

EXHIBITOR KIT

Dear Exhibitor,

TransWorld's Halloween & Attractions 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 and information for exhibiting 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. Please note where utilities are located on the floor. The Floor Plan can be viewed at www.haashow.com and the Edlen Exhibitor Kit.
- Make sure that all staff members coordinating your participation at the show know that the entire Exhibitor Service Kit as well as all of the outside contractor kits are available at www.haashow.com.

The general contractor for the HAA Show in St. Louis is Heritage Trade Show 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 and plumbing. The Smart City Exhibitor Services Kit includes forms for internet & voice services. 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, ExpoTools has included information on lead retrieval devices for you booth.

Contact TransWorld Trade Shows, LLC with any questions at (847) 453-4285 or toll free at (888) 320-8494. A Staff & Key Contacts List can be found on Page 2 of this kit. 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 TRADE SHOWS, LLC. | P: (847) 453-4285 | F: (847) 453-9472

SERVICE	DEADLINE	COMPLETED
Sponsorship Opportunities	See Sponsorship Kit	_____
Certificate of Insurance	February 9, 2018	_____
Booth Variance Request Form	February 9, 2018	_____
Fog, Snow & Scent Dispensing Disclosure Form	February 9, 2018	_____
IR (Infrared) Emitter Form	February 9, 2018	_____
Excess Product Storage Form	February 9, 2018	_____
Online Directory Forms which include: Show Directory, Online Directory, Exhibitor Badge & Certificate of Insurance Form	February 9, 2018	_____

NOTE: For information on the Marketing/Sponsorship Opportunities, please visit www.haashow.com & review the Sponsorship Kit.

HERITAGE TRADE SHOW SERVICES | P: (314) 534-8500 | F: (314) 533-0906

SERVICE	DEADLINE	COMPLETED
Credit Card Authorization Form	March 9, 2018	_____
"Hassle Free" Exhibit Booth Form	March 9, 2018	_____
Furniture/Carpet Rental Order Form	March 9, 2018	_____
Shipping Instructions/Material Handling	March 9, 2018	_____
Priority Return/Accessible Storage Form	March 9, 2018	_____
P.O.V. Cartload Service Order Form	March 9, 2018	_____
Animated Displays Unloading Service Order Form	March 9, 2018	_____
Overtime Move-Out / Surcharge Statement of Acct.	March 9, 2018	_____

EDLEN ELECTRICAL EXHIBITOR SERVICES | P: (314) 342-5324 | F: (314) 342-5384

SERVICE	DEADLINE	COMPLETED
Method of Payment Form	March 8, 2018	_____
Electrical Order Form	March 8, 2018	_____
Booth Cleaning Services Form	March 8, 2018	_____
Plumbing Order Form	March 8, 2018	_____
Electrical Labor Form	March 8, 2018	_____
Utility Layout Form	March 8, 2018	_____

AMERICA'S CENTER - CATERING March 8, 2018 _____

SMART CITY - INTERNET, VOICE SERVICES, ETC. March 8, 2018 _____

EXPOTOOLS - LEAD RETRIEVAL March 8, 2018 _____

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 questions regarding your exhibit space, show schedule, registration or marketing opportunities.

TRANSWORLD TRADE SHOWS, LLC.

TransWorld Trade Shows, LLC. P: (847) 453-4285
1001 Green Bay Road, Suite 308 (888) 320-8494
Winnetka, IL 60093 F: (847) 453-9472
www.haashow.com

MANAGEMENT

Jennifer Braverman, President	W: (847) 453-4285	C: (847) 323-5109	jen@haashow.com
Stephanie Geitner, Operations	W: (847) 453-4285		stephanie@haashow.com
Claire Adair, Marketing	W: (847) 453-4285		claire@haashow.com
Rich Bianco, Vice President	W: (847) 453-4283	C: (412) 812-1773	rich@haashow.com

HERITAGE TRADE SHOW SERVICES

Heritage Trade Show Services	P: (314) 534-8500
620 Shenandoah Avenue	F: (314) 533-0906
St. Louis, MO 63104	exhibitor.services@heritagesvs.com

AMERICA'S CENTER

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

EDLEN ELECTRICAL EXHIBITOR SERVICES

Edlen – Electrical Exhibitor Services	P: (314) 342-5324
701 Convention Plaza	F: (314) 342-5384
St. Louis, MO 63101	stlouis@edlen.com

EXPOTOOLS USA

1603 Capitol Ave	P: (866) 229-8470
Suite 310 A201	sales@expotoolsusa.com
Cheyenne WY 82001	

SMART CITY

Smart City	P: (888) 446-6911
701 Convention Plaza Room #281	F: (314) 342-5007
St. Louis, MO 63101	csr@smartcity.com

GENERAL SHOW INFORMATION

HAA SHOW EXHIBIT HALL LOCATION (HALLS 1, 2, 3 & 4)

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 20, 2018 8:00am to 6:00 pm
Wednesday March 21, 2018 8:00am 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 Information Desk outside of the Show Office, Room 106.

*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 21, 2018 at 6:00 pm.

