US Lacrosse National Convention & EXPO
Exhibitor Information Package

January 21 & 22, 2011
Baltimore, Maryland
Baltimore Convention Center

EXHIBITOR INFORMATION SHEET - 2011 US Lacrosse National Convention & EXPO

LOCATION
Baltimore Convention Center
One West Pratt Street
Baltimore, MD 21201
Phone: 410-649-7000
www.bccenter.org

EXHIBITOR REGISTRATION CONTACT
Shannon Minter – Event Associate
113 W. University Pkwy
Baltimore, MD 21210
Phone: 410-235-6882 x172
Fax: 410-366-6735
Email: sminter@uslacrosse.org

Each 10x10 Booth Package Includes:

A) 8' high back drape and 3' high side drape

B) Exhibitor Identification Sign

C) (1) 6' long table, with skirt

D) (2) Standard chairs

E) Standard Booth Black Carpeting

F) (4) Exhibitor credentials per 10 x 10 space

Booth Placement Policy

A) Companies whose online registrations are completed prior to **October 1, 2010**, with payment in full, will be placed according to sponsorship level, space size, their longevity of exhibiting at US Lacrosse National Conventions in combination with the date and time that the application is received by US Lacrosse.

B) The process of finalizing floor plans will begin after the first round of early bird registrations are completed on October 1, 2010. Locations will be released on October 15, 2010 to early bird registrants.

C) US Lacrosse reserves the right to make changes to the floor plan at any time.

EXHIBITOR SCHEDULE *(Subject to change)*

Installation *(subject to change)*

Thursday····· January 20, 2011 ····· 12pm – 5pm

Friday····· January 21, 2011 ····· 8am – 12pm*

Exhibitor Registration *(subject to change)*

Thursday····· January 20, 2011 ····· 5pm – 8pm

Friday····· January 21, 2011 ····· 8am – 12pm

**All booths MUST be set by 12pm to allow cleaning time, removal of crates and a show management walk-through.*

Exhibition Hours *(subject to change)*

Friday····· January 21, 2011 ····· 1pm – 6pm

Saturday····· January 22, 2011 ·····10am – 5pm+

+All booths MUST remain open until the show closes.

Dismantle *(subject to change)*

Saturday····· January 22, 2011 ·····5pm – 9pm+

EXHIBITOR BOOTH PRICES

SPACE SIZE *Register by*	EARLY BIRD PRICE *10/1/2010*	REGULAR PRICE *11/1/2010*	LATE PRICE *12/1/2010*
20 x 30	**$3,150.00**	$3,600.00	$3,950.00
10 x 30	**$2,150.00**	$2,450.00	$2,700.00
10 x 20	**$1,650.00**	$1,900.00	$2,050.00
10 x 10	**$1,050.00**	$1,200.00	$1,300.00

RESERVE YOUR BOOTH SPACE TODAY! CLICK HERE TO REGISTER AS AN EXHIBITOR!

FREQUENTLY ASKED QUESTIONS - 2011 US Lacrosse National Convention & EXPO

Q: WHY SHOULD I SPEND MONEY FOR A BOOTH SPACE?
A: Your booth will be a part of the largest educational opportunity for the sport of lacrosse. Last year's EXPO Hall was a complete sell-out with record numbers of exhibitors and attendees and we anticipate another record crowd this year. Don't miss this opportunity for maximum visibility as well as optimal retail opportunities with direct access to this captive audience of decision makers!

Q: WHO WILL VISIT MY COMPANY'S BOOTH?
A: The US Lacrosse National Convention Exhibitors reach an excellent demographic of national lacrosse coaches, officials, and fans; in all over **5,000** lacrosse enthusiasts will be on hand to experience this premier event.

Q: WHAT ARE THE SHOW DATES?
A: Friday, January 21 & Saturday, January 22, 2011.

Q: OKAY, I WANT TO BECOME AN EXHIBITOR, WHAT ARE MY NEXT STEPS?

