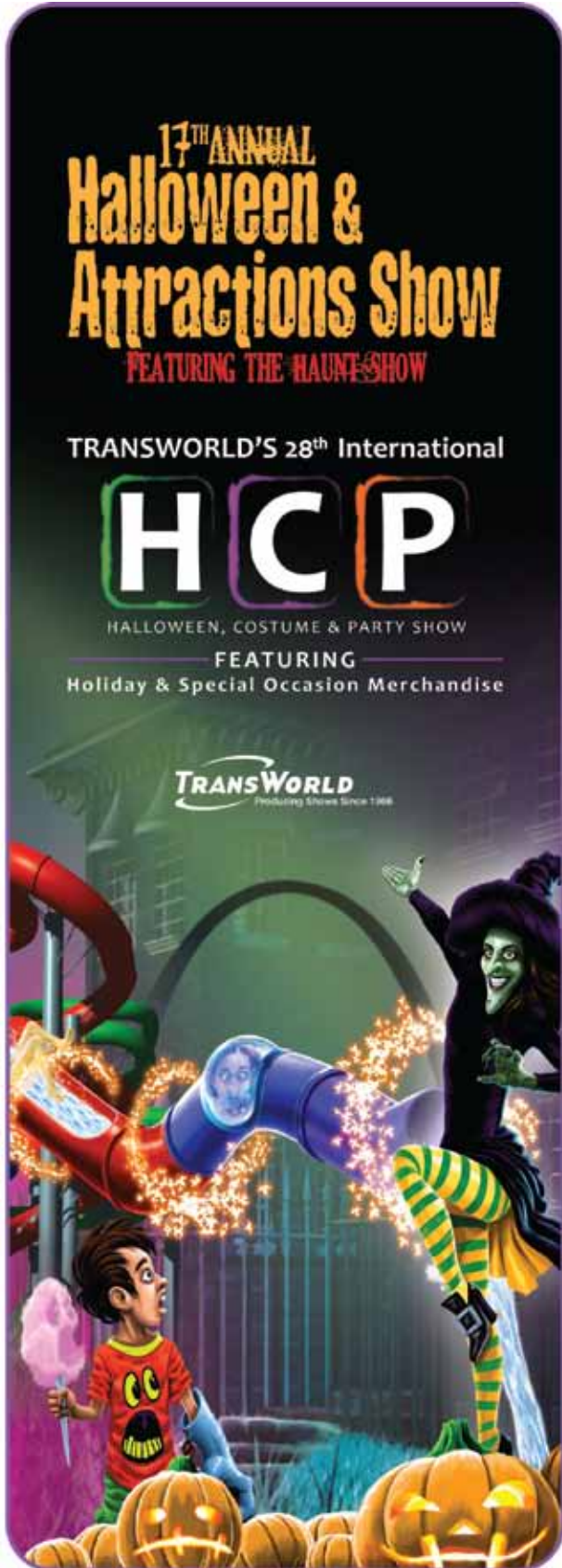


# EXHIBITOR KIT



Dear Exhibitor,

TransWorld's 17th Annual Halloween & Attractions Show, featuring the Haunt Show and the 28th International Halloween, Costume & Party Show will be here before you know it! It is time to start planning for another successful show. The information provided in this Exhibitor Service Kit can help you save time and money, so please read it carefully and make note of important deadlines and show regulations.

All of the forms, Rules & Regulations, information for exhibiting, as well as travel and hotel information, are included in this Exhibitor Service Kit. Here are a few highlights to show you how to best use this kit:

- Review "Exhibitor Checklist of Deadlines" to make sure that you order services by the deadlines listed to benefit from lower prices.
- Review the "Exhibit Rules & Regulations" as what you may have been able to do at one event may not apply to this event or facility.
- Review the floor plan to make sure that you are aware of any columns or obstructions in and around your space. The Floor Plan can be viewed at [www.haashow.com](http://www.haashow.com) or [www.hcpshow.com](http://www.hcpshow.com)
- Make sure that all staff members coordinating your participation know that the entire Exhibitor Service Kit is available at [www.haashow.com](http://www.haashow.com) or [www.hcpshow.com](http://www.hcpshow.com)

The general contractor for the HAA & HCP Shows in St. Louis is Heritage Exposition Services. Review their portion of the Exhibitor Kit for your furniture and carpeting needs, as well as information on freight and labor. The Edlen Exhibitor Services Kit has included forms for electrical, plumbing and telecommunications. The America's Center Kit contains information on audio visual, catering, travel and parking information in St. Louis as well as a list of things to do around town. Lastly, Trakkers has included information on lead retrieval devices for you booth.

Contact TransWorld Exhibits with any questions at (847) 446-8434 or toll free at (800) 323-5462. A complete staff contact list can be found in the General Information section. We are dedicated to making this year's event successful and look forward to working with you in the coming months. Thank you for your business and we'll see you in St. Louis!