HAA SHOW SCHEDULE

Thursday March 22, 2018 10:00 am to 5:00 pm
Friday March 23, 2018 10:00 am to 5:00 pm
Saturday March 24, 2018 10:00 am to 5:00 pm
Sunday March 25, 2018 10:00 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 25, 2018 2:00 pm to 10:00 pm
Monday March 26, 2018 8:00 am to 2:00 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 25, 2018). During this time, booths can start to be dismantled.
- All exhibitor materials must be removed from the exhibit facility by Monday, March 26, 2018 prior to 2:00 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 26, 2018 before 1:00 pm. If your freight carrier has not checked in by 1:00 pm then your freight will be forced unless you made different arrangements with Heritage Trade Show Services.**

GENERAL SHOW INFORMATION CONTINUED

EXHIBITOR REGISTRATION HOURS

Tuesday	March 20, 2018	9:00 am to 5:00 pm
Wednesday	March 21, 2018	9:00 am to 5:00 pm
Thursday	March 22, 2018	9:00 am to 5:00 pm
Friday	March 23, 2018	9:00 am to 5:00 pm
Saturday	March 24, 2018	9:00 am to 5:00 pm
Sunday	March 25, 2018	9:00 am to 2:00 pm

ATTENDEE REGISTRATION HOURS

Wednesday	March 21, 2018	12:00 pm to 5:00 pm
Thursday	March 22, 2018	9:00 am to 5:00 pm
Friday	March 23, 2018	9:00 am to 5:00 pm
Saturday	March 24, 2018	9:00 am to 5:00 pm
Sunday	March 25, 2018	9:00 am to 2:00 pm

SHOW OFFICES & SERVICE DESKS

Show Management Office	Information Desk - Counter located outside of Room 106
Press Room	Information Desk - Counter located outside of Room 106
Heritage Trade Shows Services	Service desk located in the back of the Exhibit Hall
Eden Electrical & Smart City	Service desk located in the back of the Exhibit Hall
Smart City	Service desk located in the back of the Exhibit Hall
ExpoTools Lead Retrieval	Service desk located at the Registration Counter

CRATE STORAGE/EMPTY CONTAINERS

If you pay Heritage to handle your freight then they will store your crates or boxes free of charge. Please see Heritage for empty stickers to be placed on the items you want stored. If you are handling your own freight and need your empties stored, please see the Heritage Exhibitor Kit for pricing on this service.

SECURITY

The HAAShow 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 Jourdon Morgan from America's Center at (314) 342-5163.

EXHIBITOR BADGE 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. A photo ID will also be required each time you enter 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 & photo ID 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. Once you are there you will also pick up your Exhibitor Wristband. There will be no exceptions to this policy. Temporary Move-In Wristbands will be available inside the dock doors. Please wear these until you can come up to the Registration Counter to pick up your permanent badge.

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 & Wristband to enter or exit through these doors at all times, as well as on the show floor, as the doors are guarded by security. **Each Exhibitor will have to show a Photo ID along with your Exhibitor Badge each time you enter the show floor.** Once you enter the docks for Move-In, please take a temporary Exhibitor Move-In Wristband from the bin until you can make it up to the Exhibitor Registration Desk to get your permanent Exhibitor Badge & Wristband. 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 1-4:

Tuesday, March 20, 2018	Access/Exit Points at 2A Overhead Door from 8am until 8pm and 3B Overhead Door from 8am until 6pm Hall 1 Angle Doors from 8am until 8pm
Wednesday, March 21, 2018	Access/Exit Points at 2A Overhead Door from 8am until 8pm and 3B Overhead Door from 8am until 6pm Hall 1 Angle Doors from 8am until 8pm

Exhibitor Entrance/Exit on Show Days:

Thursday, March 22, 2018	3A Overhead Man Door 8am until 10am and 5pm until 6pm Hall 1 Angle Doors from 8am until 10am
Friday, March 23, 2018	3A Overhead Man Door 8am until 10am and 5pm until 6pm Hall 1 Angle Doors from 8am until 10am
Saturday, March 24, 2018	3A Overhead Man Door 8am until 10am and 5pm until 6pm Hall 1 Angle Doors from 8am until 10am
Sunday, March 25, 2018	3A Overhead Man Door 8am until 10am Hall 1 Angle Doors from 8am until 10am

Exhibitor Move-Out Halls 1-4:

