glutz@tappi.org or 678-471-5838.

Installation

Installation of displays must be under way no later than 9:00am Monday, October 1st, unless otherwise discussed with Show Management. If installation has not begun at that point, Show Management reserves the right to have the display installed at the expense of the exhibitor, or to assign the space to another exhibitor.

Insurance & Liability

Exhibitors shall, at their sole cost and expense, procure and maintain throughout the term of their contract for exhibit space, *comprehensive general liability* insurance against claims for bodily injury and property damage occurring in/upon or resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage with combined and single limits of liability of no less than \$1,000,000. Exhibitors shall, at their sole cost and expense, procure and maintain throughout the term of their contract for exhibit space, *worker's compensation* covering all of the exhibitor's employees engaged in the performance of any work for the exhibitor. Exhibitors are responsible for insuring the safety of their personal property and exhibit materials from theft, damage, accident, fire and other causes. All exhibit materials remain in the exhibitor's care, custody and control at all times. The exhibitor agrees by signing the Exhibit Space Contract/Booth Application, to carry appropriate insurance to cover these risks. Show Management assumes no liability or responsibility.

Lead Retrieval

Don't miss the opportunity to capture, qualify and follow-up on important sales leads. Rent a lead retrieval unit, which will help you to create an electronic database with a simple scan. Lead retrieval units can be ordered through QMS, the SuperCorrExpo Official Registration Partner. Order forms are included within the Service Manual.

Literature/Product Distribution

Exhibitors must confine their exhibit activities to the space for which they have contracted. Distribution outside of the booth space is strictly prohibited.



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Marketing Resources

TAPPI is committed to helping you have a successful experience at SuperCorrExpo 2012. As a SuperCorrExpo 2012 exhibitor, TAPPI offers a vast array of marketing and promotional opportunities designed with the flexibility to fit any budget and is customizable to meet your particular marketing objectives. We encourage exhibitors to invite customers and potential customers to come visit the show. To accomplish this, we will make resources available in the Exhibitor section of www.supercorrexpo.org. Visit this section for ways to promote your participation and presence at SuperCorrExpo!

Easy steps include posting a SuperCorrExpo banner on your webpage, reference the show and your booth number in each sales representatives outgoing email signature, and sending email campaigns to your customer base. Increase brand awareness, drive booth traffic and multiply your ROI. Our experienced sales representatives will work with you to create a marketing program that is uniquely yours. Take advantage of our sponsorship and event marketing opportunities and set yourself apart from your competition!

Music Licensing

Music licenses are required through ASCAP (American Society of Composers, Authors & Publishers) at licensing@ascap.com or 800.505.4052 and BMI (Broadcast Music Inc.) at licensing@bmi.com or 877.264.2139 for any live or recorded music. Music licenses can be requested by contacting ASCAP & BMI using the contact information provided below.

P.A. Announcements

Show Management will restrict announcements to general show and public safety information only.

Photography/Videotaping

Photographing and videotaping within the Exhibit Hall is restricted to 1) the official SuperCorrExpo photographer and video crew 2) photographers and video crews engaged by exhibits and registered as EAC's to photograph or videotape their specific exhibit and 3) press/media who have obtained permission from exhibiting companies.

Rule & Regulations/Amendment to Regulations

Exhibitors agree to abide by the rules and regulations of Show Management by virtue of the signing of their Exhibit Space Contract/Booth Application. The Terms & Conditions are located on the back of the Exhibit Space Contracts/Booth Applications. All regulations outlined in this document will remain in effect during the entire installation, show days and dismantling. Any



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and all matters not specifically covered by either of these documents will be subject solely to the judgment of Show Management and may be amended at any time, with reasonable notice.

Sales

Goods on exhibition may not be removed during the exhibition except by special permission of Show Management.

Security

Show Management will provide 24-hour perimeter security service from installation to dismantle. However, exhibitors are responsible for the security of their displays, personal items and personnel at all times. *No responsibility is assumed by Show Management or any of its contractors for merchandise lost or damaged.* Additional security is encouraged and can be ordered through the official security contractor directly.

Show Guide

Each exhibiting company is entitled to a company description/listing in the Show Guide. To be included, please send your company description (no more than 50 words) and hi-resolution version of your logo (eps, jpeg, gif, tif acceptable) to Debbie Trimmer, dtrimmer@tappi.org. Show Guide listings must be received by August 15, 2012. Listings received after this date may not make the Show Guide.