## EXHIBITOR CHECKLIST OF DEADLINES

### TRANSWORLD EXHIBITS

P: (847) 446-8434 F: (847) 446-3523

SERVICE	DEADLINE	COMPLETED
Exhibit Contract, If Applicable	NOW	_____
Final Payment, If Applicable	January 27, 2012	_____
Certificate of Insurance	January 27, 2012	_____
Booth Variance Request Form	February 3, 2012	_____
Exhibitor Badge Form	February 3, 2012	_____

NOTE: For information on all Directory Forms, Exhibitor Invitations, Marketing/Sponsorship Opportunities, please visit [www.haashow.com](http://www.haashow.com) or [www.hcpshow.com](http://www.hcpshow.com)

### HERITAGE EXPOSITION SERVICES

P: (314) 534-8500 F: (314) 533-0406

SERVICE	DEADLINE	COMPLETED
Credit Card Authorization Form	February 23, 2012	_____
Furniture/Carpet Rental Order Form	February 23, 2012	_____
Display Panels & Accessories Order Form	February 23, 2012	_____
"Hassle Free" Exhibit Booth Form	February 23, 2012	_____
Shipping Instructions/Material Handling	February 23, 2012	_____
EAC Authorization Form	February 10, 2012	_____
Exhibit Labor Order Form	February 23, 2012	_____
Modular Rental Display Order Form	February 23, 2012	_____
Rental Display Order Form	February 23, 2012	_____
Plant Rental Service Order Form	February 23, 2012	_____
Sign Service Order Form	February 23, 2012	_____

### EDLEN ELECTRICAL EXHIBITOR SERVICES

P: (314) 342-5324 F: (314) 342-5384

SERVICE	DEADLINE	COMPLETED
Electrical Order Form	February 23, 2012	_____
Services Order Form	February 23, 2012	_____
Utilities Order Form	February 23, 2012	_____
Telecommunications Order Form	February 23, 2012	_____
Booth Cleaning Services Form	February 23, 2012	_____

AMERICA'S CENTER - CATERING, AUDIO VISUAL, ETC. February 23, 2012 \_\_\_\_\_

TRAKKERS - LEAD RETRIEVAL February 23, 2012 \_\_\_\_\_

**PLEASE PAY CLOSE ATTENTION TO DEADLINES. ORDERING SERVICES AFTER DEADLINES WILL INCUR ADDITIONAL CHARGES!**

## KEY CONTACTS & OFFICIAL CONTRACTORS

Please contact Show Management at any time with any questions regarding your exhibit space, show schedule, registration or marketing opportunities.

### TRANSWORLD EXHIBITS

TransWorld Exhibits, Inc.  
1850 Oak Street  
Northfield, IL 60093  
www.tweshows.com

P: (847) 446-8434  
(800) 323-5462  
F: (847) 446-3523

### MANAGEMENT

Joe Thaler x207  
Jennifer Braverman x215  
Claire Adair x206

### MARKETING

Yianna Manokas x211

### OPERATIONS

Stephanie Geitner x209

### REGISTRATION

Donna Connolly x225  
Betty Cady x220  
Ron Carlson x227

### SALES

Don Olstinske x208  
Alana Watkins x 201  
Halley LoBello x200  
Michael Lisberg x221

don@tweshows.com  
alana@tweshows.com  
halley@tweshows.com  
m.lisberg@tweshows.com

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### HERITAGE EXPOSITION SERVICES

Heritage Exposition Services  
620 Shenandoah Avenue  
St. Louis, MO 63104

P: (314) 534-8500  
F: (314) 533-0906  
exhibitorservices@heritageexpo.com

### EDLEN ELECTRICAL EXHIBITOR SERVICES

Edlen – Electrical Exhibitor Services  
701 Convention Plaza  
St. Louis, MO 63101

P: (314) 342-5324  
F: (314) 342-5384  
stlouis@edlen.com

## GENERAL SHOW INFORMATION

### HAA SHOW EXHIBIT HALL LOCATION (HALLS 1 & 2)

America's Center P: (314) 342-5000  
701 Convention Plaza F: (314) 342-5040  
St. Louis, MO 63101

### HAA SHOW EXHIBITOR MOVE-IN SCHEDULE\*

Tuesday	March 6, 2012	10:00am to 6:00 pm
Wednesday	March 7, 2012	8:00 am to 6:00 pm

### HCP SHOW EXHIBIT HALL LOCATION (HALLS 1 & 2)

America's Center P: (314) 342-5000  
701 Convention Plaza F: (314) 342-5040  
St. Louis, MO 63101

### HCP SHOW EXHIBITOR MOVE-IN SCHEDULE\*

Tuesday	March 6, 2012	10:00pm to 6:00 pm
Wednesday	March 7, 2012	8:00 am to 6:00 pm

If you have any questions regarding move-in please call Heritage at (314) 534-8500. If you need to stay later than 6:00 pm please see the Show Office.

