

These regulations have been formulated to the best interest of both the Exhibitor and the South Dakota Pork Producers Council. Please read these regulations in their entirety, as by reference they are incorporated into your contract. Participation in the South Dakota Pork Producers Council Pork Congress does not in any way constitute an endorsement by SDPPC of any item or product on display, and any liability on the part of SDPPC's Pork Congress for the improper function of any item or product is hereby DENIED.

**Space Reservation:** Upon acceptance, a receipt will be mailed to each exhibitor and serve as a record of paid contract. NO TELEPHONE RESERVATIONS WILL BE ACCEPTED. Applications must be received by August 1, 2010 for the \$50 early bird discount. Exhibit space assignments will be made by December 1, 2010.

**Space Allocation:** It is agreed that if, for any cause which arises beyond the control of SDPPC, it becomes necessary to move an exhibitor to a different location, this will be done to the best possible advantage of the exhibitor. SPACE ALLOCATION WILL BE MADE AT THE DISCRETION OF SDPPC.

**Sub Leasing:** Exhibitors may not sublet or assign their space, or any part thereof.

**Outside Solicitation:** Outside solicitors are prohibited.

**Installation of Exhibits:** Exhibit Hall - Wednesday, January 5, 2011 from 9:00 a.m. to 5:00 p.m.; Thursday, January 6, 2011 from 9:00 a.m. until 12:00 p.m.

**Exhibit Hours:** Exhibitors at the 2011 SDPPC Pork Congress must have their displays in complete form by 9:00 a.m., January 6<sup>th</sup>. Exhibits will be open from 9:00 a.m. until 4:00 p.m. on January 6<sup>th</sup> and from 9:00 a.m. until 3:00 p.m. on January 7, 2011. **NO EXHIBIT MAY BE DISMANTLED PRIOR TO 3:00 P.M. ON JANUARY 7, 2011.**

**Exhibitor Representative Responsibility:** Each exhibitor must name at least one person to be his/her representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contract as may be necessary, and for which the exhibitor shall be responsible. Each exhibitor must keep an attendant in his display during the hours designated in the convention program as official exhibiting hours.

**Building Occupancy:** In case the Convention Center is destroyed or damaged, or access to the premises is prevented or interfered with by any reason of any strike, lockout, injunction, act or war or act of God, emergency declared by any government agency or for any other reason, this contract may be terminated by SDPPC. In the event of such termination, the exhibitor waives any damages and agrees that sole liability of SDPPC's Pork Congress will be to return the exhibitor's space payment, less a pro-rate share of all costs and expenses incurred by the SDPPC Pork Congress. Cancellations after November 14, 2010 will not receive a refund unless SDPPC cancels or reschedules the show or the booth space is resold.

**Eligible Exhibitors:** SDPPC reserves the right to determine eligibility of any company or product for inclusion in the Pork Congress. NO animals will be permitted in or as part of any exhibit. No live hogs are allowed on the tradeshow floor.

**Rejected Displays:** The exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid out. SDPPC reserves the right to reject, or eject or prohibit any exhibit in whole or in part, or any exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or exhibitor is ejected for violation of these rules, or this contract or for any other stated reason, no return of rental shall be made.

**Visual And Sound Effects:** Booth(s) shall not interfere with the vision of a neighboring booth. Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of SDPPC, do not interfere with the activity of neighboring exhibitors. Films purely for entertainment, without education or informative value will not be permitted.

**Safety, Fire And Health:** The exhibitor must comply with all applicable safety, fire, health laws ordinances and regulations. Exhibitor will not do anything that would increase any insurance premium for SDPPC's 20 Pork Congress or void its insurance policy.

**Defacing Building:** Exhibitors are liable for any damage caused by displays or fixtures to the building floors, walls, and standard booth equipment or for damages caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment.

**Irregular Activities:** Raffles and lotteries are allowed, but SDPPC is not responsible for the announcement of winners. Giving samples shall not interfere with other exhibitor's space. Noisemakers, sideshow tactics and other undignified promotion methods and/or materials considered objectionable are expressly prohibited. The sale of food and drink are not allowed by exhibitors.

**Entertainment:** Although meetings of SDPPC's Pork Congress are conducted primarily for educational purposes, it is recognized that an appropriate social program may contribute to the pleasure of those attending. Social functions shall be scheduled at a time and place where they will not conflict with activities scheduled by the SDPPC Pork Congress.

**Limitation Of Liability:** Each exhibitor must take provision for the safe-guarding of his goods, materials, equipment and display items at all times and wherever the same may be located within, on, or about the Exhibit Hall premises. SDPPC will not be responsible for property damage, or loss by, for any cause and exhibitor hereby waives any right to claim liability against them for the same. SDPPC, its employees, sub-contractors and the convention center will not be liable for injuries to any person or for damages to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arising from or be in any way connected with the exhibitor's occupation or display space; and the exhibitor agrees to defend indemnify and hold SDPPC, its employees, its subcontractors and the convention center harmless against all such claims. The exhibitor expressly understands and agrees that the foregoing limitation of liability clauses and each of them apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installation until the final removal of all the exhibitor's property and personnel from the Exhibit Hall and to any latent or contingent damage, injuries or liability arising or out of, exhibitors participation in the exhibition.

SDPPC and its employees, sub-contractors or the convention center will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during and after the close of the SDPPC Pork Congress for samples taken, or by other means given them by the exhibitor representatives. SDPPC assumes no responsibility for having included the name of a cancelled exhibitor or description of exhibitor's products in the show catalog, news releases or other materials. To be listed as an exhibitor in the December/January PorkLine trade show contracts must be received by November 14, 2010.

**Amendment To Rules:** Any and all matters of questions not specifically covered by the preceding rules and regulations shall be subject to the decision of SDPPC. These rules and regulations may be amended any time by SDPPC and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.