1. ***Thoroughly read and understand this Exhibitor Information Package. – MANDATORY!***
2. *Check availability of your staff to work your booth during the EXPO dates.*
3. *Prepare your budget, including travel, meals, freight, shipping, labor, wages, and other pertinent needs.*
4. ***REGISTER & PAYMENT online! – MANDATORY!***
5. *Receive Champion Exposition Service Kit from Champion.*
6. ***Contact Champion to reserve labor and/or arrange for reduced rate cart service- MANDATORY!***
7. *Complete any necessary labor, electrical, telecommunications and other forms provided in kit.*
8. *Arrive in Baltimore and set up during installation hours.*
9. ***Set up your Exhibitor Account at the on-site Champion Exposition Services counter- MANDATORY!***
10. *Network, Sell, Have Fun!*

Q: WHAT IS INCLUDED IN THE BOOTH PACKAGES?
A: Standard booths include, in addition to the contracted space: a 6' skirted table, two chairs, a standard printed company show sign, and carpet. Other benefits include web exposure and a listing in the e-blast mailing – sent to over 100,000 targeted coaches & officials throughout the country – and the on-site Exhibitor Directory, if your contract and payment are received before the related deadlines.

Q: CAN I MOVE MY OWN STUFF INTO MY BOOTH?
A: NO. You must arrange this labor through Champion Exposition Services. To save Exhibitors expensive labor costs, US Lacrosse and Champion have agreed upon a **$150.00** per cart / roundtrip fee to transport (aka drayage) your booth materials. Under NO CIRCUMSTANCES will you be able to cart your booth materials in by yourself. You will be stopped by security and asked to return your materials to their original location. You may NOT use hotel carts or personnel to transport your materials into the building. You may NOT drop off your materials to the front lobby and carry or cart them through the front of the EXPO hall.

Q: CAN I BUILD MY BOOTH MYSELF?
A: NO. In accordance with the Baltimore Convention Center and the City of Baltimore, MD, all labor preformed inside the Baltimore Convention Center that requires the use of machinery, moving equipment, or any tool used for booth installation, must be contracted through the designated labor union assigned to the US Lacrosse event. Labor may be contracted through Champion Exposition Services. For further details on rules and regulations please refer to the Champion Exposition Services exhibitor service manual or contact their customer service department.

Q: ARE THERE OTHER BENEFITS AVAILABLE FOR EXHIBITORS?
A: **YES!** Additional benefits, such as prime booth placement, event sponsor listing in event program, and web exposure are available when you become a sponsor. There are a wide range of benefits packages available. For more information on sponsorship opportunities, please contact Sponsorship Manager, Rob Scherr at 410-235-6882 x152.

Q: IS LUNCH INCLUDED FOR EXHIBITORS?
A: YES! Lunch tickets will be distributed per exhibitor credential for Friday AND Saturday. Tickets will be good for items at the various Convention Center concession stands. Only one lunch ticket per valid credential will be given.

Q: CAN EXHIBITORS ATTEND THE CONVENTION EDUCATIONAL SESSIONS?
A: NO. Convention Registration is not included in the booth fees. Exhibitors who would like to attend the education sessions should register and pay for them separately.

FREQUENTLY ASKED QUESTIONS - 2011 US Lacrosse National Convention & EXPO

Q: HOW DO I WORK WITH A TIGHT BUDGET?

- Order services before the discount deadlines.
- Consolidate freight and shrink wrap it to avoid additional material handling charges.
- Bring back up supplies so you don't have to rent them at a premium rate on-site.
- Consider items you can bring with you or ship to the show rather than renting them at the show. This is a cost-effective solution for items like power strips, extension cords, fake plants, wastebaskets, etc.
- Consider the cost of rental displays and booth furnishing versus shipping and material handling charges for your display.
- Avoid additional surcharges on shipping by meeting freight target times (if applicable). Instruct your driver to check in at the marshalling yard before the deadline time noted in the service manual.
- For larger booths, ship hanging signs in advance to allow for straight-time installation when possible.

Q: WHAT COSTS MIGHT I INCUR IN ADDITION TO MY BOOTH SPACE FEE?