\*All exhibitors and Exhibitor Appointed Contractors (EAC's) must be badged during move-in.

\*All exhibits must be set and fully installed by Wednesday, March 7, 2012 at 4:00 pm.

### HAA & HCP SHOW SCHEDULE

Thursday	March 8, 2012	9:30 am to 5:00 pm
Friday	March 9, 2012	9:30 am to 5:00 pm
Saturday	March 10, 2012	9:30 am to 5:00 pm
Sunday	March 11, 2012	9:30 am to 2:00 pm

Exhibitors will be allowed access to exhibit hall 1 ½ hours prior to show opening.

### EXHIBITOR MOVE-OUT SCHEDULE

Sunday	March 11, 2012	2:00 pm to 10:00 pm
Monday	March 12, 2012	8:00 am to 12:00 pm

- Heritage will begin returning empty containers as soon as the aisle carpeting is removed from the exhibit floor. Nothing can be in the aisles during the carpet removal process (beginning at 2 pm on Sunday, March 11, 2012). During this time, booths can start to be dismantled.
- All exhibitor materials must be removed from the exhibit facility by Monday, March 12, 2012 prior to 12:00 pm.
- **To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check in by Monday, March 12, 2012 at 9:00 am.**

## GENERAL SHOW INFORMATION CONTINUED

### EXHIBITOR REGISTRATION HOURS

Wednesday	March 7, 2012	8:00 am to 5:00 pm
Thursday	March 8, 2012	8:30 am to 5:00 pm
Friday	March 9, 2012	8:30 am to 5:00 pm
Saturday	March 10, 2012	8:30 am to 5:00 pm
Sunday	March 11, 2012	8:30 am to 2:00 pm

### ATTENDEE REGISTRATION HOURS

Thursday	March 8, 2012	8:30 am to 5:00 pm
Friday	March 9, 2012	8:30 am to 5:00 pm
Saturday	March 10, 2012	8:30 am to 5:00 pm
Sunday	March 11, 2012	8:30 am to 2:00 pm

### SHOW OFFICES & LOUNGES

Show Management Office	Room 106
Press Room	Room 106
Heritage Expositions Services	Service desk located in Exhibit Hall

### PRESS KITS/PR RESOURCES

A Press Room will be made available during the show for you to drop off your Press Kits to be distributed to the Press. To learn more on how to submit your press kit or pick up some extra PR Tips please visit [www.haashow.com](http://www.haashow.com) or [www.hcpshow.com](http://www.hcpshow.com) for more information.

### CRATE STORAGE/EMPTY CONTAINERS

Heritage will have your crates and packing material stored free of charge. Please place an empty sticker, which you can obtain from Heritage Exposition Services on items to be stored. **Storage behind your booth is not permitted.**

### SECURITY

The HAAShow and HCPShow will maintain 24 hour perimeter security at the America's Center from initial set-up through move-out; however, it is the exhibitor's responsibility to secure their booth, equipment, product, and all personal items. If you would like to hire private security for your booth, please contact Jim Garrison from America's Center at (314) 342-5149.

### NEW EXHIBITOR BADGING POLICY

**On Move-In Days:** Whether you are entering through the lobby doors in the front of the America's Center or the dock doors in back of the building, you will have to wear your exhibitor badge to get onto the show floor. Security will be checking each and every person at the dock and lobby doors. If you are entering through the dock doors and didn't bring your badge with you, then you will have to walk around to the front of the building and have a new badge printed at the registration desk. There will be no exceptions to this policy. So please remember to bring your badges with you when you leave home to avoid any inconvenience on-site.

## DESIGNATED MAN-DOORS FOR MOVE-IN & SHOW DAYS

Below is a list of the designated Man Doors that you may Enter/ Exit the show floor from on Move-In/Show Days. Please note their location and the time that they will be available. You must be wearing an Exhibitor Badge to enter or exit through these doors at all times, as well as on the show floor, as the doors are guarded by security. If you do not have your Exhibitor Badge on Move-In days, you will have to obtain one, as well as an exhibitor wristband, as soon as possible from the Exhibitor Registration Desk. Please see the below information on which doors are open on which days/times - no exceptions! There will also be signs posted on these doors so you know which ones you can use.