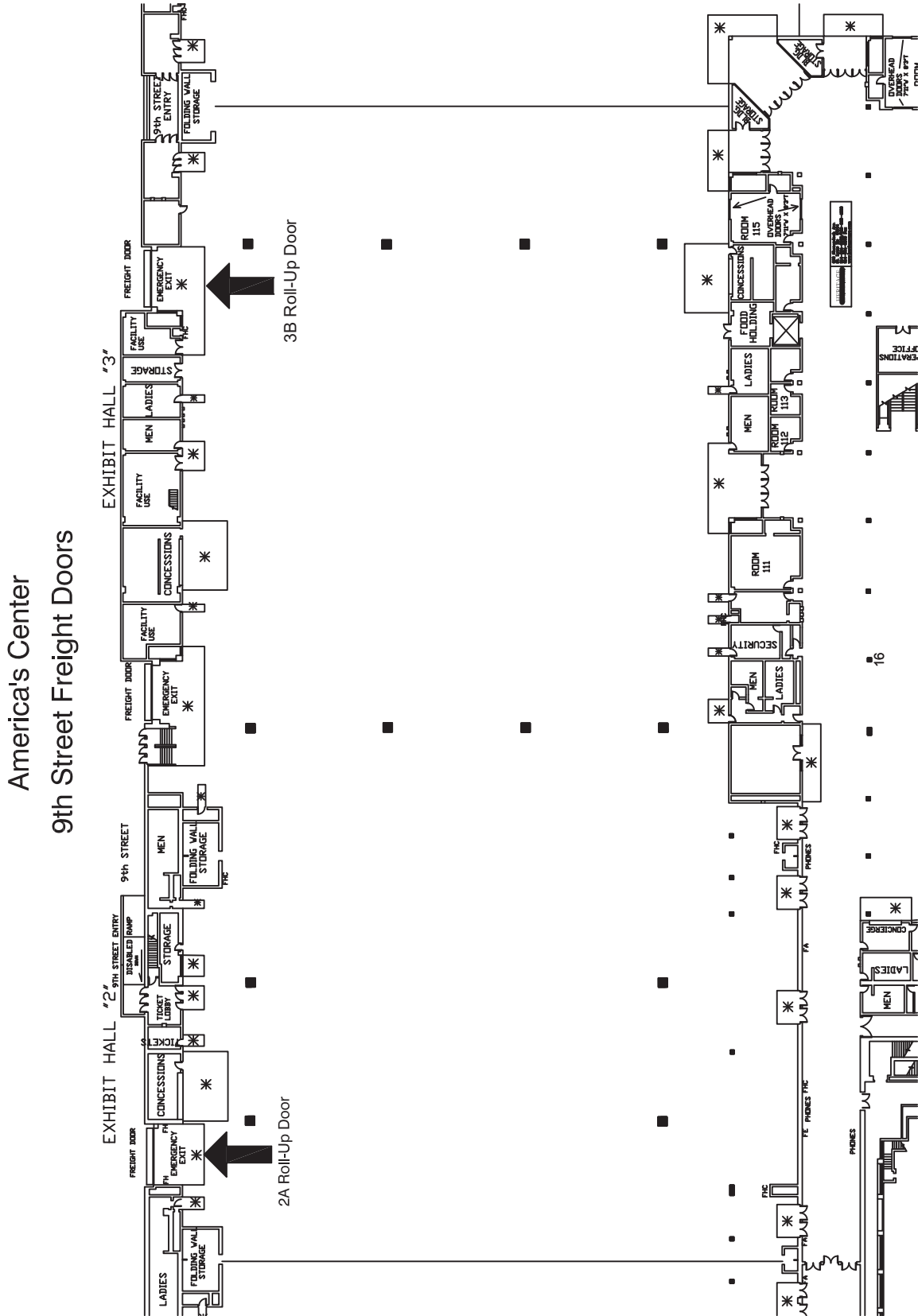
Sunday, March 25, 2018	Access/Exit Points at 2A Overhead and 3B Overhead Doors from 2pm until 10pm Hall 1 Angle Doors from 2pm until 10pm
Monday, March 26, 2018	Access/Exit Points at 2A Overhead Door from 8am until 3pm Hall 1 Angle Doors from 8am until 3pm

PLEASE NOTE: If you start to break down your booth before 2pm (show close) on Sunday, March 25th you will be fined \$500.

During set-up, if you are an exhibitor that doesn't have any freight and will be walking over from your hotel, you can enter / exit via the Washington St. Entrance or the 7th and Convention Plaza Entrance.

Your point of access into the halls will be the Hall 2 North Lobby Doors during show hours. Other doors may be used at different times, please review this document carefully so you are familiar with the location and time certain doors can be used.

AMERICA'S CENTER 9TH STREET FREIGHT DOORS FLOOR PLAN



ADDITIONAL EXHIBITOR REMINDERS

SHIPPING ADVISORY

If you receive a phone call from *any* company looking to set up shipping for you for the Halloween & Attractions Show please be aware that they ARE NOT affiliated with TransWorld Trade Shows or the America's Center. You must make your own arrangements with your own shipping carrier or with Heritage Trade Show Services for shipping to or from the America's Center.

NOBODY should be calling you offering to arrange your shipping. If you choose to do business with such a company, you do so at your own risk.

HOUSING ADVISORY

Please do not work with or give your information to any company representing themselves as the "Official Housing Company of The HAAShow or TransWorld! Reservations made by these unaffiliated organizations may have unreasonable cancellation or change penalties, or be completely non-refundable.

We have worked diligently with all of the hotels on our website to establish the hotel block and room rates for our attendees and exhibitors. Improper solicitation of hotel reservations from any company or housing provider is NOT approved by TransWorld Trade Shows.

