



SEPTEMBER 2012 EXHIBIT SPACE APPLICATION & CONTRACT

September 6-8 • 9 am - 6 pm Thursday — Friday, 9 am - 5 pm Saturday • Orange County Convention Center (South Hall) • Orlando

Space Contract	Directory Form	Payment Form
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1 Please fill out the following information completely.

LEGAL COMPANY NAME _____		COMPANY WEBSITE _____		COMPANY PHONE NUMBER _____	
ADDRESS _____		CITY _____		STATE/PROV _____	ZIP/POSTAL CODE _____
COUNTRY _____	FAX NUMBER _____	CONTACT NAME _____			
CONTACT TITLE _____		CONTACT EMAIL (FOR SURF EXPO USE ONLY) _____		CONTACT PHONE NUMBER (FOR SURF EXPO USE ONLY) _____	

2 Select a Booth Package and indicate the number of booths requested. Use the Exhibit Space Calculator to determine booth cost. Enter the booth cost in the Total Exhibit Fee Calculation Table (#3)

OPTION 1 – MARKET SPECIAL BOOTH PACKAGE (BEST VALUE!)	Exhibit Space Calculation						
Exhibit space, white pipe and drape, booth identification sign, full-page ad in onsite directory, 6-month online product catalog, 3-month online banner ad 160x240 , listing on surfexpo.com, appointment postcards, one seniority pt.	$\underline{\quad 1 \quad} \times \underline{\$3,850} = \$ \underline{\quad\quad\quad}$ <small>First Booth Booth Rate</small>						
<table style="width:100%;"> <tr> <td style="width:50%;">Early Bird Rate (by April 2, 2012)</td> <td style="width:50%;">Regular Rate (after April 2, 2012)</td> </tr> <tr> <td>1st 10'x10' booth\$3,850</td> <td>1st 10'x10' booth\$4,000</td> </tr> <tr> <td>2nd or more booths\$2,625</td> <td>2nd or more booths\$2,775</td> </tr> </table>	Early Bird Rate (by April 2, 2012)	Regular Rate (after April 2, 2012)	1st 10'x10' booth\$3,850	1st 10'x10' booth\$4,000	2nd or more booths\$2,625	2nd or more booths\$2,775	$\underline{\quad\quad\quad} \times \underline{\$2,625} = \$ \underline{\quad\quad\quad}$ <small>Additional Booths Booth Rate</small>
Early Bird Rate (by April 2, 2012)	Regular Rate (after April 2, 2012)						
1st 10'x10' booth\$3,850	1st 10'x10' booth\$4,000						
2nd or more booths\$2,625	2nd or more booths\$2,775						
	EXHIBIT SPACE TOTAL = \$ _____						
OPTION 2 – BASIC BOOTH PACKAGE	Exhibit Space Calculation						
Exhibit Space, white pipe and drape, booth i.d. sign, listing on surfexpo.com, appointment postcards.	$\underline{\quad\quad\quad} \times \underline{\$2,625} = \$ \underline{\quad\quad\quad}$ <small>Number of Booths Booth Rate</small>						
<table style="width:100%;"> <tr> <td style="width:50%;">Early Bird Rate (by April 2, 2012)</td> <td style="width:50%;">Regular Rate (after April 2, 2012)</td> </tr> <tr> <td>Per 10'x10' booth \$2,625</td> <td>Per 10'x10' booth \$2,775</td> </tr> </table>	Early Bird Rate (by April 2, 2012)	Regular Rate (after April 2, 2012)	Per 10'x10' booth \$2,625	Per 10'x10' booth \$2,775	EXHIBIT SPACE TOTAL = \$ _____		
Early Bird Rate (by April 2, 2012)	Regular Rate (after April 2, 2012)						
Per 10'x10' booth \$2,625	Per 10'x10' booth \$2,775						