Most Exhibitors will incur or need:

- Material handling/drayage charges
- Shipping charges

Some Exhibitors may incur or need:

- Electric connection
- Internet connection
- Phone service
- Additional booth furniture (display racks, etc.)

Prices will be available in the Champion Exhibitor Services Kit e-mailed to you in mid-October 2010.

Q: WHAT EXHIBITOR SERVICES ARE AVAILABLE?

A: Exhibitors can contract for carpet, electricity and lighting, internet service, drayage and other services using the Champion Exhibitor Services Kit, which will be provided via e-mail after a completed online Exhibitor Registration & Payment is submitted in mid-October.

Q: IS WIRELESS INTERNET SERVICE PROVIDED IN THE EXHIBIT HALL?

A: **NO.** You must contract for a connection and complete the Telecommunications Service Order Form, provided in your Champion Exhibitor Services Kit to order all internet needs.

Q: CAN I HAVE EXTRA CREDENTIALS TO PROVIDE TO EXTRA STAFF AND CLIENTS?

A: For every 10' x 10' space, you will receive a maximum of four (4) complimentary credentials. *I.E. purchase a 10' x 30' space = receive 12 credentials.* If you wish to purchase additional credentials, you may do so at the time of registration. The cost to purchase additional credentials in advance is: **$20 per credential.** These credentials are only valid for the EXPO floor, not education sessions. If you wait and need to purchase credentials on-site, the price will be **$40.00** per credential.

Q: IS THERE A SPECIAL BOOTH RATE FOR NON-PROFIT ORGANIZATIONS?

A: **YES!** There is a special rate for Non-profit organizations. Please be advised that no other discounts apply to this rate, and the number of booths available at this rate is limited to a specific booth area in the EXPO Hall that will be determined in late November by Show Management. Please contact Shannon Minter at sminter@uslacrosse.org for more information about securing your non-profit organization's booth space. *Certain restrictions may apply*.

Q: HOW CAN I BEST PROMOTE MY PRODUCTS AND SERVICES?

A: Note your booth number and the show dates and location on your website, in your email signature, on your voicemail greeting, and in your advertising. Purchase additional credentials and send to all your clients and encourage them to attend the US Lacrosse National Convention as an attendee. Promote a product demonstration to take place in your booth at the show. If your product or service is endorsed by an expert or other celebrity, ask for the opportunity to feature that person at your booth, and promote the occasion to attendees.

Q: I HEARD THAT THE EXPO FLOOR IS OPEN TO THE GENERAL PUBLIC?

A: Once again, US Lacrosse will provide an opportunity for the public to access the largest lacrosse EXPO in the country. On Saturday, January 22, 2011, non-registered lacrosse fans will have a special opportunity to view the EXPO and Live Field during FAN FEST at a reduced entry fee. Registered convention attendees may continue to access the EXPO and Live Field during this time as well as throughout the convention weekend.

EXPAND YOUR CONVENTION PRESENCE - 2011 US Lacrosse National Convention & EXPO

EVENT PROGRAM ADVERTISING- EXHIBITOR DISCOUNT

When you register for your booth, you will have the option to place an order for an advertisement in the 2011 US Lacrosse National Convention Program. As an incentive, we are offering a **10% discount** off the publishing rate to all attending exhibitors. Simply choose what size ad you would like to receive and email your ad to Director of Advertising, Kira Muller at kmuller@uslacrosse.org. Please note, all ads/images must be 300 dpi *(confirm print specs with Kira)*. This is a great way to ensure that all attendees are exposed to your company and the services you offer!

EVENT PROGRAM ADVERTISING RATES	**EXHIBITOR RATE**	STANDARD RATE
FULL PAGE: *8.5" wide x 11" high*	**$360.00**	$400.00
HALF PAGE: *7" wide x 5" high*	**$225.00**	$250.00

SPONSOR OPPORTUNITIES

To learn more on how you can market your company to well over 5,000 coaches, program administrators, officials, and fans from around world by sponsoring one of the highly visible and valuable programs available at the 2011 US Lacrosse National Convention, please contact Sponsorship Manager, Rob Scherr at 410-235-6882 x152.