Please report any unauthorized solicitation to Stephanie Geitner at Stephanie@haashow.com.

ALL EXHIBITORS MUST BE WEARING A BADGE AT ALL TIMES ON THE SHOW FLOOR

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 for move-in/out, you will have to wear your exhibitor badge to get onto the show floor, as well as your Exhibitor Wristband. A photo ID will also be required to enter the show floor. Security will be checking each and every person at the dock and lobby doors. There will be no exceptions to this policy. Temporary Move-In Wristbands will be available inside the dock doors. Please wear these until you can come up to the Registration Counter to pick up your permanent badge.

Also, any children found wearing exhibitor badges in America's Center or on the show floor will be brought to security. The offending exhibitor will be fined \$500 for each badge given to an underage child. No one under 16 years of age is allowed to attend the show or work a booth. TransWorld will charge a \$500 penalty per exhibitor staff badge used by a non-exhibitor.

PROBLEMS DURING SETUP

Contact Jen Braverman at (847) 323-5109 or Rich Bianco (412) 812-1773.

EARLY BOOTH BREAKDOWN PENALTY

You may not start to breakdown your booth until 2 pm on Sunday, March 25th. If you break down your booth before that time you will be charged a \$500 penalty, fee to be paid before leaving the hall.

EXHIBITOR INFORMATION PACKET

All exhibitors must pick up and sign for their Exhibitor Information Packet at the Registration Desk before booth setup.

FOG, SNOW & SCENT DISPENSING EXHIBITORS

Please make sure that you have reviewed all of the rules & regulations on the form included in this kit on Page 16.

EXHIBITORS WHO ARE USING IR (INFRARED) EMITTERS

Please make sure that you have reviewed all of the rules & regulations on the variance form included in this kit on Page 17.

STANDARD BOOTH EQUIPMENT

EXHIBITOR RULES & REGULATIONS PAGE 1 OF 4

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 Trade Show Services.
- **Complimentary Exhibitor Badges**

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 Trade Show 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.

EXHIBITOR RULES & REGULATIONS

To help ensure the safety and security of all persons in the exhibit hall, TransWorld Trade Shows, 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 Trade Shows at (847) 453-4285.

RULES & REGULATIONS

Exhibitors shall abide by and observe all laws, rules and regulations of the City of St. Louis, state of Missouri, United States of America, the Show and the Facility. Exhibitor shall observe and abide by additional regulations as published with the "Exhibitors' Kit" to be delivered to the Exhibitor prior to set-up of the Show, and such additional regulations promulgated from time to time. Exhibitors are required to supply a Certificate of Insurance for general liability in accordance with terms set forth in Exhibitor Kit. Outboarding (the scheduling of off-site events by exhibitors) during contracted show dates is expressly prohibited without the express written consent of show management.

CODE OF CONDUCT

We expect all Exhibitors in The Halloween and Attractions Show (HAA) to engage in respectful, considerate behavior towards each other and refrain from engaging in behavior or speech that is demeaning, discriminatory or harassing in any manner.

EXHIBITOR RULES & REGULATIONS PAGE 2 OF 4

The Halloween and Attractions Show's Code of Conduct defines unacceptable behavior as behavior that includes (but is not limited to) the following:

- Creating a disturbance that is dangerous or interferes with the ability to transact business on the show floor, or creates apprehension in another person.
- Engaging in any aggressive or unwanted physical contact with other vendors, attendees and/or general staff.
- Making defamatory, harassing or demeaning remarks.
- Use of profanity, sexually explicit/suggestive or offensive language, racial, religious or ethnic slurs.

Unacceptable behavior will not be tolerated in the facility, on the show floor or at any HAA events. Participants determined to be in violation of these policies in the sole discretion of management will be asked to immediately discontinue their inappropriate behavior. If the behavior continues, management reserves the right to take immediate action to bar the attendee or the exhibitor from further participation in the HAA without the right of refund for unused days of attendance, seminar or event tickets, or any booth fees or any costs associated with the trade show.

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.). If you are interested in purchasing aisle space (sponsorship) above your booth or across the aisle, please see our Sponsorship Kit at www.HAAshow.com.

BADGES

Every person on the exhibit floor must wear a badge at all times. Exhibitor Badge Order Form information will be sent via email to you and must be completed online by **February 9, 2018**. After February 9, 2018 you may obtain your Exhibitor Badges on-site at the Exhibitor Registration Counter starting **Tuesday, March 20, 2018, at 9:00 a.m.**

CERTIFICATE OF INSURANCE

All exhibitors at any TransWorld Trade Shows show are required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a Certificate of Insurance is presented to TransWorld.

TransWorld Trade Shows, its employees and contractors are not responsible for any loss to exhibitor by reason of theft, transportation perils, fire, breakage, etc. **The Halloween & Attractions 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 Halloween & Attractions Show** and TransWorld Trade Shows as additional insured or as their interest may appear. Please make sure that your COI is valid for move in, trade show and move out dates. Exhibitors that will have a vehicle in their booth must also supply a Certificate of Insurance for Vehicle / Comprehensive General Liability. Exhibitors displaying or demonstrating rides must also supply a Certificate of Insurance that includes coverage for rides, both static and moving as well as coverage for audience participation, games and events. All certificates must be uploaded into the Exhibitor Directory Online Form by February 9, 2018. **Please see Page 12 for a sample Certificate of Insurance.**

You will receive a custom URL to access your Directory Form and upload your Certificate of Insurance.