3 Select desired booth option, calculate Total Exhibit Fee below.

Enter your Exhibit Space Total calculation from Step 2 \$ _____

Additional Booth & Marketing Options*

Marketing Starter Pack -- \$425 for 160x240 banner ad on surfexpo.com (to run until April 3, 2012), product in VIP attendee gift baskets. Value \$800 + \$ _____

Online Product Catalog -- \$400 for 6-month run. Feature your products and auto-receive leads. Refer to www.surfexpo.com/OnlineCatalogs.aspx + \$ _____

Corner Booth -- \$250 per corner (1-6 contiguous booths), \$250 for one corner (7-8 contiguous booths). See Exhibitor Rules & Regulations. + \$ _____

Skate Park or SUP Pool booth location -- \$250 per 10'x10' booth + \$ _____

TOTAL EXHIBIT FEE = \$ _____

Booth assignment not made until 50% deposit and contract are received. Deposit is non-refundable. Final payment due July 2, 2012.
 *Requests for corner booths or Skate Park or SUP Pool are not guaranteed. Assignments determined by seniority points (see Terms & Conditions). Fees for booth options not accommodated will be refunded.

4 Select your preferred product category (check only one)

Booth assignments are based upon exhibitor's seniority points and date the booth deposit was received.

Dive Resort Souvenir SUP Swim
 Boutique Skate Specialty Food Surf

5 Indicate desired booth configuration & total square footage.

_____ ft. depth X _____ ft. width = _____ total sq. ft.

Surf Expo reserves the right, in its sole and absolute discretion, to determine location of exhibition space for which application is made. Seniority points, nature of product displayed, number of booths requested and other factors may influence, but not guarantee booth location.

6 Comments regarding location, wanted/unwanted neighbors, etc.

7 WE HEREBY APPLY FOR EXHIBITION SPACE IN SURF EXPO, SEPTEMBER 6-8, 2012. IF ACCEPTED AND COUNTER-SIGNED BY GEORGE LITTLE MANAGEMENT, LLC, WE AGREE TO ABIDE BY THE TERMS AND CONDITIONS AND BY THE RULES AND REGULATIONS INCLUDED IN THIS DOCUMENT. WE AGREE TO SEND 50% NON-REFUNDABLE DEPOSIT OF FULL PRICE FOR BOOTH SPACE WITH CONTRACT. FINAL BOOTH PAYMENT IS DUE JULY 2, 2012. WE UNDERSTAND REQUESTED BOOTH SPACE CANNOT BE REDUCED AFTER JUNE 1, 2012.

Please note that by signing this form you agree to our terms and rules and regulations, and understand that upon execution by George Little Management, LLC below, this constitutes a legally binding contract.

SIGNATURE _____ DATE _____

PRINT NAME _____ TITLE _____

For Surf Expo use only

This Contract for exhibit space is hereby accepted by George Little Management, LLC on this _____ day of _____, _____, by _____.

Booth number _____ Number of booth(s) _____ Booth configuration _____ Assigned area _____



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1 Please fill out the following information exactly as you want it to appear in all show directories and signage.

BANNER NAME / BOOTH ID SIGN

CONTACT NAME

CONTACT NUMBER

2 Please provide line names and product codes (listed below) exactly as you want them to appear in the digital magazine and the onsite directory. Limit 50 product code listings per exhibitor.

Please note, this form must be returned by August 12, 2012 to be included in the onsite show directory.

COMPANY, BRAND or LINE NAME	PRODUCT CODE(S)				
<i>Example: ABC Company Beach & Board Products</i>	<u>105</u>	<u>106</u>	<u>108</u>	<u>118</u>	<u>158</u>
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

PRODUCT CODE(S)

