

RULES AND REGULATIONS GOVERNING EXHIBITS

USE OF SPACE, TYPE OF EXHIBITS: No exhibitor shall sublet or assign space leased to him/her to any other exhibitor or individual without the written consent of the Maine Funeral Directors Association (MFDA). No merchandise shall be shown other than that regularly manufactured or sold by the exhibitor. No interference with other displays will be allowed by the erection of extra height booths or other means. Exhibitors must confine their displays to the space assigned. The MFDA reserves the right to restrict exhibits or prohibit exhibits that are objectionable for any reason at its sole discretion or order removed any portion of any exhibit which, in its sole discretion, is detrimental and detracting from the general order of the exhibits. This applies to persons, advertising, solicitations or anything of a similar nature. Any exhibit or portion of any exhibit may be ordered removed if it does not conform to local and state regulations or if it constitutes a hazard to public safety. Exhibitors or their representative shall not mar, damage, or otherwise deface floors, booths or other equipment, and the exhibitor is directly liable for any such damage to the MFDA or hotel ownership, as the case may be. The height of displays is limited to 8 feet. Any requests for exceptions to this rule should be directed to the MFDA in writing, whose decisions will be final.

SPACE AVAILABLE: The MFDA reserves the right to restrict the rental of the number of tabletops to any given company based on the following formula:

There shall be 3 exhibit spaces utilizing 3 tabletops and 3 exhibit spaces utilizing 2 tabletops. Thereafter, each tabletop shall be a separate 8' tabletop. Each tabletop shall be priced at a minimum of \$455.00 per tabletop.

EXHIBIT HOURS: The exhibits will be open during the described hours 4:00 P.M. to 6:00 P.M. Tuesday, December 2, 2008 in conjunction with a welcoming reception and again from 9:45 A.M. to 12:00 Noon Wednesday, December 3, 2008 to all registered members and registered guests of the MFDA. No other convention events will be held during these times as a courtesy to our exhibitors save for food functions either in the exhibit hall or near the exhibit hall. No representative other than those pre-registered for respective exhibits will be allowed on the floor. Each exhibitor is limited to no more than two representatives per tabletop exhibit at any given time. Exhibitors agree to maintain and keep their exhibit open for the entire duration of the exhibition. In cases where there is only one exhibitor on site, an allowance will be made for personal breaks, not to exceed fifteen minutes every two hours. Representatives will be required to be present to sign off on attendee's participation cards in order to qualify them for continuing education credit for visiting the exhibits.

EXHIBITOR'S AUTHORIZED REPRESENTATIVE: Each exhibitor must name at least one person to be its representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the representative shall be responsible. One representative must be in the exhibit both at all times during exhibition hours.

ELECTRICAL OUTLETS, SPECIAL LABOR AND INSTALLATION: One electrical outlet will be provided with each tabletop. This outlet will be taped down by the hotel. Electrical service, other than that so described and general lighting of the exhibit hall is not part of this agreement, and together with any special labor required in connection with the installation of exhibits, must be contracted for by the exhibitor directly with the hotel, at the time of installation at prevailing rates. All electrical appliances must comply with all fire regulations.

SIGNS, FURNITURE AND DECORATIONS: Exhibit hall decorations and a uniform sign listing exhibiting company's name will be provided by the MFDA. This signage is the property of the Maine Funeral Directors Association, Inc. Standard 8' (eight foot) tables are included in the rental charges offering a draped table, backdrop, and two chairs. Additional tables and chairs are not permitted. Division rails between the exhibits are included at no extra charge. All decorating materials must be flameproof.

STORAGE OF PACKING BOXES AND CRATES: Exhibitors will not be permitted to store empty packing boxes or cases in their booths during the exhibit period except for those boxes that exhibitor may can store neatly under their respective tabletop.

REGISTRATION: Each exhibitor is to required to register with the Convention Registrars before proceeding to the exhibit hall to pickup their respective materials and also to ensure that there are no last minute questions or concerns that need to be resolved before the exhibit opens.

OTHER RULES AND REGULATIONS: The rules and regulations set forth herein are not to be considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may become necessary to properly conduct this exhibition. Such emergency regulations and decisions as are necessary in addition to the herein stated rules and regulations shall be made at the sole discretion and judgment of the MFDA, whose decision and ruling shall be final in all such cases. By signing the Application, the exhibitor, for himself and his representatives, agrees to abide by all such rules and regulations as well as the decision of the MFDA in interpreting the same.

LIMITATION OF LIABILITY: The MFDA, its officers, committees, members, agents and employees (collectively "MFDA") shall not be liable for any damage or loss of exhibitor's property, nor injury or death of exhibitor or its employees or representatives, nor for any damage of any nature to the exhibitor's business, nor the failure to hold the exhibition as scheduled, due to events that are beyond its reasonable control including, but not limited to acts of God, acts of exhibitor, acts of civil or public authorities, casualties, accidents, electrical failures, strikes, floods, epidemics, war, declared or undeclared, acts of terrorism, riot, civil commotion, or any other similar events. In the event of any wrongful act or omission on the part of MFDA, exhibitor's sole remedy hereunder shall be to seek a refund of all or part of the rental fee paid to MFDA. If any such refund is sought due to a failure to hold the exhibition for the entire scheduled time period, the refund of the rental payment shall be pro-rated to compensate exhibitor only for that period of time the exhibition was not opened as scheduled. Exhibitor specifically acknowledges and agrees to this limitation of MFDA's liability hereunder.

SECURITY AND JANITOR SERVICE: Exhibitor agrees that the MFDA has no responsibility for fire, theft, or other loss or damage of any sort. All property of exhibitor is understood to remain under his custody and control, in transit to or from or within the confines of the hall, subject to the rules and regulations of the exhibition. Exhibitors are advised to carry floater insurance to cover exhibit material damage and loss, and public liability insurance against injury to the person and property of others.

ENDORSEMENTS: The leasing of exhibit space to any exhibitor by the MFDA does not constitute an endorsement by the MFDA of the products and/or services of any such exhibitor.