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. **Children found wearing Exhibitor Badges anywhere in America's Center or on the Show Floor will be brought to security. The offending exhibitor will be fined \$500 for each badge given to an under age child. THERE WILL BE NO EXCEPTIONS TO THIS POLICY.**

COOKING & FOOD DEMONSTRATIONS

*Please see Page 5 in the America's Center Exhibitor Kit for the Food & Beverage Sampling/Selling Policy.

EXHIBITOR RULES & REGULATIONS PAGE 3 OF 4

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. In addition, Exhibitors may not drill into the floors.

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, or a \$500 penalty will be incurred. 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 9, 2018.

NO SHARING OR SUBLETTING OF BOOTH SPACE IS PERMITTED

In accordance with the contract you signed to exhibit in TransWorld's Halloween & Attractions Show, no sharing or subletting of booth space is permitted. Exhibitors are permitted to display and offer for sale only those products they manufacture or distribute in their regular course of business. Representatives of other companies are not permitted to solicit orders or conduct business in the your booth.

BOOTH APPEARANCE

The Halloween & Attractions Show is a business-to-business wholesale order writing show. To maintain the professional appearance of the show, booths must operate in a clean & orderly manor. No cash registers or open cartons of merchandise are permitted on the show floor.

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 9, 2018:

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

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 Trade Show Services and to TransWorld Trade Shows. EAC's who have not sent an original copy of their Certificate of Insurance will NOT be allowed onto the exhibit floor. **Heritage Trade Show 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 Trade Shows by February 9, 2018.

EXHIBITOR RULES & REGULATIONS PAGE 4 OF 4

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 Trade Shows 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 9, 2018.

SHOW REGULATIONS

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

SPECIAL SERVICES

Please contact TransWorld Trade Shows if you or a member of your staff has a disability that requires special services. Please submit your request in writing to Jen Braverman at jen@haashow.com or call (847) 453-4285.

FOG DISPENSING DISCLOSURE INFORMATION

Only fast dissipating fog may be demonstrated in an exhibitor's booth on the show. All fog must be approved and the FOG DISPENSING DISCLOSURE FORM on Page 15 must be filled out and sent to show management for approval by February 9, 2018.

**SAMPLE
 CERTIFICATE of INSURANCE**



CERTIFICATE OF LIABILITY INSURANCE

DONAT-1 OP ID: LA

DATE (MM/DD/YYYY)

10/18/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Donat Insurance Services, LLC 7081 Hwy 58 New Lisbon, WI 53950 Kenneth D. Donat		CONTACT NAME: Kenneth D. Donat PHONE (A/C, No, Ext): 608-254-2600 E-MAIL ADDRESS: Ken@Donatinsurance.com INSURER(S) AFFORDING COVERAGE: _____ NAIC # _____	
INSURED Insured Name and Address		FAX (A/C, No): 608-254-7733 INSURER A : Insurance Carrier INSURER B : _____ INSURER C : _____ INSURER D : _____ INSURER E : _____ INSURER F : _____	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> X GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER: _____		POLICY #	03/20/2017	03/27/2017	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPIOP AGG \$ 2,000,000 \$ _____ \$ _____
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIBED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS					COMBINED SINGLE LIMIT (Ea accident) \$ _____ BODILY INJURY (Per person) \$ _____ BODILY INJURY (Per accident) \$ _____ PROPERTY DAMAGE (Per accident) \$ _____ \$ _____
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$ _____					EACH OCCURRENCE \$ _____ AGGREGATE \$ _____ \$ _____
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A			PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ _____ E.L. DISEASE - EA EMPLOYEE \$ _____ E.L. DISEASE - POLICY LIMIT \$ _____

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Tradeshow booth at Transworld's Halloween & Attractions Show
March 23-26, 2017 at America's Center, St. Louis, MO
TranWorld Trade Shows, LLC is included as Additional Insured with respect to General Liability.

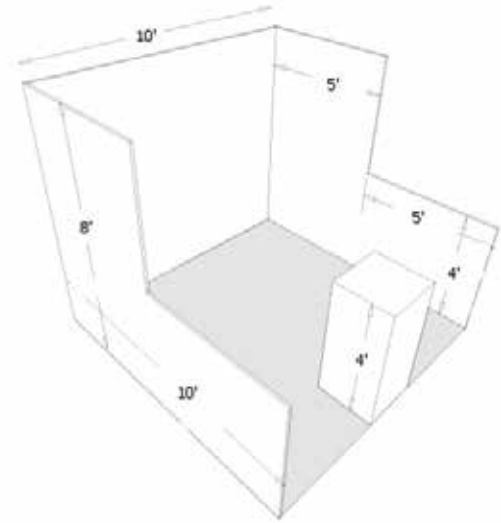
CERTIFICATE HOLDER TransWorld Trade Shows, LLC 1001 Green Bay Road #308 Winnetka, IL 60093	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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DISPLAY 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 unless you submit a Booth Variance Form located on Page 15 and is approved by Show Management.***

