

Vending license/criteria “Premium Peep” “Solid Peep”
Table Vendor license/criteria “Smol Peep”
Defining creator regulations no pornographic material
Costume ALLOW WEAPONS airsoft, prop ok

REVISED: 07/29/23

PEW PEEPS EXPO

Registrant and Vendor Registrant Rules & Regulations

Pew Peeps Expo is the premier, family-friendly event that brings together the favorite creators, entertainers, and innovators of the firearms community. Dedicated to support, fostering positive representation, and promoting the values associated with the 2nd Amendment, Pew Peeps Expo recognizes the importance of normalization, education, and coming together to preserve our rights. The three-day event offers a unique platform for firearm enthusiasts, professionals, and families to connect, learn, and celebrate the awesome culture surrounding firearms.

1. DEFINITIONS

Tiger Tora Consulting LLC and Pew Peeps are hereinafter referred to as “Expo Management.”

“Vendor” means the company named on the Pew Peeps Expo Vendor Application, Vendor License and its representatives. “Vendor Representatives” include the Vendor’s directors, officers, employees, contractors, volunteers, guests and any other individuals authorized to use Vendor’s name to gain admission into the Expo.

The Pew Peeps Expo hereinafter shall be referred to as “Expo.” The Expo consists of the area inside and outside the Expo exhibition Facility, including, without limitation, the leased grounds of the Facility, the Expo’s exhibit halls, meeting rooms, designated parking lots, and air space, as well as venues of Expo-sponsored events

These Vendor Rules & Regulations, the Exhibition License Terms and Conditions (“License Terms”), the Exhibit Display Regulations, the online Vendor Resource Center, the Facility Rules, and all other rules, regulations and policies governing the Expo and Facility, in existence or as amended from time to time, are generally hereinafter referred to as “Rules and Regulations” and can be found on pewpeeps.com. These Rules and Regulations shall be applicable to all Vendor business activities relating to or affecting the Expo wherever and whenever they may occur, the “Vendor Activities”).

2. LOCATION AND DATES

The site of the Pew Peeps Expo is The Henry B. Gonzalez Convention Center, located at, 900 E Market St, San Antonio TX, 78205. The dates and hours are:

Vendor Move-In (Exhibit Hall):

6/18 Thursday, Move-in 6:00AM-11:59PM

****Approved Vendor Appointed Contractors may enter the hall at 6:00 a.m. each Move-In day.**

****Vendors are issued “target times” for the arrival of Expo freight. These times will be announced a minimum of 90 days before event. Missing your target time may result in off-target fees.**

Expo Days:

6/19 Friday, Show Hours 10:00 am-6:00 pm

6/20- Saturday, Show Hours 10:00 am-6:00 pm

6/21- Sunday, Show Hours 10:30 am-5:30 pm

Vendors, Vendor Media, Manufacturer Reps and Approved Vendor Appointed Contractors are permitted to enter at 6:00 am

Vendor Move-Out:

6/21- Sunday, 5:31 pm-11:59 pm

6/22- Monday, 6:00 am- 11:59 pm

****For security reasons, labor will not be permitted in the hall until 7:00pm after Expo closing on Sunday. Firearm crates will be returned first followed by remaining cartons and containers.**

3. APPLICATION, FEES, PAYMENTS, CANCELLATIONS

A. Vendor Application & Exhibition License

To vend at the Expo, companies must complete, sign and return a Vendor Application. The application includes the terms and conditions of a license to exhibit at the Expo which should be reviewed carefully by the Vendor and its representatives. By signing the application, the Vendor is agreeing that it and its representatives will comply with all license terms and conditions (See License Terms). **Vendor enrollment closes on December 8th, 2023.**

B. Approval to Vend

All Vendor Applications are subject to review and approval by Expo Management. Vendors shall be limited to those companies or other entities offering materials, products, or services of specific interest to Expo attendees that directly pertain to the function and industry to which the Expo relates. Management reserves the right to determine the appropriateness and/or eligibility of any product or services displayed or promoted. See License Terms.

