EXHIBITOR RULES AND REGULATIONS for the FLORIDA SMALL FARMS AND ALTERNATIVE ENTERPRISES CONFERENCE

Exhibit Show Dates: July 27-28, 2012; Osceola Heritage Park, Kissimmee, FL

These rules and regulations govern exhibit displays and presentations in conjunction with the Florida Small Farms and Alternative Enterprises Conference to be held at the Osceola Heritage Park in Kissimmee, Florida. The conference dates are July 27-29; Exhibits will be open ONLY July 27-28. The exhibitor must follow the rules and regulations set forth by the University of Florida Leadership and Education Foundation, Inc. (UFLEF) herein referred to as the organizers, or this agreement will be terminated. The organizers reserve the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by the organizers.

Reservation Data - All exhibit space includes:

- Draped 8’ high back wall and two draped 3’ high side dividers
- One 6’ skirted display table, two folding chairs and one wastebasket
- One 7” x 40” identification sign with company name, city, state and booth number
- Brief description in the Florida Small Farms and Alternative Enterprise program if space is contracted and paid by June 1, 2012
- Post-conference list of participants sent within three weeks after the event. The list will include primary attendee name, organization and mailing address. Email address will be optional and included if permitted by the conference attendee.

Option #1: 10’ deep x 10’ wide space; $600 without electricity – OR – $660 with 5 amps electricity (Exhibitor must be in compliance with Edlen Electric Regulations). Includes:

- TWO complimentary conference attendee registrations giving access to all conference functions for two main exhibit representatives. (Does not include pre-conference/optional events)
- Option to purchase up to four exhibitor representative floor badges. Deadline: 6/1/12

Option #2: 10’ deep x 20’ wide space (Linear booths only); $1,000. Includes:

- 5 amps Electricity (Exhibitor must be in compliance with Edlen Electric Regulations)
- TWO complimentary conference attendee registrations giving access to all conference functions for two main exhibit representatives. (Does not include pre-conference/optional events)
- Option to purchase up to four exhibitor representative floor badges. Deadline: 6/1/12

Option #3: Non-profit Educational Organizations Only* 10’ deep x 10’ wide space; $275 without electricity – OR – $335 with 5 amps electricity (Exhibitor must be in compliance with Edlen Electric Regulations); Limited to one per organization. Includes:

- ONE complimentary conference attendee registration giving access to all conference functions for one main exhibit representative. (Does not include pre-conference/optional events)
- Option to purchase up to two exhibitor representative floor badges. Deadline: 6/1/12

Exhibitor Registration & Staffing - ALL Exhibitors must be either a conference attendee or an exhibitor representative wearing a floor badge. At least one conference attendee registration is provided complimentary with each exhibit package. Refer to the exhibit space options for the designated number of complimentary registrations. The conference attendee registration provides access to the Friday evening reception, Friday-Sunday’s educational program, Saturday’s lunch and social, and Sunday’s breakfast. Deadline to use the complimentary registration(s) is June 1. Exhibitor representative floor badges allow access to exhibit floor only; it does not include educational sessions, Sat. lunch, Sat. social or Sunday activities. Lunch and/or social tickets for exhibitor rep. are available if pre-purchased by June 1. No tickets will be available after June 1, 2012. Refer to the number of complimentary attendee and exhibitor rep. badges available with each reservation option.

Assignment - The booth rental application and contract provides choices for designation of the exhibitor’s desired location. Assignment will be determined based on sponsor and exhibit participation in past conferences, level of current participation, receipt of payment date, type of display and overall space demands. The organizers will use their best efforts to honor an exhibitor’s preferences. However, the organizers reserve the right to make final assignments. Space will not be held without payment in full. Confirmation of booth assignment will be sent by June 15, 2012. The organizers reserve the right to accept or reject any application for exhibit space and to approve exhibitor displays.

The organizers reserve the right to rearrange the floor plan and to relocate exhibits as necessary to adjust the floor plan to meet the needs of the exhibitors, and to promote the overall success of the event. Spaces cannot be assigned, sublet or otherwise disposed of without consent of the organizers. Any space not claimed and occupied by the end of show setup hours may be reassigned by the organizers without refund of rental paid.

Cancellation of booth rental must be made in writing to the UFLEF, and will result in the following refund policy: 75% of the amount paid will be refunded for cancellations made by June 1, 2012. No refunds will be issued for cancellations after June 1, 2012. Email notice of cancellation to: mstage@ufl.edu

Set-Up, Show & Dismantling Restrictions - Installation of exhibits may begin at the time indicated on the schedule. Children under the age of 18 will be prohibited from the floor during exhibit set-up and dismantling. No exhibitor shall have the right to pack and/or remove materials prior to the closing of the show. All items left in hall after dismantling hours will be disposed of or handled at the contractor’s discretion at exhibitor’s expense. The exhibitor must surrender display space in the same condition as it was when first occupied.

- Exhibitor MOVE-IN: July 27, 1:00pm - 5:00pm; Opening Reception begins at 5:00pm on exhibit floor.
  - Show Open: July 27, 5:00pm - 7:00pm; July 28, 7:00am - 4:30pm
- Exhibitor MOVE-OUT: July 28, 4:30pm - 6:30pm; NO Show on Sunday

Use of Florida Small Farms and Alternative Enterprises Conference Logos - Please contact Mandy Stage if you plan to reference the conference or would like to use the conference logo. Phone: 352-392-5930 or Email: mstage@ufl.edu
Official Service Contractor - Exhibit Services, Inc.; 1814 Tappan Blvd., Tampa, Florida 33619; PHONE: 813-623-1163
Exhibit Services, Inc. (ES) is the Official Exhibit Services Company. As the exclusive material handling contractor for this event, exhibitors
are to contact ES for shipping, freight, equipment and decoration requirements. Roughly 45 days prior to the event, Exhibit Services will
email confirmed exhibitors a website link to retrieve the exhibit services kit. The kit will also be posted on the exhibit page of the
conference website. The kit will contain order forms to make final booth arrangements, including orders for shipping and handling, internet
access, additional electricity (if greater than 5 amps or not ordered initially with booth) and orders for booth décor such as carpeting, plants,
furniture or any other items you would like to rent for your exhibit. The deadline to make final booth orders is typically two weeks prior to
the show.