### Exhibitor Move-In Halls 1-3:

Tuesday, March 6, 2012      Access/Exit Points at 3A Overhead and 2A Overhead Doors from 10am until 6pm

Wednesday, March 7, 2012      Access/Exit Points at 3A Overhead and 2A Overhead Doors from 8am until 6pm

### Exhibitor Entrance/Exit on Show Days:

Thursday, March 8, 2012      3A Overhead Man Door 8am until 930am and 5pm until 6pm

Friday, March 9, 2012      3A Overhead Man Door 8am until 930am and 5pm until 6pm

Saturday, March 10, 2012      3A Overhead Man Door 8am until 930am and 5pm until 6pm

Sunday, March 11, 2012      3A Overhead Man Door 8am until 930am

### Exhibitor Move-Out Halls 1-4:

Sunday, March 11, 2012      Access/Exit Points at 3A Overhead and 2A Overhead Doors from 2pm until 10pm

Monday, March 12, 2012      Access/Exit Points at 3A Overhead Door from 8am until 12pm

**PLEASE NOTE: If you start to breakdown your booth before 2pm (show close) on Sunday, March 12 you will be fined \$500**

**P.S .During set-up, if you are an exhibitor that doesn't have any freight and will just be walking over from your hotel, you can enter / exit via the Washington St. Entrance. Your Point of Access to the Halls will be the Hall 1 North Lobby Doors.**

## STANDARD BOOTH EQUIPMENT

**NOTE:** Standard booth size is 10' x 10' unless otherwise noted.

### YOUR BOOTH INCLUDES

- **One (1) 7"x 44" one-line booth identification sign** The sign will be imprinted with your company name including booth number and will be hung in your booth prior to the opening of the show.
- **8' high black back drape and 3' black high side dividers**
- **Carpeted Aisles** Aisles are carpeted. Booth carpet can be included in part of your "Hassle Free" Booth Package or you can order it through Heritage Exposition Services.
- **Complimentary Exhibitor Badges** Included in this kit
- **Complimentary Exhibitor Invitations** Included in the Sponsorship Kit

### EXHIBIT HALL DECORATIONS

Aisle Carpet:	BLACK & GRAY SPECKLED
Back Wall Drape:	BLACK
Side Divider Drape:	BLACK

**NOTE:** Please see the "Hassle Free" Booth Packages information form in the Heritage Exposition Services Kit.

**IMPORTANT NOTE:** When ordering your furniture from Heritage please remember that all tables **MUST** be covered and done so with flame retardant material.

March 8 - 11, 2012  
America's Center - St. Louis, MO  
www.haashow.com and www.hpshow.com

# HAASHOW

## EXHIBITOR RULES & REGULATIONS

# HCPSHOW

### TransWorld's

# HAA & HCP SHOWS

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## MARCH 8 - 11, 2012

America's Center  
701 Convention Plaza  
St. Louis, MO 63101  
**HALLS 1 - 4**

## SHOW HOURS

Thursday	March 8, 2012	9:30 am to 5:00 pm
Friday	March 9, 2012	9:30 am to 5:00 pm
Saturday	March 10, 2012	9:30 am to 5:00 pm
Sunday	March 11, 2012	9:30 am to 2:00 pm



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*Every effort has been taken to ensure the accuracy of the information contained within. However, TransWorld Exhibits, Inc. cannot be held responsible for any errors or omissions.*

## EXHIBITOR RULES & REGULATIONS PAGE 1 OF 3

To help ensure the safety and security of all persons in the exhibit hall, TransWorld Exhibits, the general contractor and the exhibit hall put the following Exhibit Rules & Regulations together. If at any time you have a question or concern regarding the Exhibit Rules & Regulations, please contact TransWorld Exhibits at (847) 446-8434.

### AGREEMENT TO RULES & REGULATIONS

By participating in the **HAA or HCP Shows**, exhibitors are responsible for compliance with all exhibit hall, general contractor and TransWorld Exhibits rules and regulations. Please familiarize yourself with all rules and regulations. The general regulations governing The **HAA & HCP Shows** are printed on the back of your exhibit space contract.

### AISLES

**All aisle space belongs to Show Management.** No exhibit display, product or equipment will be allowed to extend beyond the space assigned to the exhibitor. This also prohibits extending items in the air over aisles (i.e., banners, display trusses, vehicle arms, scaffolding, etc.).