EXPO HALL PROSPECTING OPPORTUNITIES

After the first round of booth selection takes place in mid October, we will present you with information on two of the hottest services available only to 2011 US Lacrosse National Convention Exhibitors. The costs associated with each of these optional services will be provided in mid October.

I. EXPO Lead Retrieval Program

This service offer exhibitors the latest technology in lead retrieval systems. It offers an affordable and technologically advanced **bar-coding system** to enable exhibitors to accurately and effectively collect attendee lead information with the click of a button.

II. EXPO Passport Program

Drive traffic to your booth with this BINGO lottery-inspired game! Attendees must obtain a stamp at each participating exhibitor's booth to be eligible to win prizes. This program is a proven method of increasing your traffic and exposure at the EXPO and will provide a one-on-one opportunity for greeting customers and prospecting for additional business partners from your booth. The program is held during show days and hours.

How it works:

- All Attendees will receive an EXPO Passport at registration.
- The passport will list 25 participating exhibitors and their booth numbers. Attendees will then visit the participating exhibitors' booths to have their passport stamped.
- Attendees must collect all 25 stamps on the passport to enter the drawing held during EXPO hours.
- A draw box will be positioned with promotional signage at the EXPO Entrance next to the Information Booth
- The cost of the participating fee will cover your passport advertisement space, production, printing and a stamp.

By signing on as an EXPO Passport Participant, you'll receive these benefits:

- Exhibiting companies participating in the EXPO Passport program will be listed inside the passport, including their booth numbers and company logo.
- Each prize awarded will include a list of EXPO Passport participating exhibiting companies.
- Signage will be positioned strategically in the registration areas noting the EXPO Passport program, including the 25 participating exhibiting companies.
- You will be listed as a sponsor in the Event Program schedule of events (printed and on the Web).

RESERVE YOUR BOOTH SPACE TODAY! CLICK HERE TO REGISTER AS AN EXHIBITOR!

Exhibitor Rules and Regulations - 2011 US Lacrosse National Convention

Yes, this is the fine print that we KINDLY make you read and be aware of the following information. After you understand this document, there should be NO SUPRISES for you on-site. Thank you in advance for your cooperation!

PLEASE READ CAREFULLY. All Exhibitors Are Subject to the Following Rules:

IMPORTANT LABOR INFORMATION - 2011 US Lacrosse National Convention & EXPO

CHAMPION EXPOSITION SERVICES- DECORATOR & UNION LABOR

US Lacrosse is excited to have Champion Exposition Services on board again as our contracted decorator. We believe that Champion's streamlined electronic approach and top notch customer service will provide you with a seamless and enjoyable vending experience. Once you have been assigned your booth number, (*this depends on your registration date*) Champion will contact you via email with information regarding your Exhibitor Service Manual. At this time, you may place additional exhibitor services (i.e. internet, electric), furniture orders, shipping information, union labor needs and loading details. Each 10' x 10' Exhibitor space will be dressed standard, enclosed by pipe and drape and includes carpet, company sign, one 6' table and two chairs.

In accordance with the Baltimore Convention Center and the City of Baltimore, MD, all labor preformed inside the Baltimore Convention Center that requires the use of machinery, moving equipment, or any tool used for booth installation, MUST be contracted through the designated labor union assigned to the US Lacrosse event. Labor may be contracted through Champion Exposition Services. For further details on rules and regulations please refer to the Champion Exposition Services exhibitor service manual or contact their customer service department.

1. **Space Rental**

   A. **Standard Rental**: This contract for use of space provides a pipe and drape enclosure for the exhibitor space, a six (6) foot table and two (2) chairs, a standard booth sign carrying the Exhibitor's name and booth number and general overhead illumination.

   B. **Floor Plan**: All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. US Lacrosse reserves the right to make such modifications as may be necessary to meet the needs of the Exhibitors and the exhibit program at any time.