172 Audio/Visual Equipment and Accessories	122 Juniors' Swimwear	142 Spa & Body
105 Beach Accessories (Games, Chairs, Toys, Etc.)	131 Kayaks & Accessories	176 Sportfishing Apparel & Accessories
141 Better Resortwear	140 Kiteboarding & Equipment	157 Sports Licensing
137 Boats	153 Lifejackets	159 SUP/Paddle Boards & Accessories
106 Bodyboards	166 Loungewear	118 Suncare Products
101 Children's Apparel	154 Made In The USA	120 Surfboards & Accessories
121 Children's Swimwear	103 Men's Apparel	125 T-shirts
173 Consumables / Specialty Food	123 Men's Surf/swimwear	175 Tourism
151 Contemporary Apparel	110 Outdoor Gear/apparel	158 Towels
143 Designer Swimwear	171 Parasail	139 Toys
138 Dive/Snorkel Equipment /accessories	174 Plus Size Apparel	117 Urban/Streetwear
148 Eco-friendly/Green Products	130 Private Label	135 Videos
119 Eyewear	111 Publications	136 Volleyball Apparel & Equipment
107 Fashion Accessories	112 Resortwear	129 Wakeboards & Accessories
108 Footwear	156 Retail Services & Equipment	170 Watches
109 Hats/Headwear	132 Skate Apparel	128 Waterskis & Accessories
145 Handbags	114 Skateboards & Accessories	126 Wetsuits
155 Home Decor	115 Skimboards & Equipment	113 Windsurf & Accessories
147 Imprinted Sportswear	144 Snow Apparel	104 Women's Apparel
150 Jewelry (fashion)	116 Snowboards And Accessories	124 Women's Swimwear
102 Juniors' Apparel	133 Souvenir & Gift	152 Young Contemporary Apparel

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Space Contract

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1 Indicate your form of payment below. Return this form with Space Contract and Directory Form if paying by Credit Card. Refer to mailing addresses below for cash or check payment, or bank information for wire transfers.

Cash or Check -- include payment with contract and directory listing form.

50% payment required with contract.

Make check payable to Surf Expo, and mail to Surf Expo, 990 Hammond Drive, Suite 325, Atlanta, GA 30328.

Note: Balance must be paid in full by July 2, 2012.

Company checks will not be accepted after August 10, 2012. Cashier's check or US Postal Service money order accepted.

Wire Transfer -- transfer information below. Send transfer notification to amartin@surfexpo.com.

50% payment required with contract. Add \$30 bank transfer fee to total.

Name:	George Little Management, LLC	ABA#:	026009593 (for domestic and international wires)
Bank name:	Bank of America	ACH#:	111000012 (for ACH domestic transfers only)
Address of Bank:	100 West 33rd St. NY, NY 10001	Swift#:	BOFAUS3N (international wires)
Bank account:	4426954668		

Credit Card Authorization -- complete credit card authorization and return this form with contract and directory listing form. 50% payment required with contract.

_____		_____	
TOTAL EXHIBIT FEE FROM PAGE 1, SECTION		REASON FOR CHARGE	
_____		_____	
CARDHOLDER NAME		CARDHOLDER EMAIL	
_____		_____	
COMPANY		ADDRESS	
_____		_____	
CITY	STATE/PROV	COUNTRY	ZIP/POSTAL CODE

Type of Credit Card: Visa® Master Card® American Express®

_____	_____	_____
CARD NUMBER	EXPIRATION DATE	V-CODE (VISA ONLY)

- I authorize this card to be charged by Surf Expo now for the full amount.
- I authorize this card to be charged by Surf Expo now for the 50% deposit amount and on July 2, 2012 for final payment.

I, the cardholder, agree to the above charges and authorize the charges to be placed against my credit card. I further agree that the above information is correct and any changes have been noted.

_____	_____	_____
CARDHOLDER'S SIGNATURE	DATE	PHONE

2 FAX your completed forms to 678-781-7920 OR MAIL your completed forms to Surf Expo, 990 Hammond Drive, Suite 325, Atlanta, GA 30328
 Include Exhibit Space Contract, Directory Listing Form, Payment Form and acknowledged Terms & Conditions.