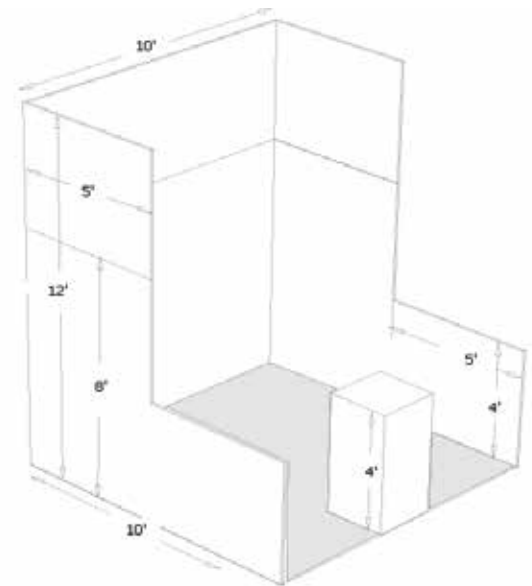
Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of eight-feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height limit imposed on all materials in the remaining space forward to the aisle unless you submit a Booth Variance Form and is approved by Show Management. (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.

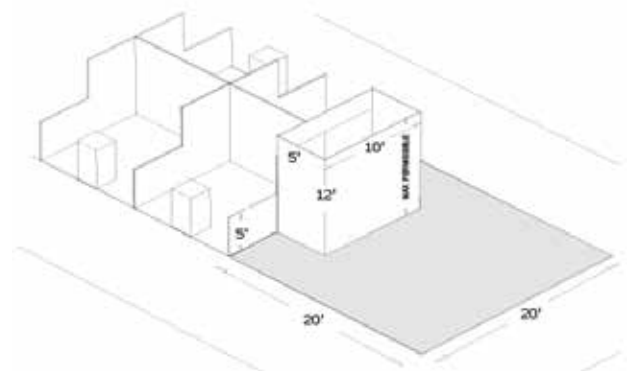
Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of twelve-feet (12') is allowed only in the rear half of the booth, with a four-foot (4') height limit imposed on all materials in the remaining space forward to the aisle. (Note: When three or more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

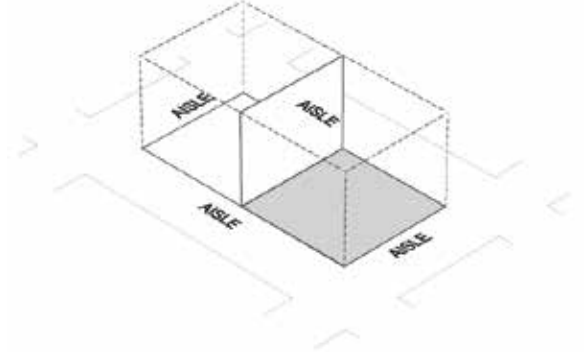
When a Peninsula Booth backs up to two (2) Linear Booths, the back wall is restricted to four-feet (4') high within five-feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Twelve-feet (12') is the maximum height allowance, including signage for the center portion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



DISPLAY RULES & REGULATIONS PAGE 2 OF 2

SPLIT ISLAND BOOTH

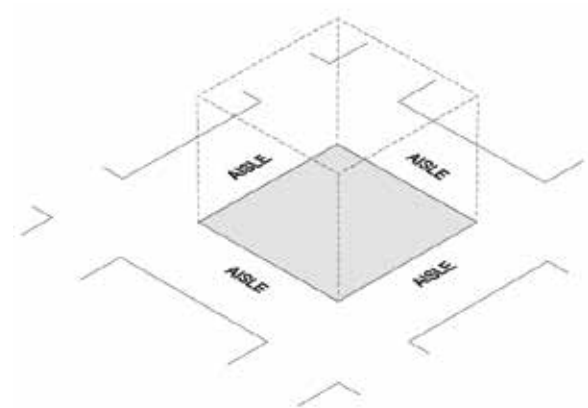
A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, which is sixteen-feet (16'), without any back wall line of sight restrictions. A Split Island is 20'x20' or larger.



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 (DUE BY February 10 , 2017)

If your booth will exceed the 8' height limit, please fill out the Request For Booth Variance Form, on the next page, and email it to Stephanie Geitner at stephanie@haashow.com.

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 Show Display Rules & Regulations. If you would like to request a variance for your booth, please fill out and include diagram for the variance requested. Each request will be reviewed on an individual basis.