Show Schedule

Exhibitor Move-In:

Wednesday, September 26	1:00pm-5:00pm	Targeted Move-In ONLY
Thursday, September 27	8:00am-5:00pm	Targeted Move-In ONLY
Friday, September 28	8:00am-5:00pm	
Saturday, September 29	8:00am-5:00pm	
Sunday, September 30	8:00am-5:00pm	
Monday, October 1	8:00am-9:00am	

Exhibit Hall Open:

Monday, October 1	12:00pm-5:00pm
Tuesday, October 2	12:00pm-5:00pm
Wednesday, October 3	12:00pm-5:00pm
Thursday, October 4	12:00pm-3:00pm



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Exhibitor Move-Out:

Thursday, October 4	3:00pm-10:00pm
Friday, October 5	8:00am-5:00pm
Saturday, October 6	8:00am-5:00pm

Smoking Policy

The Georgia World Congress Center is a non-smoking facility. Smoking is prohibited on the Exhibit Floor.

Storage

Storage of any kind behind exhibit booths will not be permitted. Please contact Shepard Exposition Services for accessible storage capabilities and rates.

Sub-Leasing

Exhibitor cannot assign this agreement, in whole or in part, without the prior written approval of Show Management. In the event of the merger or two Exhibitors, Show Management will use reasonable efforts to consolidate the space contracted by the Exhibitors into one location equal to the aggregate space originally purchased by the Exhibitors when they were independent. However, if that is not possible, the surviving Exhibitor will be liable for the exhibit space at the locations originally contracted by the merged Exhibitors.

Use of TAPPI Logo

Exhibitors may not duplicate the TAPPI association logo in any form. However, exhibitors may use the show logo to promote their participation in the show. The show logo can be downloaded from the official show website at www.supercorrexpo.org.

Vehicles on the Exhibit Floor

Show Management, Shepard Exposition Services, The Georgia World Congress Center and the Fire Marshal all require prior notification of booths that will contain vehicles. Please contact Grayson Lutz at glutz@tappi.org if you are planning to display any vehicles in your booth.

Exhibitors wishing to display or temporarily use gasoline or diesel motorized vehicles and equipment must conform to all state & local fire codes, including code NFPA 54 and return the enclosed form to the Center 14 days prior to official show installation.



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THE TEMPORARY USE OR EXHIBITION OF GASOLINE POWERED MOTOR VEHICLES; BOATS SHALL CONFORM TO THE FOLLOWING:

- The installation or operation of all equipment shall be under the supervision of a competent operator.
- The exhibitor shall employ a Facility Security Officer whenever vehicle engines are to be used to enter the building. The Center shall determine:
 - The number of personnel and whether or not a member of the Covington Fire Department is required to be employed. (See published rates.)
- The maximum amount of fuel permitted to remain in a tank shall be five gallons for gasoline vehicles and ten gallons for diesel vehicles. (Or a maximum of 1/8 tank— whichever is lesser amount)
- A locking type gas cap shall be installed on all gas tanks, or caps secured with tape to prevent tampering and the escape of vapors.
- All batteries shall be disconnected while the vehicle is not in actual use. Exception made on Hybrid high voltage battery.
- Fueling or de-fueling of vehicles shall not take place inside the building or on the Center's property.
- Carpeting or visqueen must be placed under the vehicle for any possible leakage.
- The use of product to shine tire treads is prohibited.
- Ignition keys for vehicles on display shall be kept by a responsible person at the display location or in GWCC's security office for the removal of such vehicles from the building in event of emergency.
- Vehicles with LP-Gas fuel systems, LNG or CNG fuel systems must have the cylinder shutoff valve closed.
- Exhibitor must order visqueen from Shepard Exposition Services to be placed underneath the vehicle once in position to protect floor covering from any leakage.

Violation of above Show Regulations

If an exhibitor is in violation of one or more of the rules listed above, the exhibitor may be asked to leave the show, removing his exhibit at his own expense and will jeopardize his right to exhibit in future TAPPI shows. Any and all matters or questions not specifically covered by the show rules and regulations shall be subject solely to the decision of Show Management. These rules and regulations may be amended at any time by the Sponsors and all amendments made shall be binding on exhibitors equally with the foregoing rules and regulations.