THE GLOBAL WATERSPORTS & BEACH LIFESTYLE TRADESHOW

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Surf Expo Terms and Conditions

1. CONTRACT: George Little Management, LLC is the owner of the show and is herein referred to as "Owner". The applicant signing this document on page 1 hereof is shown referred to as "Exhibitor". This document, properly executed by Exhibitor, shall upon written acceptance by Owner constitute a valid and binding contract. Exhibitor represents and warrants that all information provided by Exhibitor to Owner is and shall be true and correct.

2. ASSIGNMENT OF SPACE: Notification of booth assignment shall be emailed to Exhibitor. After assignment, space location may not be transferred or cancelled by Exhibitor except upon written request and with the written approval of the request by Owner. Space assignments may be revoked by Owner at any time that the minimum payment schedule is not timely met in accordance with the terms hereof (without any refund or obligation to Exhibitor). Owner reserves the right to reassign exhibit space at any time (without any refund or obligation to Exhibitor). Written notice will be provided to Exhibitor if booth location is changed.

3. SUBLETTING: Subletting or licensing of space by Exhibitor, or use of the space by anyone other than Exhibitor without authorization by Owner, is prohibited. Exhibitor shall not exhibit or permit to be exhibited in the space allotted to Exhibitor any merchandise other than that specified by Exhibitor on page 1 hereof.

4. EXHIBIT REQUIREMENTS: All booth arrangements shall conform in all respects to the dimensional and height requirements as specified by Owner. Exhibitor shall care for and keep in good order the space occupied by Exhibitor and surrender such space at the close of the show in the same condition it was when taken over. Exhibitor, its employees, agents and invitees shall not injure or deface the walls or floors of the building, any booth, the equipment or furnishings in the booths or building within which the show takes place. Exhibitor's booth(s) must be open for business during all show hours and during the duration of the show.

If damage should occur, Exhibitor will assume full liability for any such damage caused by Exhibitor or Exhibitor's employees, agents or invitees. Exhibitor takes full responsibility for assigned booth space and for exhibit complying with local, city and state rules and regulations concerning safety, health, or fire. If the space occupied by Exhibitor or the merchandise or articles therein shall be damaged or destroyed by show participants, Exhibitor, Exhibitor's employees, agents, or otherwise, Exhibitor shall and does hereby assume all legal and financial responsibility for any claims and for the restoration of the space to its original condition.

Exhibitor must completely vacate the show building promptly following the close of the show, and in accordance with Owner's Rules & Regulations (as herein defined). Owner is not able to thoroughly police removal of exhibits. Owner will be unable to determine who is authorized to remove articles, merchandise, equipment and displays, so Exhibitor should make certain only Exhibitor's staff performs removal. Owner will provide limited security personnel during the move-in, show, and move-out period. Additionally, Owner may impose and collect from Exhibitor a fine of \$500 per occurrence for violation of this section.

5. PAYMENT REQUIREMENTS AND CANCELLATION POLICIES: A 50% minimum deposit is required with the return of this document to Owner and is non-refundable. The balance must be paid and is due no later than the final payment deadline specified on page 1, and also is non-refundable. If applying for exhibit space after the final payment deadline, full payment is due with contract. Make all checks payable to Surf Expo, and mail to Surf Expo at 990 Hammond Dr., Suite 325, Atlanta, GA 30328.

If a check is returned due to insufficient funds, Exhibitor must pay a \$25 fee to Owner, and in addition then will have one week to pay the balance in full via money order or certified funds. If payment is not received within these terms, Owner reserves the right to reassign Exhibitor's booth(s) without any refund or obligation to Exhibitor. Personal or company checks will not be accepted during the one month prior to the first day of the show; only money orders and certified funds will be accepted.

Exhibitor understands if balance is not paid by the set deadline, Exhibitor's rights will be canceled without any refund, and show space will be reassigned to another company. Exhibit fees received by Surf Expo shall be refunded only in the instance this document is not accepted and countersigned by Surf Expo, and not otherwise.