DUE: February 9, 2018

Please submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Questions? Please call Jen at (847) 453-4285

COMPANY: _____

BOOTH #: _____ BOOTH CONFIGURATION: _____

PRIMARY CONTACT: _____ TITLE: _____

TELEPHONE: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____

- Have you reviewed the HAA Show 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 _____

FOG, SNOW & SCENT DISPENSING DISCLOSURE FORM

If you dispense fog, to create a more comfortable environment for everyone on the Show Floor, only water based fast dissipating fog fluid maybe dispersed in an exhibitor's booth. Other types of fog fluid products may be sold, but not dispersed during the show. If you intend to disperse fog fluid in your products or display, this form must be filled out and submitted to Show Management for approval by February 9, 2018. If you require assistance in determining whether your fog fluid is water based and quick dissipating, please contact Show Management.

If you dispense snow, the machines in your booth must be adjusted so that snow falls only within the confines of your booth space. Snow machines must be operated on intervals and with appropriate velocity. If your snow is found blowing towards or in another booth you will be asked to turn off your machines and/or redirect them.

If you dispense scents, scents may only be dispensed upon buyer request and at a level as to not annoy neighboring companies and/or buyers in the aisles.

Any company failing to obtain prior approval of their use of fog or snow will not be permitted to disperse fog or snow fluid for any purpose in their booth. Any company found to be in violation of these rules during the show will be subject to removal from the 2018 show and will face a \$500.00 surcharge upon booking a subsequent show.

Please complete and submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Company Name: _____ Booth #: _____

Primary Contact: _____ Tel #: _____

Fax #: _____ Email: _____

Brand Name and Product Name of fluid to be used: _____

Number of fog or snow machines that will have power and will be running in your booth: _____

Interval, output & duration you expect to set each machine at: _____

Explanation of how fog or snow will be used in your booth (direct demo of machines, part of prop, etc.): _____

PLEASE NOTE: If at any time, a member of Show Management sees a violation of the rules or a discrepancy in the information submitted on the disclosure form (i.e. not using fast dissipating fluid, running more machines than noted on form, using fog or snow continuously with no regard to the comfort of the environment) you will be subject to removal from the 2018 HAA Show and will face a \$500 surcharge on site as well.

Have you reviewed the entire Terms & Conditions for Fog, Snow & Scent use at the 2018 HAA Show? Yes No

I will only use Quick Dissipating Fluid during the entire 2018 HAA Show. Yes No

OFFICE USE ONLY

Approved _____ Declined _____ By _____ Date _____

Explanation _____

IR (INFRARED) EMITTER FORM

Our intent is to provide all exhibitors the ability to demonstrate their services. If you will be using IR in your booth, please fill out the information below. Feel free to include a diagram if needed.

All exhibitors using IR (Infrared) emitters for the purpose of positional tracking devices commonly found in Virtual Reality and Motion Capture require least three* (3) sides of their booth blocked off with IR absorbent material. This material should be at a height equal to or greater than the installation height of the emitter. IR absorbing material should be near 100% light blocking to prevent infrared light bleed to neighboring booths that may be using similar receiver technology. Low powered IR systems such as Playstation VR, Leap Motion, Xbox Kinect, Oculus Rift or HTC Vive may not require IR blocking material based on the proximity to other virtual reality installments. Please notify show management below if you feel that you are using IR emitters which may affect neighboring booths. You may be asked to relocate your booth space to ensure the uninterrupted exhibition of products and services on the day of, if proper protection of IR blocking material is deemed insufficient by show management. Any modifications required to the booth in order to meet these guidelines will be done at the cost of the exhibitor.

*If your booth is not facing another booth, you may be able to only block the two sides adjacent to the other exhibitors' booths. Please inform us if you are seeking this exception. For any other exceptions please notify show management immediately.

Please complete and submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Questions? Please call Jen at (847) 453-4285

COMPANY: _____

BOOTH #: _____ BOOTH CONFIGURATION: _____

PRIMARY CONTACT: _____ TITLE: _____

TELEPHONE: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____

- I have reviewed the IR Emitter Form and acknowledge that I will follow the instructions given above regarding the IR absorbing material. YES NO
- Neighboring booths will not be effected by our use of IR and if they are, per show management's discretion, I may be moved to a different booth or incur a charge (on site) to rectify the situation. CONFIRMED
- My booth faces a corner and I only wish to keep two sides. YES NO
- I am using low powered IR systems but acknowledge that if they are found to affect other booths that I may be moved, per Show Management's discretion, to a different booth or incur a charge(on site) to rectify the situation. CONFIRMED

Additional Information or exceptions (please submit additional diagram if needed): _____

OFFICE USE ONLY

Approved _____ Declined _____ By _____ Date _____

Explanation _____

EXCESS PRODUCT STORAGE FORM

Exhibitors may reserve space in our excess storage area (room 111) for the duration of the show. This space may ONLY be utilized for storage of excess display product and not for empty container or packaging storage. Exhibitors may reserve 15 square feet of space per 10x10 booth for \$100 per space. The ceiling height of room 111 is 9', so please make sure not to over stack your boxes. Space is limited and must be reserved by February 9th, and will be available on a first come first serve basis.