C. Vendor Space Fees

C.1. To Sell goods in the state of Texas, all Vendors must have a Texas Sales Tax Permit on file with the Expo. The permit is free and can be found at (<https://comptroller.texas.gov/taxes/permit/>)

C.2. The cost for Standard Vendor (Solid Peep) Space is \$21.00 per net square foot. Qualifying discounts require additional approval and/or criteria to be met (Section D Vendor Types)

- i. Premium Peep Vendors receive a \$3 per net square foot discount
- ii. "Early Bird" Solid Peep Vendors receive a \$1.50 per net square foot discount
- iii. \$500 per corner, surcharge, Inline = 1, Peninsula = 2, Island = 4

C.3. The cost for Table Vendor (Smol Peep) spaces are \$500.

- i. \$50 per corner, surcharge, Inline =1 (only)

C.4. Badge quantities for personnel will be given for each booth based off square footage of booth space. Each additional badge will be \$50.

- i. Smol Peeps Tables = 2 badges
- ii. Booth size 10x10= 4 badges
- iii. Booth size 10x20= 6 badges
- iv. Booth size 10x30= 8 badges
- v. Booth size 20x20= 12 badges
- vi. Booth size 20x30= 18 badges
- vii. Booth size 30x30= 22 badges

D. Vendor Types

i. "Premium Peep" Vendors are those defined as approved Vendors for limited, specific Sponsorship slots. Premium Peep Vendors must fill out a Sponsor Registration Form and be approved for the limited, Premium Peep slots. Premium Peeps are entitled to the \$3 per net square foot discount as well as the Premium Peep Perks as defined in the Payment Schedule & Sponsor Tiers document.

ii. "Solid Peep" Vendors are those defined as general Vendors of the show.

iii. "Early Bird" Vendors are those defined as Solid Peep Vendors that apply to the Expo before the specified date of September 30th, 2023 and are entitled to the \$1.50 per net square foot discount.

iv. "Smol Peep" Vendors are those defined as 6' single-table Vendors. Smol Peeps will have a designated area of in-line space, be given one 6' table and two chairs.

E. Payment Schedule

Payments may be made by ACH, wire transfer, or check. Physical checks must be made payable to Tiger Tora Consulting LLC and mailed to Tiger Tora Consulting LLC, 15338 NE 96th PLC, Redmond, WA 98052. Bank wires are permitted, and account information is provided by requesting from Expo Management. If vendor space is licensed after any of the listed dates, the amount corresponding to the most recently passed date is due at the time to secure participation. Unless otherwise agreed-upon by Expo Management, in its sole discretion, payment terms are as follows:

- i. Initial Deposit, with application, of Fifty Percent (50%).
- ii. On or before December 8th, 2023 at least Fifty Percent (50%) of booth space costs must be paid.
- iii. On or before February 1st, 2024, any remaining balance due on booth space must be paid. Any payments, regardless of what it is to be applied to, that is sent after February 1st, 2024, must be made by credit card or sent by bank electronic wire transfer to Tiger Tora Consulting LLC bank. All bank fees incurred will be the responsibility of the Vendor.

F. Vendor/Booth Space Changes

Changes or modifications to booth space, including, without limitation, booth size, configuration or location, following submission of a Vendor Application are prohibited without the prior written approval of Expo Management. Approval may be withheld in Expo Management's discretion. Expo Management reserves the right to assign and change booth space upon written notice to Vendor.

- I. Vendors may share or sublet their booth space with other vendors, however all vendors including shared and sublet vendors must be approved by Expo Management.
- ii. Refunds Due to Vendor Cancellation, Withdrawal and Downsizing. Withdrawal from the Expo or cancellation of all or a portion of any booth space by Vendor must be made in writing to Expo Management. The issuance of refunds is subject to the sole discretion of Expo Management.