In the event of a cancellation by Exhibitor, Owner is not obligated to make any refund to Exhibitor, Exhibitor remains obligated to pay any unpaid amounts and Owner reserves the right to reassign the cancelled booth(s) without any refunds or obligations to Exhibitor. Exhibit space not claimed by 7:00 a.m. on the opening day of the show reverts back to Owner to be utilized at the discretion of Owner, without any refunds or obligations to Exhibitor.

Exhibitor shall observe and abide by the Exhibitor Rules & Regulations included in this document and incorporated herein by this reference, and with any additional rules or regulations that hereafter may be adopted and announced by Owner (collectively, the "Rules & Regulations"). Owner reserves the right to uncover, move or remove an exhibit for the good and welfare of the show, and without liability or obligation to Exhibitor. Exhibitor shall be responsible for the removal of Exhibitor's entire display, including walls, floors and furniture.

If the show or any part thereof is prevented from being held, is cancelled by Owner, or the exhibit space applied for herein becomes unavailable because of war, fire, strike, government regulation, public

catastrophe, act of God or the public enemy, terroristic act or threat or other cause (provided such is not attributable to Exhibitor), Owner shall determine and refund to the applicant the share (if any) of the aggregate exhibit fee received from Exhibitor which remains after deducting expenses incurred by Owner and reasonable compensation to Owner, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid to Owner by Exhibitor. Owner shall have no other obligation to Exhibitor.

6. LIABILITIES: Neither Owner nor any of its officers, agents, employees or other representatives shall be held accountable or liable for, and the same shall be and are hereby released from, accountability and liability for any damage, loss, harm, or injury to the person and/or any property of Exhibitor or any of Exhibitor's officers, agents, employees, invitees, or other representatives. Moreover, in no event shall Owner be liable for any damages in excess of the charges of Owner to Exhibitor hereunder, and in no event shall Owner be liable for any loss of income or profits, or for any incidental, indirect, special or consequential damages (whether foreseeable or unforeseeable).

7. INSURANCE: Exhibitor and exhibitor display contractor(s) shall maintain Comprehensive General Liability Insurance and Personal Injury coverage and alcohol or liquor liability coverage for all Exhibitor's activities at the show, all at Exhibitor's sole cost and expense. Policy limits shall be at least \$1,000,000/\$2,000,000 Bodily Injury and Property Damage combined. Exhibitor and exhibitor display contractor(s) shall also maintain, at their sole cost and expense, Workers Compensation Insurance for employees participating in the show. Evidence of insurance coverage in the form of a valid Certificate of Insurance specifying that coverages include activities at the show must be provided to Owner prior to move-in and exhibiting. Exhibitor warrants that Exhibitor has and shall have insurance complying with these insurance requirements and with such other requirements as may be in the Rules & Regulations. Evidence of insurance coverage in the form of a valid certificate of insurance must be supplied to Owner before move-in and exhibiting.

8. BREACH OF CONTRACT: Owner shall have the right, in the event of any violation of any of the terms hereof or any of the Rules & Regulations by Exhibitor (or by any of Exhibitor's employees, agents or invitees), to discontinue any and all services to Exhibitor, to refuse show entry to Exhibitor, its agents and employees, and to remove Exhibitor and Exhibitor's employees and agents from the show. In addition, Owner shall have a lien upon Exhibitor's personal property located at the show. Moreover, in the event of breach of any of the terms hereof or any of the Rules & Regulations, Exhibitor shall be liable for, and indemnify Owner from and against, all claims, costs and expenses incurred by Owner, including but not limited to attorney's fees, court costs, etc. All rights granted to Owner shall be cumulative and exercisable at Owner's option.