   C. **Cancellation of Show**: In the event of circumstances rendering the Exhibitor area unfit or unavailable for use or causing the Convention to be cancelled, payments on account of Exhibitor booth space purchase will be refunded and US Lacrosse shall not have any further liability to the Exhibitor.

   D. **Furnishings**: Additional furniture, such as tables and chairs, and/or additional draping, carpeting, accessories, signs, electrical outlets or other facilities are the sole responsibility of the Exhibitor and subject to the prior approval of US Lacrosse.

2. **Cancellation of Exhibitor Contract:**

   A. **Failure to Occupy Space**: Space not occupied by the close of the Exhibitor installation period as specified in the accompanying material will be forfeited by the Exhibitor and this space may be resold, reassigned or used by US Lacrosse for any purpose. If the Exhibitor is on hand, US Lacrosse reserves the right to assign labor to set up any display that is not in the process of being erected by the stated deadline and to instruct that the Exhibitor be billed for all charges incurred to set up the Exhibitor's display.

3. Construction, Installation and Use of Exhibitor Facilities:

A. Acceptability of Exhibits and Displays: All Exhibitor exhibits and displays are intended to serve the interests of the Convention and Convention attendees and shall be operated in an acceptable manner that will not detract in any manner whatsoever from other Exhibitor exhibits and displays or the Convention as a whole. Acceptability includes, without limitation: persons, things, conduct, printed matter or anything of a character which US Lacrosse determines is objectionable or detrimental in any manner to the Convention, as determined by US Lacrosse in its sole discretion. Exhibitor exhibits, displays and activity shall not:

- *Be offensive or discriminatory on the basis of age, citizenship, color, creed, handicap, national origin, political affiliation, race, religion, sex or sexual orientation.*
- *Depict sexual, violent or drug overtones. Depict illegal actions.*
- *Depict females or males in a demeaning way, including the objectification of women and the projection of negative gender stereotypes or dressed in a sexually subjective manner.*
- *Promote women's lacrosse as an overly violent, aggressive sport.*
- *Promote unsportsmanlike behavior, inappropriate use of equipment or display unsafe practices.*
- *US Lacrosse reserves the right to require the immediate removal and withdrawal of any Exhibitor exhibit or display which US Lacrosse determines in its sole discretion, is objectionable or detrimental in any manner whatsoever to any other Exhibitor exhibits or displays or the Convention. In the event of such determination, US Lacrosse shall not be liable for any refund of rental fees or any other exhibit-related expense.*

B. Direct Sales: All sales of any kind that involve the exchange of currency for goods received during the Convention must be conducted within the confines of the Exhibitor space so designated and are restricted. All companies making cash sales must comply with local licensing and tax regulations. Companies should provide a sales receipt for purchasers to show on demand as a safeguard against theft.

C. Restrictions on Use of Space: No Exhibitor shall sublet, assign or share any part of the space allocated without written consent of US Lacrosse, in its sole discretion. Solicitations or demonstrations by Exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the meeting facilities or in the guest rooms or hallways of the hotels. Operation of sound devices is allowed if the Exhibitor complies with the restrictions on loud volume. No firm or organization not assigned space will be permitted to solicit business at the Convention.

D. Distribution of Literature and Promotional Items: Exhibitor personnel, including models, hostesses and any other hired help, are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted space. This restriction includes convention center lobby space, other booths, sidewalks outside the convention center, as well as hotel locations in conjunction with the event. The distribution of any item that interferes with the activities in or obstructs access to neighboring booths, of that impedes the flow of traffic in the aisles, is prohibited. All sales literature representing NON-EXHIBITING companies will be excluded from distribution at the Convention. Companies or persons doing so will be excluded from exhibiting at future conventions and their literature will be removed immediately.