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2012 SuperCorrExpo® Exhibit Rules and Regulations

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of SuperCorrExpo, hereinafter referred to as "Show" and Show includes the exhibits and any official conferences occurring with the Show. "Exhibitor" refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. **SPACE RENTAL CHARGE.** The exhibit space rental charge is \$25 per sq.ft. There is a \$100 additional charge for corner positions.

2. **PAYMENT.** A \$500 deposit must accompany all applications. 50% of total booth rental is due February 1, 2011, 75% of total booth rental is due August 1, 2011 with the total balance due by February 1, 2012. Applications submitted after February 1, 2012 must be accompanied by full payment of the space rental charge. No refunds will be processed after February 1, 2012.

3. **CANCELLATION OF CONTRACT.** In the event Exhibitor must cancel their request for exhibit space, the rental fee paid will be refunded in full, less 10% of the booth cost, if the notice of cancellation is received by TAPPI in writing prior to February 1, 2012. No refunds will be made after February 1, 2012, even if space is resold. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by February 1, 2012, or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

4. **ELIGIBLE EXHIBITS.** Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.

5. **DEADLINES FOR EXHIBIT SPACE.** Assignment of exhibit space will be made based on the date the application and deposit are received, on a first-come-first-served basis.

6. **ALLOCATION OF SPACE AND ASSIGNMENT.** Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's desired location. During the initial assignments, if two or more exhibitors request the same location, preference will be given to the exhibitor by date of application receipt and TAPPI Sustaining Company Member status. TAPPI reserves the right to make the final determination of all space assignments in the best interest of the Show.

7. **SUBLETTING OF EXHIBIT SPACE.** Exhibitors may not assign, sublet or share their exhibit space with another business or firm, even if Exhibitor cancels the booth, unless approval has been obtained in writing from Show Management. Exhibitors must show goods manufactured or dealt in by Exhibitor in the regular course of Exhibitor's business. Should an article of a firm or business not contracted to participate in the Show be required for operation or demonstration in Exhibitor's display, identification



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of such article shall be limited to the usual and customary nameplates, imprint or trademark under which same is sold in the general course of business.

8. **LIABILITY.** Neither TAPPI, Show Management, its members, nor the representatives and employees thereof, or any other TAPPI authorized contract help, its official service contractors nor the Georgia World Congress Center nor its representatives and employees will be responsible for injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the this contract.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that Exhibitor shall assume risk of any injury, loss or damage, and Exhibitor, by signing this contract, hereby assumes such risk and expressly releases Show Management and its agents from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility.

9. **EXHIBITOR INSURANCE.** Exhibitor shall, at Exhibitor's sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name TAPPI as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

10. **DISABILITY PROVISIONS.** Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

11. **DAMAGE TO PROPERTY.** Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

12. **LABOR.** Exhibitor is required to observe all contracts in effect between service contractors and the Georgia World Congress Center.

13. **INSTALLATION.** Exhibit installation in the Georgia World Congress Center depends on the location of Exhibitor's exhibit space. Target move-in dates are published in the Exhibit Service Manual for the Show. The first day for installation of exhibits is 8:00am Thursday, September 27, 2012. No exhibits should arrive at the Georgia World Congress Center earlier than this date.

Exhibit displays must be fully set up and ready by 8:00am Monday, October 1, 2012. After that time, any unattended booths will be set up at the discretion of Show Management, and all expenses will be charged to Exhibitor. In the best interest of the Show, Show Management reserves the right to reassign any un-set exhibit space after 4:00pm on Sunday, September 30, 2012.