9. SIGNS AND ADVERTISING: No demonstrations or solicitations shall be permitted outside of Exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside assigned exhibit space. Distribution by Exhibitor of any printed matter, samples or other articles shall be restricted to within the confines of Exhibitor's booth. Exhibitor shall not have or operate any display or exhibit which, in the sole discretion of Owner, is the source of objectionable noises or odors or has decorations or other aspects which are considered by Owner to be objectionable, including signs, lights and the costuming of exhibit personnel.

10. DIRECTORY: Owner will endeavor to list Exhibitor's firm name and space assignment in its official directory. Additional information pertaining to Exhibitor's merchandise may be included at the sole discretion of Owner. However, Owner will not be responsible for errors or omissions occurring in the printed directory, or for failure to include an exhibiting firm in the printed directory.

11. COMPLIANCE: Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state, and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the show is held. Without limiting the foregoing, Exhibitor assumes all responsibility for compliance with all legal requirements relevant to the possession and serving of alcoholic beverages and for serving alcohol and for the actions of those to whom alcohol is served.

12. UNIONS AND CONTRACTORS: Exhibitor shall abide by and comply with rules and regulations concerning local unions having agreements with Owner or with authorized contractors employed by Owner.

13. BADGES: Exhibitor and Exhibitor's officers, agents, employees or other representatives shall obtain badges from the registration desk and wear the badge while in the show at all times. Badges are not transferable.

14. SENIORITY POINTS: Booth assignments are made based upon Exhibitor's seniority points. Seniority points are earned according to the following schedule: one point per show exhibited; one point earned per \$1,000 marketing sponsorship or advertisement. Maximum six points earned per show. Seniority points are awarded after the show.

I understand and agree to the Terms & Conditions listed above and to the Rules & Regulations included as Exhibit A to this document.

SIGNATURE _____

DATE _____

PRINT NAME _____

TITLE _____

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Exhibitor Rules & Regulations

Age Restriction — Absolutely no one under the age of 18 will be allowed on the show floor during move-in and move-out of Surf Expo. Pre-registered children/junior models and team riders under the age of 16 that have a valid minor badge will be allowed on the floor during official show hours. Please advise all employees, including reps, that there will be no exceptions. Any one under the age of 21 wearing a badge printed with an incorrect age will be stopped by security and the badge will be confiscated, and the one under age 21 and the related exhibitor will be subject to immediate removal from the show. No badges for anyone under age 16 will be authorized onsite.

Alcoholic Beverages — Alcoholic beverages during the show are provided by the Orange County Convention Center's exclusive food and beverage provider, and all alcoholic beverages must be purchased through that provider and only that provider. All other alcoholic beverages are strictly prohibited. No alcoholic beverages may be served before 4pm and no alcoholic beverages may be served to anyone under age 21. Surf Expo is not responsible for verifying ages shown on show badges, that is the responsibility of the Orange County Convention Center's exclusive food and beverage provider and exhibitors. Ages should be verified by checking a valid form of legal identification (other than a show badge). If an exhibitor is found distributing alcohol not purchased through the Orange County Convention Center's exclusive food and beverage provider, or found serving alcoholic beverages before 4pm, or found serving alcohol to anyone under age 21, the alcoholic beverages will be confiscated, and the exhibitor will be subject to immediate removal from the show. If it is found that an exhibitor has made alcohol available to anyone under age 21, law enforcement authorities also may be summoned.

Badges — Badges must be visibly worn at all times while in the Orange County Convention Center, especially while on the show floor. The replacement fee for a lost or forgotten exhibitor badge is \$50 which must be paid onsite at the time of re-issuance. Also, all badge changes and/or additions made after 7pm on Wednesday, September 5, 2012 will be charged \$50. Photo ID will be required. See above Age Restriction section for policy regarding badges for individuals under age 21. Each 10x10 booth is allotted seven badges total; this includes models, team riders and team riders' escorts.

Bands — Bands are prohibited on the show floor.

Booth Sharing — Sharing or subletting of contracted exhibit space is strictly prohibited.