E. Demonstrations and Promotional Activities: As a matter of safety and courtesy to others, exhibitors must conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange display product presentation and demonstration areas to ensure compliance. Booth displays and equipment shall not extend into the aisles. This includes all signs, banners, etc. Exhibitor representatives wearing distinctive costumes or carrying banners or signs, separately or as part of their attire must remain in their contracted exhibit space. Show Management may stop all further demonstrations and promotional activities, including participatory led generation activities or traffic builders, by the exhibitor until the exhibitor has taken appropriate action to ensure there will be no further violations.

F. **Sound/Music**: Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Show Management reserves the right to restrict sounds from any source that interferes with activities in neighboring booths. A maximum of 85dB will be maintained on the show floor at all times. Exhibitors may not exceed a maximum sound level of 85dB measured at a distance of ten (10) feet from the source. If an exhibitor exceeds an acceptable sound level and Show Management's request to lower said levels goes unheeded, Show Management has the option to disconnect the electrical power to that booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.

G. **US Lacrosse Marks:** No logo or trademark logo may be used in conjunction with the US Lacrosse logo, without written approval of US Lacrosse.

H. **Appearance of Exhibits:** Any part of the exhibit or display, which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the Exhibitor's expense. US Lacrosse reserves the right to have such finishing done, billing the Exhibitor for charges incurred.

I. **Construction of Exhibits:** Exhibitor Exhibits and displays shall be constructed and arranged so that they do not obstruct the general view or hide the exhibits or displays of others. No sidewall higher than 36 inches may extend forward from the back wall more than four feet. Nothing shall be displayed above the back of the booth. Exhibitors wishing to use other than standard booth equipment shall submit two copies of a detailed sketch of the proposed layout at least 60 days before the Convention or before construction is ordered and receive written approval from US Lacrosse. Note: All booths and displays shall be open, i.e., no covered tops - canopies, unless prior approval by the State Fire Marshal has been given.

J. **Installation and Dismantling of Exhibits**: The Exhibitor expressly agrees to do all installation and dismantling of exhibits or displays during the time indicated in the accompanying exhibit information. No exhibit or display may be erected after the Convention opens nor be dismantled before the official closing time. It is the responsibility of the Exhibitor to see that all materials are delivered to the Exhibit Hall and removed from the Exhibit Hall by the specified deadline. Should the Exhibitor fail to remove the exhibit or display, arrangements will be made by US Lacrosse for the removal of the exhibit or display at the expense of the Exhibitor.

K. **Labor**: Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations, and all arrangements for credited labor personnel shall be made by Exhibitor through the US Lacrosse approved Convention General Contractor. Information regarding special regulations, which are applicable, may be obtained from the US Lacrosse approved Convention General Contractor. Display personnel, painters, carpenters, electricians and other skilled labor can be arranged through US Lacrosse Convention General Contractor at established rates.

L. **Fire and Safety Regulations**: All local regulations will be strictly enforced and the Exhibitor assumes all responsibility for compliance with such regulations. All decorations and exhibit or display equipment must be fireproofed and electrical wiring must meet the safety requirements of the official service contractor. Affidavits attesting to flameproof compliance with Fire Department Regulations must be submitted when requested. No combustible material shall be stored in or around the exhibit or display areas.

M. **Damage to Exhibit Facilities**: The Exhibitor must surrender rental space in the same condition it was in at commencement of occupation. The Exhibitor shall not cause any damage whatsoever to the rental space or any portion thereof, including without limitation the walls, columns or floors included as part of the Exhibitor rental space. In the event of any such damage, the Exhibitor shall be responsible for the payment of all costs and expenses necessary to repair any such damage and restore the Exhibitor rental area to the condition existing at the commencement of occupation of such Exhibitor rental space.

4. Disclaimer of Liability and Indemnification:

A. No Liability for Loss or Damage: US Lacrosse does not assume any responsibility whatsoever for any loss or damage suffered or incurred by any Exhibitor with respect to any personal property of any Exhibitor, all of which shall be the sole responsibility of each Exhibitor. US Lacrosse does not assume any obligation or responsibility to safeguard any Exhibitor's personal property while such personal property is at the Convention, and each Exhibitor acknowledges that the Exhibitor shall be solely responsible for the protection of all such Exhibitor's personal property while at the Convention. Each Exhibitor acknowledges that US Lacrosse has no duty whatsoever with respect to the protection of the property of the Exhibitors, which shall at all times remain in the sole possession and custody of each Exhibitor and be the sole responsibility of each Exhibitor.