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14. **DELIVERY AND REMOVAL DURING SHOW.** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non-show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.
15. **REMOVAL OF HAND-CARRIED MATERIALS.** Removal passes will be required to remove any materials from the floor. These passes are available from TAPPI Show Management. Portfolios, briefcases and packages will be subject to inspection by the security guards.
16. **ADMITTANCE DURING NON-SHOW HOURS.** Booth personnel will not be permitted to enter the exhibit floor of the Show earlier than two hours before the scheduled opening time each day of showing and will not be permitted to remain on the exhibit floor after closing hour each evening, with the exception of Sunday, September 30, 2012. If Exhibitor requires additional time, Exhibitor must check with Show Management at least one day prior.
17. **INSTALLATION AND DISMANTLING PERSONNEL.** Exhibitor may provide own exhibit furnishings, and may specify own independent contractor for the installation and dismantling of the Exhibitor's booth space. The Exhibitor is responsible for ensuring that any Exhibitor-appointed contractors supply Show Management with a valid Certificate of Insurance, naming TAPPI as an additional insured, with a minimum of \$1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show's official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management to qualify that contractor's participation. Upon verification, official service badges allowing access to the Show area during service hours only will be issued.
18. **CONFLICTING EVENTS DURING SHOW HOURS.** Exhibitor and Sponsors agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsorship, Exhibitor will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.
19. **DISMANTLING.** Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 3:00 pm, Thursday, October 4, 2012. Exhibitor's booth must be fully staffed and operational during the entire Show. The dismantling of displays will be at 3:00 pm, Thursday, October 4, 2012. At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the Exhibitor. Any Exhibitor dismantling prior to the official closing time will be fined \$500 and may lose Exhibitor priority booth selection status.
20. **BADGES.** Official badges for the Show will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors may be granted an allotment of full conference badges per exhibit space (please refer to exhibit pricing for specifics). Badges needed



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in excess of this allotment must be purchased at the rate designated in the current SuperCorrExpo Exhibitor and sponsorship prospectus.

21. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibitor's booth personnel, including demonstrators, hosts/hostesses and models, are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which an Exhibitor has contracted herein, no part of the Georgia World Congress Center and its grounds may be used by Exhibitor or Exhibitor's agents other than Show for display purposes of any kind or nature without Show Management approval. Within the public hotel property, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official Show area only.

A. Attire. Representatives should be conservatively and appropriately attired to maintain the professional and business-like climate of the Show. Show Management reserves the right to judge the appropriateness of any attire worn by Exhibitor's personnel.

B. Sound. Videos or movies relating to Exhibitor's equipment will be permitted, provided projection equipment and screen are located on the rear one-third of the booth, and all viewers stand or sit within the booth. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

C. Lighting. In the best interest of the Show, Show Management reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.

D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at Exhibitor's expense.

E. Objectionable Activities. In fairness to all Exhibitors, no obstructive or objectionable activity will be permitted during show hours. Examples of such activity include - noisily operating displays, producing objectionable odors or other lewd or visual obstructions or behaviors. Show Management serves as sole judge of objectionable material or behavior.

22. MUSIC LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the Show, including but not limited to, any music performance agreement between Show and ASCAP. Exhibitor further represents and warrants that Exhibitor shall obtain any necessary licenses or permissions under the copyright laws for use during the Show and will present Show Management a copy of such license or permission if requested by Show Management.

23. DISPLAY HEIGHTS. Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Service Manual.

24. POSITIONING EQUIPMENT IN RELATION TO AISLE. To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 5' from the aisle.

25. RELOCATION OF EXHIBITS. Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the Show.



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26. **FIRE REGULATIONS.** Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the Georgia World Congress Center for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is Exhibitor's.

27. **PHOTOGRAPHY AND SKETCHING.** Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

28. **FOODSERVICE.** All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the Georgia World Congress Center.

29. **FAILURE TO HOLD SHOW.** Should any contingency prevent holding of the Show, Show Management may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure, including but not limited to an act of God, war, insurrection terrorist act, or radioactive contamination.

30. **SHOW DIRECTORY.** To be listed in the printed Show Directory, Show Management must receive the completed and signed space application and full payment prior to August 15, 2012.

31. **AMENDMENT OF RULES.** Show Management reserves the right to make changes, or additions to these rules should the need arise. All changes and additions so made shall be binding on Exhibitor and Sponsor provided all Exhibitors and Sponsors will be advised of any changes. Any matters not specifically covered herein are subject to decision by Show Management.

32. **Future Participation.** To reward fairly participation in TAPPI's Corrugated shows, we have developed a system of points to use in assigning future booth space. The points accumulate from year to year activity, and the opportunity to engage in such activity is open to all companies. Points are assigned as follows: 3 points for every 100 square feet of exhibit space paid; 1 point per US\$2,500 in sponsorship paid; 3 points for TAPPI Sustaining Company Membership. The points are awarded to the company from which payment is received. If the payment received from one company is for a "shared" booth situation or other shared activity, then any distribution of the points is up to the paying company (please notify TAPPI of your decision on any division of points). If payments from more than one company are received by TAPPI for one invoiced item, then the points will be divided in proportion to dollar amount. Points accumulated from past years' rules have been preserved and tabulated, and the exhibitor is



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welcome to know their point accumulation at any time. If companies have been acquired, then points may be transferred as long as sufficient evidence is presented for rights to succession. Management will have the right, in its sole discretion upon notice to the exhibitor, to resolve any and all disagreements regarding the allocation of points towards future participation.