Booth Cost Inclusion — Exhibit fee includes booth space rental, draped walls (8' on sides & back), show directory listing, online listing, booth id sign, internet access on the show floor during show hours, and an attendee list after the show. If requested, you'll also receive retailer appointment cards (see Promotional Opportunities). All other costs (electrical, rigging, labor, shipping, booth furniture, etc) are the responsibility of the exhibiting company.

Cameras — Personal cameras and video taping equipment are strictly prohibited in all exhibit areas and all other portions of the show floor. Authorized press personnel and photographers must register for Surf Expo badges. Coat check and security lock up is available to store cameras and video equipment.

Cleaning — Exhibitors who damage or soil trade show areas outside their booths, including but not limited to aisle carpet, convention center walls and restrooms, which results in additional cleaning shall be subject to a \$500 fine per occurrence, payable to Surf Expo.

Corner Booths — Fees for upgrading a booth with corner location(s) are as follows: 1-6 contiguous booths charged per corner; 7-8 contiguous booths charged for one corner; 9 or more contiguous booths are not charged a corner fee. Corner fees are not waived for exhibitors who contract for noncontiguous booth spaces, including those for subsidiary companies.

Demos/Fashion Shows — Please notify Surf Expo of any special demonstrations or fashion shows. No demonstrations or solicitations will be permitted outside of the exhibitor's assigned space.

Exhibitor Appointed Contractor (EAC) Responsibilities — All EACs must deliver to Surf Expo and GES prior to move-in, an original valid Certificate of Insurance (see below Insurance section). The EAC must have all licenses, permits and bonding required by federal, state, county and the Orange County Convention Center, and, promptly upon request, shall provide Surf Expo evidence of compliance. The show floor, aisles, loading docks, service and storage areas will be under the control of the show's official service contractor, GES. Work badges will be issued to the EAC's on-site supervisor for access into the show floor during installation and dismantle. All workers must have a work badge for entry. If contractors require access to the show on show dates, exhibitors must register them as exhibitor personnel. The EAC shall refrain from placing any undue burden on the official contractors, especially by not interfering in any way with the official contractors' work. The EAC shall not solicit business on the show floor at anytime. The EAC shall cooperate fully with the official contractors and Surf Expo. The EAC must confine operation to the exhibit area of the client(s).

Exhibitor Move-In — All exhibit space not claimed by 7am on the opening day of the show will revert back to Surf Expo to be utilized at its discretion.

Exhibitor Move-Out — All exhibits must remain fully intact until time of show close on Saturday, September 8, 2012. No rolling racks will be allowed off the floor until show closing. This rule will be strictly enforced in order to avoid disruption of business during show hours. Please make your travel plans to allow adequate time to tear down and move out after the show closes on Saturday, September 8, 2012.

Fire Department Regulations — The OCCC Fire Marshal strictly enforces all Fire Code Regulations. All two-story and covered booths must notify Surf Expo in advance and provide plans for approval. Any large exhibit that exceeds a travel distance within the booth or exhibit enclosure to an exit access aisle shall not be greater than 50 ft (15 m), otherwise there must be two emergency exits.

Fire Department Regulations — All carriers must check in at the GES marshaling area prior to unloading at the Orange County Convention Center. CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. For inbound shipments drivers must check in by 2pm to be guaranteed same day unloading. Warehouse receiving hours are Monday – Friday, 8am – 4:30pm; CLOSED 12pm – 1pm. Trucks signing in after 2pm may be charged at the overtime rate.

Industry Guests — Surf Expo is a trade show for the active lifestyle sports only. It is not open to the public. Guests of the industry or an exhibitor can register on site (but see above Age Restriction section). A \$500 registration fee per guest is required.