### BADGES

Every person on the exhibit floor must wear a badge at all times. The Exhibitor Badge Order Form is included in this kit and must be submitted by **February 3, 2012**. After **February 3, 2012** you may obtain your Exhibitor Badges on-site at the Exhibitor Registration Counter starting **Wednesday, March 7, 2012, at 8:00 a.m.**

### CERTIFICATE OF INSURANCE

*All exhibitors at any TransWorld Exhibits show are required to supply a Certificate of Insurance for general liability; however, please see Cooking & Food demonstrations paragraph for further information on food sampling.*

TransWorld Exhibits, its employees and contractors are not responsible for any loss to exhibitor by reason of theft, transportation perils, fire, breakage, etc. **The 17th Annual Halloween & Attractions Show or the 28th International Halloween, Costume & Party Show** requires each exhibitor to carry liability insurance in an amount not less than \$1,000,000 bodily injury and property damage combined. Show management requires exhibitors to file a Certificate of Liability Insurance naming **The 17th Annual Halloween & Attractions Show or the 28th International Halloween, Costume & Party Show** and TransWorld Exhibits as additional insured or as their interest may appear. Exhibitors that will have a vehicle in their booth must also supply a Certificate of Insurance for Vehicle / Comprehensive General Liability. Please send all certificates by **January 27, 2012**, to: TransWorld Exhibits, **The 17th Annual Halloween & Attractions Show and the 28th International Halloween, Costume & Party Show**, 1850 Oak Street, Northfield, IL 60093, attention Stephanie Geitner.

### CHILDREN

No children under the age of 16 (photo ID required) will be permitted on the exhibit floor at any time during set-up, show hours, or dismantling. **THERE WILL BE NO EXCEPTIONS TO THIS POLICY.**

### COOKING & FOOD DEMONSTRATIONS

\*See Catering Information in the America's Center Services forms.

## EXHIBITOR RULES & REGULATIONS PAGE 2 OF 3

### DAMAGE TO PROPERTY

The exhibitor is liable for any damage caused to building floors, walls or columns, to standard booth equipment or to other exhibitors' property. The exhibitor may not apply paint, lacquer, adhesives or other coatings to building, floors or to standard booth equipment.

### DEMONSTRATIONS AND SPECIAL EVENTS

All demonstrations, interviews, and special activities must be contained within the limits of an exhibitor's assigned exhibit space. Distribution of printed material outside your assigned exhibit space is prohibited, unless approved by Show Management. Special events must be coordinated with Show Management. Under no circumstances will special events be permitted to conflict with official show hours. **No promotional activities or marketing activities may be conducted in the parking lot or in surrounding areas outside the exhibit hall during the show.**

### DISABILITY PROVISIONS

Exhibitors shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any other regulations implemented by that Act.

### DISMANTLING OF BOOTH

Exhibitors' display and product may not be dismantled and packed in preparation for removal prior to the official closing of the show. Move-out and dismantling of display material and equipment cannot begin until the show floor has been cleared of attendees. Removal of aisle carpet and opening of freight doors will not proceed until the official closing of the show. Please keep all exhibit materials out of the aisles until the aisle carpet has been completely removed.

### DISPLAY RULES & REGULATIONS

The Display Rules & Regulations are enclosed in the Exhibitor Service Kit. Exhibitors are required to adhere to all the Display Rules & Regulations as outlined on the back of the sales contract and in this Exhibitor Service Kit. If you would like to request a variance for your booth, you must submit the "Request for Booth Variance" Form by February 23, 2012.

### EXHIBITOR APPOINTED CONTRACTORS

An Exhibitor Appointed Contractor (EAC) is a company or an individual, other than those found in the Exhibitor Service Kit, who supplies a product or service. EAC's include, but are not limited to, installation & dismantle (I & D) companies as well as audiovisual equipment or transportation providers who require access into the exhibit hall. All EAC's must conform to all local union rules, regulations, and jurisdictions. Exhibitors are responsible for the actions of their non-official contractors and sub-contractors.

#### All EAC's by **February 10, 2011**:

- Submit an original Certificate of Heritage Exposition Services and copy to TransWorld Exhibits, Inc. (Naming TransWorld as additional insured).
- Complete and submit the Exhibitor Appointed Contractor Form to Heritage Exposition Services.
- Submit on company letterhead permission to use EAC or I&D company to: Heritage Exposition Services and copy TransWorld Exhibits, Inc.

It is the exhibitor's responsibility to make sure their EAC's obtain and submit an original copy of their Certificate of Insurance to Heritage Exposition Services and to TransWorld Exhibits. EAC's who have not sent an original copy of their Certificate of Insurance will NOT be allowed onto the exhibit floor. **Heritage Exposition Services is the official and exclusive general contractor for the show.** I&D companies will be permitted to perform display labor providing the Certificate of Insurance and EAC letter is received by Heritage and TransWorld Exhibits, Inc. by **February 10, 2011**.

## EXHIBITOR RULES & REGULATIONS PAGE 3 OF 3

### FIRE REGULATIONS

**All display materials must be fire resistant or treated with flame retardant solution to meet requirements of the standard flame test as provided in the local municipal code for fire protection.** No obstruction, such as chairs, tables, displays, easels or stanchions, will be allowed to protrude into the aisles. Access to all four sides of the hall columns must be maintained. Each exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the show. Compliance is mandatory and the sole responsibility of each exhibitor. **Storage behind booth space is a fire hazard and will not be permitted.**

### FIRE HOSE CABINETS, PULL STATIONS, AISLES, EXITS, LOADING DOCKS, DOORS & RAMPS

Each of these must be visible and accessible at all times, including inside exhibit space. Chairs, tables, product and display equipment must be kept clear of aisles, corridors, stairways and other exits.