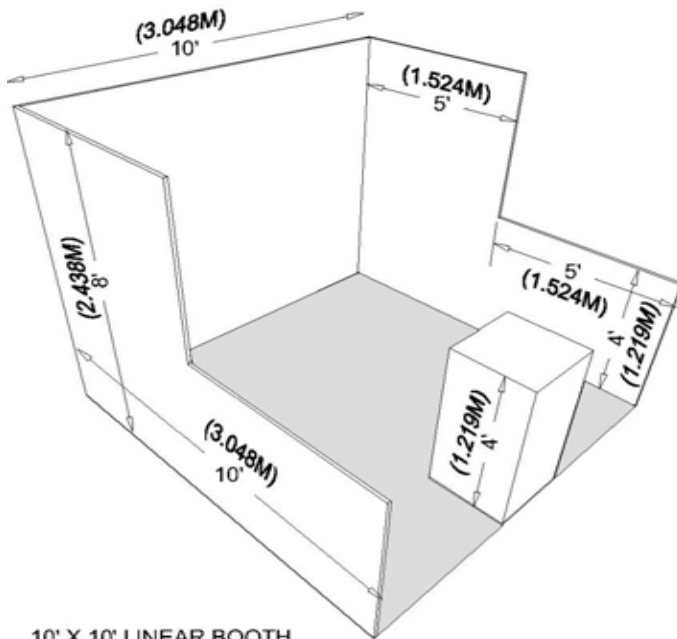
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LINE OF SIGHT AND HEIGHT RULES

In-line Linear Booths

In-line booths have only one side exposed to an aisle and are generally in a series along a straight line. Please note that In-line booths vary in sizes. The maximum back wall height limitation is eight feet (8') high. Regardless of the number of In-line booths utilized, (8' x 10', 8' x 20', etc.) display materials should be arranged so as not to obstruct the sight lines of neighboring exhibitors.

The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (8') of an adjoining booth.) ****NOTE: Hanging signs are not permitted over inline booths.**



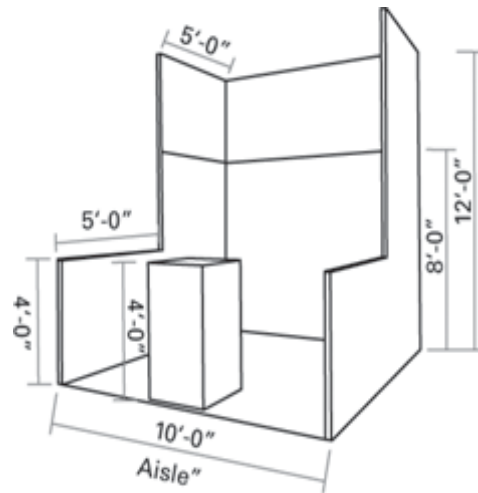


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Perimeter Booths

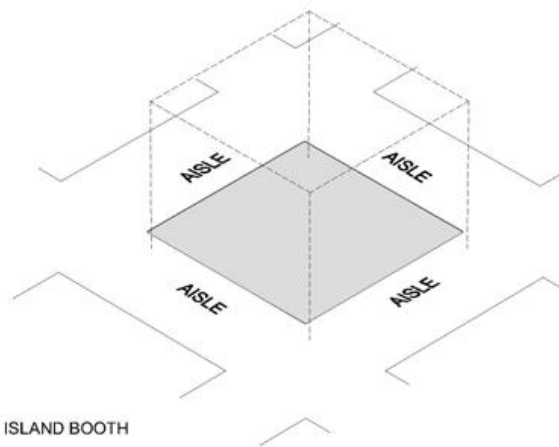
A perimeter booth is simply an in-line booth that backs up to a wall of the exhibit facility rather than to another exhibit.

All guidelines for in-line booths apply to perimeter booths except that the maximum back wall height is twelve feet (12').