Insurance — All exhibitors and their appointed contractors (EAC) are required to have, at their sole expense, at least \$1,000,000/\$2,000,000 Bodily Injury and Property Damage (including alcohol or liquor liability coverage) combined for the duration of the show, including move-in and move-out. A Certificate of Insurance must be sent to Surf Expo prior to move-in. Without a Certificate of Insurance, the exhibitor/contractor will not be allowed in the show. The Certificate of Insurance must be sent to: Operations Department, Surf Expo, 990 Hammond Drive, Suite 325, Atlanta, GA 30328 or emailed to jmosley@surfexpo.com, or faxed to the Operations Department at 678-781-7920. Certificates of Insurance must provide 30 days notice to Surf Expo in the event of policy cancellation, non-renewal or material change.

The Certificate of Insurance must be valid through the move-in and move-out dates of the show and include the following:

Dates of Coverage: September 3-10, 2012

Policy effective date and expiration date

Commercial General Liability (including alcohol or liquor liability coverage)

Aggregate Limited	\$2,000,000
Products/Completed Operations	\$1,000,000
Advertising/Personal Injury	\$1,000,000
Each Occurrence	\$1,000,000
Fire Damage	\$100,000
Medical Payments	\$5,000

The following shall be included as Additional Insurance with respect to claims arising during Surf Expo: Surf Expo, George Little Management, LLC, Orange County Convention Center, and GES. Certificate Holder: George Little Management, LLC, 990 Hammond Drive, Suite 325, Atlanta, GA 30328.

Labor — Florida is a right-to-work state. Exhibitors are permitted to use their own full-time company employees to install and dismantle their booths, however; workmen's compensation insurance must be in full force and effect for all such persons used by the exhibitor. Labor is available through GES.

Models and Booth Staff — Models are not allowed to display merchandise or hand out merchandise outside the exhibitor's assigned booth. Cover-ups (over swimsuits and under garments) must be worn when outside the booth or away from the booth. All dressing rooms must be fully covered. Booth Staff must not promote their product or otherwise solicit outside of or away from the contracted exhibit space. See Promotional Opportunities on www.surfexpo.com. An exhibitor found to have violated this rule is subject to a \$250 fine per occurrence, payable to Surf Expo.

Security — Surf Expo makes efforts to secure the hall and keep it staffed with security personnel. However, Surf Expo, the Orange County Convention Center and GES are not responsible for lost or stolen merchandise. Do not store anything in or on waste receptacles in your booth area. For high security items, there is a security lock room available. This service is complimentary for all exhibitors. Exhibitors can also hire additional security for their booth – order form under Rules & Regulations (Security Information/Order Form) on www.surfexpo.com.

Privately Owned Vehicles (POV) — POV unloading marshaling will be available. Marshaling will begin at 8 am on Tuesday, September 4, 2012. You must report there first to receive a dock pass and an exhibitor badge to be dispatched to the Orange County Convention Center. Once at the convention center, you will be allowed a maximum of 30 minutes to unload your vehicle. Unattended vehicles that pass this time limit will be towed at the owner's expense. See POV Unloading information under Rules & Regulations on www.surfexpo.com.

Sound/Music — Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of the neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than the aisle or any adjacent booth.

Surf Expo 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 feet from the source. If an exhibitor exceeds an acceptable sound level and Surf Expo's request to lower said sound level goes unheeded, exhibitor is subject to a \$500 fine per occurrence, payable to Surf Expo. Surf Expo has the option to disconnect the electrical power to the booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect fees on behalf of composers and publishers of music.

Sticker Policy — Sticker damage impairs our ability to secure prime dates for future shows which directly affects your business. Any stickers found outside the exhibitor's booth placed upon the property of the Orange County Convention Center, Surf Expo, another exhibitors' booth, or any public property is subject to a \$500 fine per occurrence, payable to Surf Expo. The law in the State of Florida regarding damaging personal property belonging to another:

806.13 Criminal mischief; penalties

(1)(a) A person commits the offense of criminal mischief if he or she willfully and maliciously injures or damages by any means any real or personal property belonging to another, including, but not limited to, the placement of graffiti thereon or other acts of vandalism thereto.

(b)1. If the damage to such property is \$200 or less, it is a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083.