### FOOD SERVICE (*SEE COOKING & FOOD DEMONSTRATIONS*)

No food or beverage may be brought into the America's Center from outside the facility. The America's Center has exclusive rights to all food & beverage. Please contact the America's Center for information regarding food & beverage distribution, demonstrations & cooking in your booth at (314) 342-5166.

### MUSIC

All exhibitors agree to obtain necessary licenses to play or perform live or recorded music and agree to defend, indemnify and hold harmless Show Management from any damages or expenses incurred by Show Management due to exhibitors use or authorization of use of such music.

### SOUND LEVEL

Exhibitors must keep sound levels in their booth space to a reasonable level during the show. TransWorld Exhibits, Inc. reserves the right to determine when excessive sound, music or other display activities interfere with other exhibitors' ability to conduct business. A reasonable level of below 80db will be enforced. Decibel levels will be monitored on the show floor during all show days.

### SAFETY DEVICES

All exhibitors agree to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices on all exhibited equipment. Exhibitors also agree to comply with all exhibit hall Fire & Safety regulations. If planning a demonstration of equipment, please notify show management by February 23, 2012.

### SHOW REGULATIONS

Exhibitors shall abide by and observe all laws, rules and regulations of the City of St. Louis, America's Center, Heritage Exposition Services, and TransWorld Exhibits. Exhibitors shall observe and abide by additional regulations as published in this Exhibitor Service Kit.

### SPECIAL SERVICES

Please contact TransWorld Exhibits if you or a member of your staff has a disability that requires special services. Please submit your request in writing to Stephanie Geitner at [stephanie@tweshows.com](mailto:stephanie@tweshows.com) or call (847) 446-8434 ext. 209.

March 8 - 11, 2012  
America's Center - St. Louis, MO  
www.haashow.com and www.hpshow.com

# HAASHOW

# HCPSHOW

## DISPLAY RULES & REGULATIONS

### TransWorld's **HAA & HCP SHOWS**

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#### **MARCH 8 - 11, 2012**

America's Center  
701 Convention Plaza  
St. Louis, MO 63101  
**HALLS 1 - 4**

#### **SHOW HOURS**

Thursday	March 8, 2012	9:30 am to 5:00 pm
Friday	March 9, 2012	9:30 am to 5:00 pm
Saturday	March 10, 2012	9:30 am to 5:00 pm
Sunday	March 11, 2012	9:30 am to 2:00 pm



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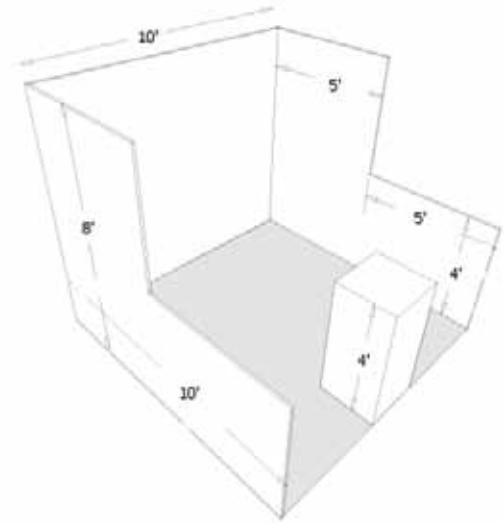
*Every effort has been taken to ensure the accuracy of the information contained within. However, TransWorld Exhibits, Inc. cannot be held responsible for any errors or omissions.*

## DISPLAY RULES & REGULATIONS PAGE 1 OF 2

### LINEAR OR IN-LINE BOOTH

Linear booths have one side exposed to an aisle and are generally arranged in a series along a straight line. Linear booths are ten-feet (10') wide and ten-feet (10') deep, i.e., 10' x 10'. In-line booths have an eight-foot (8') back wall height limit.