B. Protection of US Lacrosse: Each Exhibitor is responsible for obtaining and maintaining in full force and effect during the entire period of occupancy of any rental space, including the period of installation and removal of the Exhibitor exhibit or display, commercial liability insurance that provides protection against damage to property and injury to persons with reasonable limits and coverage. US Lacrosse shall, at its request, be named as an additional insured on any such commercial liability insurance. The Exhibitor agrees to indemnify, defend and hold US Lacrosse, its directors, officers, employees, agents and contractors, together with the Baltimore Convention Center, its agents, servants or employees (collectively "Indemnified Parties") harmless from and against any claims, demands, liabilities, damages, judgments, costs and expenses, including without limitation reasonable attorneys fees, suffered or incurred by any Indemnified Party as a result of or in connection with (a) the use and occupancy by the Exhibitor of the rental space provided to the Exhibitor pursuant to this Exhibitor Contract, (b) any violation of any applicable law, statute, ordinance or regulation by the Exhibitor, (c) any breach by the Exhibitor of any provision of this Exhibitor Contract, including without limitation any breach by the Exhibitor of any of the Exhibitor Contract Terms and Conditions and/or the Baltimore Convention Center Guidelines, or (d) the negligent or tortuous acts or omissions of the Exhibitor, its agents, servants or employees. The indemnification obligation of the Exhibitor that is set forth herein shall survive the termination of the rental by the Exhibitor of the exhibit and display space that is the subject of this Exhibitor Contract.

5. Exhibitor Credentials

A. Allotment: Each 10x10 booth is allotted 4 exhibitor credentials total. The exhibitor credential allows access to the exhibit floor during set-up, tear-down and one hour before regular show hours. Credentials must be visibly worn at all times while on the exhibit hall floor. Companies will be assessed a $40.00 per credential charge for any additional badges requested on site, or for any changes which requires issuing credential(s) at the convention. The US Lacrosse cashier must receive this payment before the credential will be issued. Acceptable forms of payment include cash, company check or credit card (Visa, Mastercard, American Express and Discover).

B. Exhibitor Appointed Contractors (EAC) will be able to pick up temporary work credentials for access onto the show floor for installation/dismantle purposes. If contractors require access to the show on show dates, exhibitors must register them as exhibitor personnel.

C. Altering of Credentials: Any imprinting, defacing or alteration of the convention registration credentials is prohibited. Credentials for the 2011 US Lacrosse National Convention are non-transferable and non-refundable.

D. Show Hours: All exhibitors shall abide by the show hours. No exhibitors shall be allowed to dismantle their booth prior to the closing of the show January 22, 2011 at 5:00 pm. This includes any type of packing such as the packing of brochures, taking down signs, etc. If an exhibitor is found dismantling their booth, measures deemed necessary by Show Management will be taken in order to stop the process.

Exhibitor Rules and Regulations - 2011 US Lacrosse National Convention

6. **Violations:** US Lacrosse reserves the right to restrict exhibits which, because of noise, method of operation, materials or any other reason become objectionable. US Lacrosse will prohibit or remove any exhibit which, in the sole opinion of the US Lacrosse may detract from the general character of the show as a whole, or consists of products and/or services inconsistent with the purpose of the show, without liability for any refunds or other exhibit expenses incurred. In the event the exhibitor violates any rules or regulations of the show, the US Lacrosse has, at all times, the right to regain the immediate possession of any space, and all payments shall be forfeited.

   The following steps will be taken to handle any violations:
   1st Violation: Verbal Warning and/or written warning from Show Management
   2nd Violation: Verbal warning and written warning from Show Management
   3rd Violation: Removal from booth space

RESERVE YOUR BOOTH SPACE TODAY! CLICK HERE TO REGISTER AS AN EXHIBITOR!