Security - The exhibit hall will be secured during all hours that the conference is closed and patrolled by security personnel. Exhibitors are
cautioned that small portable items of value and personal items should be properly secured or removed from exhibit hall should they leave
their exhibit. In all cases, exhibitors should insure their booth materials at their own expense. The organizers, the Exhibit Service, Inc.,
SMG (Management Company of OHP) and Osceola County, shall not be responsible for loss of any kind.

General Conduct - The general rule on the exhibit floor: Be a Good Neighbor. No exhibit should be set up so its arrangement or manner of
presentation will obstruct or interfere with the general view or rights of any other display. No exhibit shall extend beyond the official floor
plan dimensions or into an aisle. Except for special permission, exhibit materials placed along the side rails in the front 6 feet of the booth
may not exceed 4 feet in height.

Audio and video devices operated in an objectionable manner in the opinion of the organizers may be prohibited. Booth noise may not
interfere with the conversation of other exhibitors or attendees in adjacent meeting activities. Each exhibitor is responsible for obtaining all
necessary licenses and permits to use music, photographs, or other copyrighted materials with proof of such being available upon request.

Exhibitors are responsible for complying with all local, state, and federal tax laws. Any additions or improvements to space other than
included equipment shall be at exhibitor’s expense and must comply with fire department and underwriter rules. No smoking, helium
balloons or flammable materials are allowed. The exhibitor agrees to abide by all agreements made between the organizers, the facilities
and its agents.

Exhibit Hall Regulations
Alcoholic Beverages – In accordance with State of Florida liquor laws, ALL alcoholic beverages must be purchased from Savor…Osceola
Catering by SMG. No alcoholic beverages are permitted to be brought into or leave the building.

Sampling – All items to be distributed are limited to sample size (2 oz). Items dispensed are limited to products manufactured or produced
by the exhibiting firm. Food and beverage items used as traffic promoters (i.e. coffee, popcorn, bottled waters, sodas, bar service, cookies,
etc.) must be purchased from Savor, catering by SMG. Contact the Director of Food & Beverage with questions on traffic promotion items.
Tel: 321-697-3370.

Decorations – A protective covering (i.e., plastic) must be used on the interior floors for any display using soil, dirt, sand or any other
landscaping-type materials. Before any material may be placed on the covering, the seams must be taped together to provide a waterproof
barrier to protect the floor. Nothing can be taped, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of
the building or furniture. No adhesive backed decals or duct tape is allowed. Under NO circumstance are adhesive back decals to be given
away.

Motorized Equipment – Equipment must remain in off position; battery cables must be disconnected from batteries; gas tanks must have
less than 1/4 of a tank of fuel and the gas cap must be locked or taped; no fueling inside the building and all fuel must be stored outside the
building; a protective covering must be placed underneath equipment; an extra set of keys to the ignition must be left with the organizers in
case of emergency.

Animals – Only service animals are allowed in the exhibition building, including the exhibit area.

Accessibility - Each exhibitor shall be responsible for making its exhibit space accessible to persons with disabilities and shall hold the
organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola County, harmless from any consequences if the
exhibiting company should fail in this regard.

Liability - Through applying for exhibit space, the organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola
County, other sponsors, and their respective directors, officers, employees, agents and representatives shall not be liable for, and are
thereby released from, all claims, liabilities, losses, damages, costs or expenses relating to or arising out of an injury to any personnel of
exhibitor or to any other person or any loss of or damage to any property of exhibit or to any other property such injury, loss or damage is
incident to, arises out of, or is any way connected with exhibitor’s participation in the Florida Small Farms and Alternative Enterprises
Conference. The exhibitor shall be responsible for any such injury, loss or damage and any expenses related thereto, and the exhibitor
hereby agrees to protect, indemnify, hold harmless and defend the organizers, the Exhibit Service, Inc., SMG (Management Company of
OHP) and Osceola County, other sponsors, and their respective directors, officers, employees, agents, and representatives against all
claims, liabilities, losses, damages, costs and expenses, including all attorney’s fees and cost of litigation, provided that the foregoing shall
not apply to injury, loss or damage caused by or resulting from the sole negligence of the organizers, the Exhibit Service, Inc., SMG
(Management Company of OHP) and Osceola County, other sponsors, and their respective directors, officers, employees, agents, and
representatives.

Certificate of Insurance - It is the sole responsibility of exhibitor to obtain and carry general liability insurance, and when applicable,
workman’s compensation insurance, and to be able to provide proof of insurance when needed.

Cancellation or Postponement of the Conference - In the event of fire, strikes, riots, civil commotion, acts of God, war, terrorism,
epidemics, and other unavoidable circumstances rendering it impossible or impractical for any reason for the organizers, to perform such a
contract, the organizers, shall be released from contract. In such events, all deposits and payments made by the exhibitor for exhibit space
shall be returned minus any expenses incurred by the organizers, on behalf of the exhibitor.