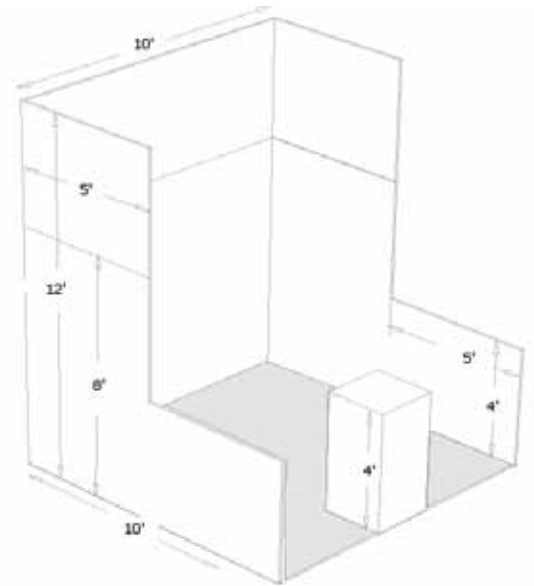
**Display materials should not obstruct or block sight lines of neighboring exhibitors.** The maximum height of eight-feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height limit imposed on all materials in the remaining space forward to the aisle. (Note: When three 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 the exhibit space which is within ten-feet (10') of an adjoining booth).



### PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit. Perimeter booths have a twelve foot (12') maximum height limitation.

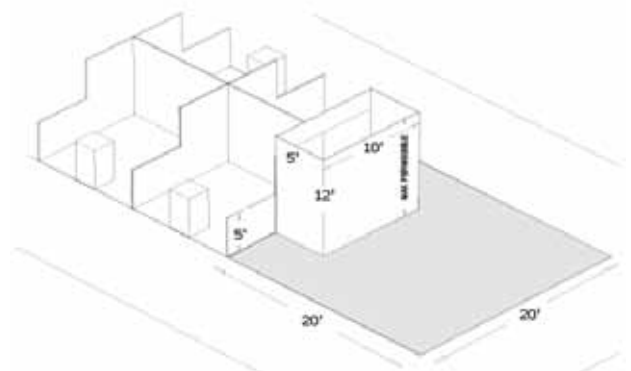
**Display materials should not obstruct or block sight lines of neighboring exhibitors.** The maximum height of twelve-feet (12') is allowed only in the rear half of the booth, with a four-foot (4') height limit imposed on all materials in the remaining space forward to the aisle. (Note: When three or 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 (10') of an adjoining booth).



### PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. A Peninsula Booth is 20'x20' or larger.

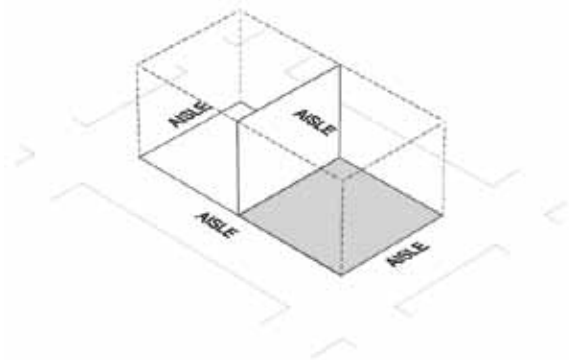
When a Peninsula Booth backs up to two (2) Linear Booths, the back wall is restricted to four-feet (4') high within five-feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Twelve-feet (12') is the maximum height allowance, including signage for the center portion of the back wall.



## DISPLAY RULES & REGULATIONS PAGE 2 OF 2

### SPLIT ISLAND BOOTH

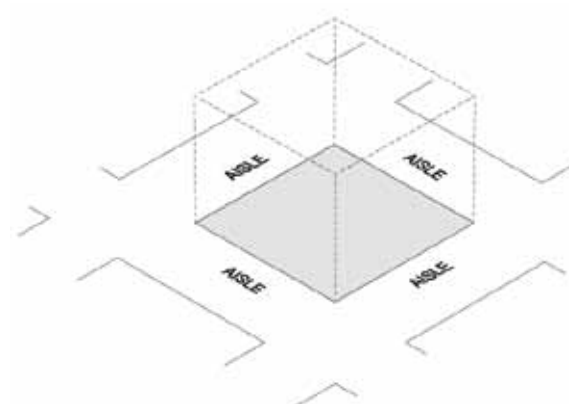
A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, which is sixteen-feet (16'), without any back wall line of sight restrictions. A Split Island is 20'x20' or larger.



### ISLAND BOOTH

An Island Booth is any booth exposed to aisles on all four sides. An Island Booth is 20'x20' or larger.

The entire cubic content of the space may be used to the maximum allowable height which is sixteen-feet (16').



### PLEASE NOTE:

### 8' HEIGHT LIMIT EXCEPTION

If your booth will exceed the 8' height limit, please fill out the Request For Booth Variance Form, on the next page, and fax it to Stephanie Geitner at (847) 446-3523.

### HANGING SIGNS & GRAPHICS

Hanging Signs and graphics are permitted in peninsula, split island and island booths only to a maximum height of 18' above the booth. 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).

### 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.

## REQUEST FOR BOOTH VARIANCE

Our intent is to provide each and every exhibitor a fair sight line. Please refer to the HAA & HCP Show Display Rules & Regulations. If you would like to request a variance for your 2012 booth, please fill out and include diagram for the variance requested. Each request will be reviewed on an individual basis.