The storage space may only be accessed on the following days and times:

- Tuesday, March 20th from 3pm to 5pm
- Wednesday, March 21st from 3pm to 5pm
- Thursday, March 22nd from 8am to 9:30am and 4pm to 5pm
- Friday, March 23rd from 8am to 9:30am and 4pm to 5pm
- Saturday, March 24th from 8am to 9:30am and 4pm to 5pm
- Sunday, March 25th from 8am to 9:30am and 1pm to 4pm

The storage space **will be manned** only during the hours that it is open, TransWorld is not responsible for any lost or stolen items. Each box in this space must be marked with your company name and booth number and must be sealed. No loose items will be accepted for storage. A photo ID and exhibitor badge will be required each time you enter and exit the storage space.

Please fill out this form and the following credit card form if you want to reserve your storage space at the HAA Show. Both forms must be submitted no later than February 10th, storage will not be available for on site purchase after that date.

Please complete and submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Exhibiting Company Name: _____

Booth Number: _____

Number of Storage Spaces Requested at \$100 (1 per 10x10 booth): _____

Neither TransWorld nor America's Center will be responsible for lost or stolen items. By signing this form you acknowledge that you are placing goods in storage at your own risk.

Sign Here _____

DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

The online forms must be completed by February 9, 2018

Each exhibitor will receive a unique URL via email that will direct you to the Online Directory form. Please fill out your company information, staff badge names and upload your Certificate of Insurance form to the Exhibitor Directory online form. This information will be used for the official HAA Show Directory and to issue staff badges for your company. As a reminder, badges must be picked up on-site at the Exhibitor Registration counter; they will not be mailed to you. Each exhibitor and staff member working the exhibiting booth must present their ID to pick up their badge. Online Directory forms must be completed by February 9, 2018 and you will receive a reminder email periodically until you complete the Directory and check the box labeled "I confirm that my Directory information is now complete." Once you have completed all sections in the Online Directory form you will receive an email letting you know that this form has been completed and submitted.

Badges & Photo IDs will be required to access the show floor at all times. Temporary staff wristbands will be available inside the dock doors; you may wear these temporary wristbands until you come up to the registration counter to pick up your permanent badges. Please see the Exhibitor Badge Policy on page 4 for more information.

Also, any children found wearing exhibitor badges in America's Center or on the show floor will be brought to security. The offending exhibitor will be fined \$500 for each badge given to an underage child. No one under 16 years of age is allowed to attend the show or work a booth. TransWorld will charge a \$500 penalty per exhibitor staff badge used by a non-exhibitor.

Certificate of Insurance information can be found on Page 9 of this Exhibitor Kit and a sample COI Form can be found below. All exhibitors at any TransWorld Trade Shows are now required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a COI has been presented to TransWorld.

If your company fails to fill out the online directory form for your company, information will be pulled from our database for the HAA Show Directory. TransWorld Trade Shows and the HAA Show will not be responsible for errors or omissions in the HAA Show Directory.

Below is a sample screenshot of the form you'll see at your custom URL:

Select Directory: Transworld Halloween & Attractions Show, March 2018

Online Directory Form - MUST BE COMPLETED BY February 9, 2018

Transworld Halloween & Attractions Show, March 2018

▼ Directory Information - please complete by February 9, 2018

Primary Contact	<input type="text"/>	Website	<input type="text"/>
Directory Email	<input type="text"/>	Directory Address	<input type="text"/>
Directory City	<input type="text"/>	Directory State	<input type="text"/>
Directory Postal Code	<input type="text"/>	Directory Country	<input type="text"/>
Directory Phone	<input type="text"/>	Directory Fax	<input type="text"/>
Directory Toll Free	<input type="text"/>		

▼ Exhibitor Badges - This form is for employees working the Booth only. Each individual needs to pick up their own badge at the registration counter during move-in. Please note that you will need to show your ID to pick up your badge. Badges will not be mailed. Please complete by February 9, 2018.

For 1 10x10 space you receive 4 badges, every 10x10 space after that you get 1 badge. Additional badges are \$50 each. Please note you must be employed by the company to receive an exhibitor badge. Please email jen@haashow.com if you need to purchase additional badges.

Exhibitor Badges #1	<input type="text"/>	Exhibitor Badges #2	<input type="text"/>
Exhibitor Badges #3	<input type="text"/>	Exhibitor Badges #4	<input type="text"/>
Exhibitor Badges #5	<input type="text"/>	Exhibitor Badges #6	<input type="text"/>
Exhibitor Badges #7	<input type="text"/>	Exhibitor Badges #8	<input type="text"/>
Exhibitor Badges #9	<input type="text"/>	Exhibitor Badges #10	<input type="text"/>
Exhibitor Badges #11	<input type="text"/>	Exhibitor Badges #12	<input type="text"/>
Exhibitor Badges #13	<input type="text"/>	Exhibitor Badges #14	<input type="text"/>
Exhibitor Badges #15	<input type="text"/>	Exhibitor Badges #16	<input type="text"/>

▼ Upload Exhibitor Forms - Certificate of Insurance Form is Mandatory for all Exhibitors - please complete by February 9, 2018

No file chosen

▼ This section required to complete Directory - due by February 9, 2018

I confirm that all of the Online Directory Form information is complete