Island Booths

An Island booth is any size booth exposed to aisles on all 4 sides. An Island Booth is typically 20'X20' or larger although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height which is 18' including signage. There must be a 5' clearance from each aisle for all solid hard wall structures or machinery.



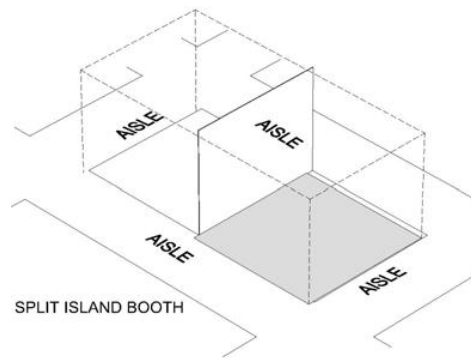
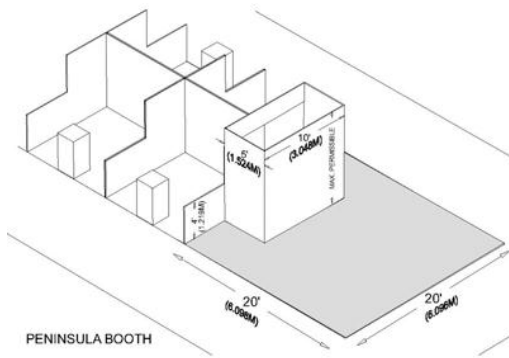


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Peninsula Booths

A Peninsula Booth is exposed to aisles on 3 sides. There are 2 types of peninsula booths, one that backs up to linear booths and one that backs up to another peninsula booth (which is called a split island booth).

A peninsula booth is 20ft x 20ft or larger. When a peninsula booth backs up to two linear booths, the back wall is restricted to 4ft high within 5ft of each aisle. When a peninsula booth backs up to another peninsula booth the entire cubic content of this booth may be used up to the maximum allowable height of 18' including signage. There must be a 5' clearance from each aisle for all solid hard wall structures or machinery.





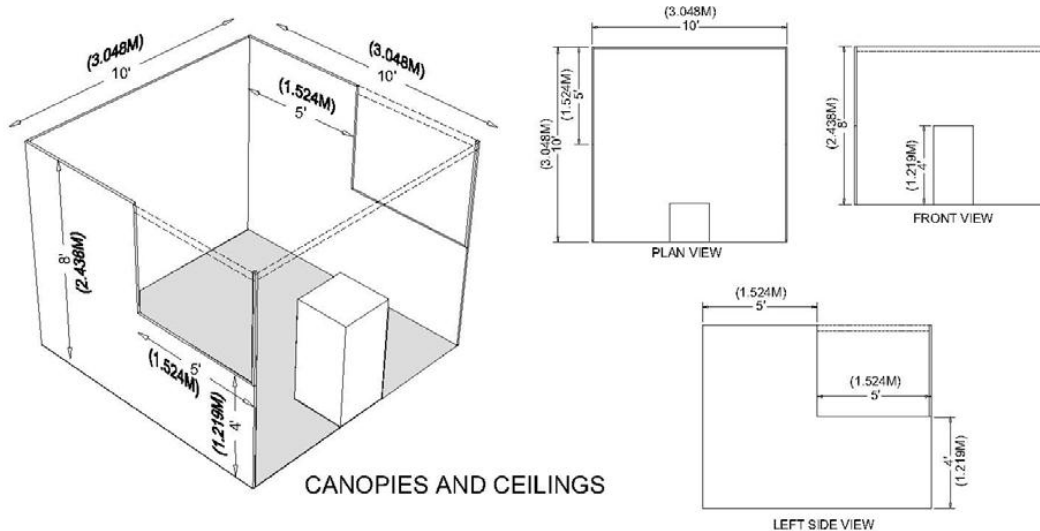
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Other Important Considerations

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 seven feet (7') from the floor within five feet (5') 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 are permitted in all standard Peninsula and Island Booths, usually to a maximum height of sixteen feet (16'). 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 ten feet (10') from adjacent booths.

Approval for the use of Hanging Signs & Graphics should be received from the exhibition organizer at least 60 days prior to installation. Drawings should 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 eight feet (8') should have drawings available for inspection. 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 twelve feet (12'), 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. Exhibition organizers should be prepared to assist exhibitors in this application process.