TRADESHOW RULES

2006 Midwest Turf Expo
Indiana Convention Center
Indianapolis, Indiana
January 18-19, 2006

1. The official exhibit hall hours include:

   10:00 a.m. - 5:00 p.m., January 18, 2006
   9:00 a.m. - 2:00 p.m., January 19, 2006

2. Exhibit setup and breakdown.

   Installation of exhibits will begin January 17, 2006 from 7:00 am to 5:00 p.m. Installation of exhibits will be
   allowed on January 18 from 7:00 am to 8:00 am and will be limited to small carry in items only. No carts or forklifts
   will be allowed on the carpet on Wednesday morning. All exhibits should be completely assembled by 8:30 a.m.
   January 18, 2006. Late exhibits will not be allowed to set up during exhibit hours. Only exhibitors will be allowed in
   the exhibit hall when the show is not officially open.

   The exhibit breakdown can start after 2:00 p.m. on January 19, 2006 and must be completed by 11:59 pm of the
   same day. The official decorator will have personnel and equipment available during exhibit set-up and during all
   conference hours. Any services rendered will be appropriately billed to the exhibitor as necessary.


   Standard booths will be 10 feet wide x 10 feet deep. Each exhibitor’s booth will include a backdrape, rail
   drapes, carpeted aisles, and one exhibitor’s name sign. Any additional equipment such as tables, chairs, carpets, etc.
   can be secured from the official decorator at the exhibitor’s expense. Each booth reserved entitles the exhibitor to
   name badges for all company employees for entrance into the tradeshow and educational sessions. These name
   badges are complimentary only if reserved prior to the Expo. Additional educational and/or tradeshow passes can
   be purchased separately. Electrical equipment information will be forwarded to each exhibitor by George E. Fern
   Co. In addition, George E. Fern Co. will furnish a complete exhibitor packet of information. The decorator package
   furnished for each booth includes drapery consisting of a draped back wall eight feet high and side rails measuring 36
   inches high and 10 feet long, and an identifying sign. The charges for each booth are as follows: Booth prices are as
   follows:

<table>
<thead>
<tr>
<th>Reserved before Oct 1</th>
<th>Reserved after Oct 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRTF or IPRA members</td>
<td>nonmembers</td>
</tr>
<tr>
<td>1 booth</td>
<td>$500</td>
</tr>
<tr>
<td>2 booths</td>
<td>$475 ea.</td>
</tr>
<tr>
<td>3 booths</td>
<td>$450 ea.</td>
</tr>
<tr>
<td>4 booths or more</td>
<td>$440 ea.</td>
</tr>
<tr>
<td>End cap (10 x 20)</td>
<td>$1200 ea.</td>
</tr>
<tr>
<td>1 booth</td>
<td>$610</td>
</tr>
<tr>
<td>2 booths</td>
<td>$585 ea.</td>
</tr>
<tr>
<td>3 booths</td>
<td>$560 ea.</td>
</tr>
<tr>
<td>4 booths or more</td>
<td>$550 ea.</td>
</tr>
<tr>
<td>End cap (10 x 20)</td>
<td>$1250 ea.</td>
</tr>
</tbody>
</table>


   The application for space and formal notice of assignment constitutes a contract for the right to use the space
   allotted. The Midwest Regional Turf Foundation reserves the right to cancel any contract with any exhibitor any
   time prior to or during the Expo.

5. Use of Space.

   All demonstrations and distributions of advertising materials or other activities must be confined to the limits of
   the exhibit booths. No exhibitor shall assign, or share the whole or any part of the space allotted without the knowl-
   edge and written approval of the Midwest Regional Turf Foundation.

(continued)
TRADESHOW POLICIES
2006 Midwest Turf Expo
(Continued)

6. Assignment of Booth Space.
   The exhibit space will be assigned on a first come-first served basis by the Tradeshow Committee of the Midwest Turf Expo. The committee will honor to the best of its ability the preference for booth space as requested by each exhibitor on the returned contract.

   The Indiana Convention Center, the Midwest Regional Turf Foundation, and the Indiana Parks & Recreation Association will not be responsible or liable in case of fire, theft, or damage to any exhibitor’s equipment on the premises. Exhibitors must provide their own insurance coverage to protect themselves, their equipment, and to cover damages that may be inflicted to the building and/or property of the Indiana Convention Center. The exhibitor shall indemnify and hold harmless the Midwest Regional Turf Foundation, the Indiana Convention Center, Indiana Parks & Recreation Association, their agents, servants and employees from any and all such losses, damages, and claims.

   The official decorator will be George E. Fern Co., 1147 S. White River Parkway, East Drive, Indianapolis, IN 46222. The name and address of each exhibitor will be provided to the George E. Fern Co. as soon as these are received by the Midwest Regional Turf Foundation.

   The Midwest Turf Expo reserves the right to restrict exhibits which because of the noise, method of operation, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Tradeshow Committee of the Midwest Turf Expo may detract from the general character of the show. This restriction includes things, conduct, printed matter, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restrictions or evictions, the Midwest Regional Turf Foundation and the Indiana Parks & Recreation Association is not liable for any refunds of rentals or other exhibit expenses. Any person who fails to reserve an exhibit space and who persists in soliciting in any manner at any time during the length of time of the show and/or related activities may be ejected from the premises.
   The Indiana Convention Center prohibits the distribution of food within the exhibit hall unless purchased through the Convention Center’s catering service.

10. Care of Building and Booths.
    Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles shall be attached in any way to the walls or floors.

    These regulations become a part of the contract between the exhibitor and the Midwest Regional Turf Foundation and Indiana Parks & Recreation Association. They have been formulated for the best interests of both parties. The Midwest Regional Turf Foundation and Indiana Parks & Recreation Association asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Executive Director and the Tradeshow Committee of the Midwest Turf Expo. The Tradeshow Committee reserves the right to make changes necessary to the best interest of the meeting.