**DUE: FEBRUARY 3, 2012**

**Please submit completed form to Stephanie Geitner:**

Fax: (847) 446-3523

Email: stephanie@tweshows.com

Mail: TransWorld Exhibits, Inc.

1850 Oak Street

Northfield, IL 60093

Questions? Please call Stephanie at 847.446.8434 ext. 209

COMPANY: \_\_\_\_\_

BOOTH #: \_\_\_\_\_ BOOTH CONFIGURATION: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

- Have you reviewed the HAA & HCP Shows Display Rules & Regulations?  Yes  No
- Will the line-of-sight for neighboring booths be affected by your requested variance?  Yes  No

Please explain Variance Requested and include diagrams if possible. (Please submit additional page if necessary):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**OFFICE USE ONLY**

Approved \_\_\_\_\_ Declined \_\_\_\_\_ By \_\_\_\_\_ Date \_\_\_\_\_

Explanation \_\_\_\_\_

## EXHIBITOR BADGE ORDER FORM

# HCPSHOW

This form is for the employees or representatives working on the booth only. BADGES WILL BE MAILED PRIOR TO THE SHOW.

**PLEASE COMPLETE ALL FIELDS AND FAX BACK TO STEPHANIE AT (847) 446-3523 BY FEBRUARY 3, 2012.  
OR SCAN AND EMAIL FORM TO STEPHANIE@TWESHOWS.COM**

COMPANY: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

TOLL FREE: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

**NOTE:** All badges will be mailed to the contact person. If you need additional badges, please make a copy of this form and continue adding the additional names. Badges will be printed only for the complete names listed.

PLEASE PRINT:

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## DIRECTORY & INDEX FORM

**PLEASE COMPLETE ALL FIELDS AND FAX BACK TO STEPHANIE AT (847) 446-3523 BY FEBRUARY 3, 2012.  
OR SCAN AND EMAIL FORM TO STEPHANIE@TWESHOWS.COM**

### PLEASE COMPLETE ALL FIELDS BELOW TO BE ENTERED INTO THE SHOW DIRECTORY:

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Describe the products to be displayed (50 words or less), to be added to the 365 program on the show's website:

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### PRODUCT INDEX LIST (Please check all that apply):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Animatronics                    | <input type="checkbox"/> Fog & Bubble/Smoke/Snow            | <input type="checkbox"/> Music/Sounds/Dvd                |
| <input type="checkbox"/> Appliances/Prosthetics          | <input type="checkbox"/> Gift                               | <input type="checkbox"/> Novelties                       |
| <input type="checkbox"/> Aromas/Scents                   | <input type="checkbox"/> Glow Products                      | <input type="checkbox"/> Party & Paper                   |
| <input type="checkbox"/> Artwork/Graphic Design          | <input type="checkbox"/> Halloween Merchandise/Décor        | <input type="checkbox"/> Pneumatics/Air Cannons          |
| <input type="checkbox"/> Attractions Consulting & Design | <input type="checkbox"/> Holiday                            | <input type="checkbox"/> Props                           |
| <input type="checkbox"/> Balloons                        | <input type="checkbox"/> Imprinting/Cards/Invitations       | <input type="checkbox"/> Publications/Trade Associations |
| <input type="checkbox"/> Business Services & Equipment   | <input type="checkbox"/> Inflatables/Interactive Games      | <input type="checkbox"/> Scenic Materials, Set & Design  |
| <input type="checkbox"/> Candy/Concessions/Food          | <input type="checkbox"/> Insurance Services                 | <input type="checkbox"/> Shoes/Footwear                  |
| <input type="checkbox"/> Carnival Games/Rides/Midway     | <input type="checkbox"/> Licensed Merchandise               | <input type="checkbox"/> Skeletons/Corpses/Bones         |
| <input type="checkbox"/> Costume Accessories             | <input type="checkbox"/> Lighting                           | <input type="checkbox"/> Sound Systems                   |
| <input type="checkbox"/> Costumes                        | <input type="checkbox"/> Lingerie/Clubwear/Hosiery          | <input type="checkbox"/> Special Effects                 |
| <input type="checkbox"/> Craft Supplies                  | <input type="checkbox"/> Make-Up                            | <input type="checkbox"/> Tickets & Wristbands            |
| <input type="checkbox"/> Eyewear/Contacts                | <input type="checkbox"/> Mannequins/Store Fixtures/Displays | <input type="checkbox"/> T-Shirts                        |
| <input type="checkbox"/> Feather Goods                   | <input type="checkbox"/> Masks                              | <input type="checkbox"/> Websites & Portals              |
|  |   | <input type="checkbox"/> Wigs/Fangs/Dentures             |