If approved, the refund schedule below shall apply. Refunds are calculated from the date that written notification of cancellation is received by Expo Management and without regard to when Vendor submitted its booth space application or other extenuating factors. Refunds and liquidated damages are based on full booth space fee and not the deposit. Vendors canceling a portion of their booth space cannot apply deposits for the canceled portion to the remaining space. Expo Management shall not be liable for interest on any amount refunded. Vendor is responsible for any fees associated with withdrawal from the Expo or booth cancellation.

Effective following Vendor's application and license of booth space, through December 7th, 2023, Expo Management may retain up to 25% of the booth fee of each space canceled, as liquidated damages.

- ii. Beginning December 8th, 2023, through May 1st, 2024, Expo Management shall retain up to 50% of the booth fee of each space canceled, as liquidated damages.
- iii. No refunds are given after May 1st, even if the Expo is sold out. With explicit written permission, Vendors may be able to sublet/sell their space to another vendor.

G. Sponsorship/Advertising

All advertising insertion orders must be paid in full prior to the installation of Vendor's display and are non-cancellable and non-refundable. No credits will be given for any advertising that has been paid for but canceled.

In the event Vendor withdraws or cancels its participation in the Expo, Vendor shall be responsible for full payment of all advertising. Management reserves the right to reallocate such advertising space at its discretion. All advertisements are subject to approval by Management, in its sole discretion. Vendor agrees that Management shall not be liable in the event of any errors or omissions in advertising or in any promotional material. Management reserves the right to offer new products or positions throughout the Expo cycle. Resale of advertisement must be approved by Expo Management in writing.

4. ELIGIBILITY

Expo Management reserves the right to determine and verify the eligibility of Vendors and their products and services at any time. Ineligible Vendors and products and services that are found to be in violation of Expo Rules and Regulations, or that do not otherwise meet Expo objectives, as solely determined by Expo Management, shall be prohibited.

A. Vendor Categories.

To vend in the Expo, Vendor must meet at least one of the following criteria and meet the pertinent interests of the Expo:

i. Artist/Creative Goods

An Artist/Creative Goods vendor is an individual or entity that utilizes creative skills to produce and offer unique products for sale. This can be defined as art, painting, photography, or any other reasonable medium of creative nature to be sold.

ii. Content Creator/Influencers

Content creators/Influencers are defined as an individual or entity that produces and shares various forms of media content, such as videos, articles, podcasts, or social media posts by using digital platforms and channels to distribute their work, engaging with an audience and building a following.

iii. Manufacturers

Manufacturers are companies that have products to display which are manufactured, packaged or marketed under Vendor's proprietary trade style or brand name. Companies that exhibit as a Manufacturer can only display those products for which it is the manufacturer and exclusive rights holder to distribute the product(s) in the United States.

iv. Service Providers

Service providers may exhibit and promote only those services provided to, or for, the industry served by the Expo.

v. Exclusive Distributor

A company that has an exclusive contract or agreement to sell a particular proprietary brand of products in the United States shall be considered an Exclusive Distributor. Exclusive Distributors must provide Expo Management documentation to substantiate their exclusive distributorship arrangement in advance of the Expo. Expo Management has the unilateral right to terminate the Agreement of an Exclusive Distributor, at any time, if the Exclusive Distributor fails to provide a letter of appointment to Expo Management that is valid through the 2024 Expo.

Only those products, brands, trade names, logos or intellectual property for which the Exclusive Distributor has the exclusive U.S. distribution rights in the United States may be exhibited or promoted displayed in the exhibit. Products, services or brands for which an Vendor is a non-exclusive seller may not be displayed, referred to in line cards, catalogs, signs, flyers or brochures, or depicted anywhere in the exhibit.

B. Permitted Products

- i. Laws & Regulations. Vendor and Vendor Representatives shall comply will all federal, state and local laws and regulations applicable to the display, sale, and promotion of its products and services and other activities conducted at the Expo.
- ii. Intellectual Property Rights Infringement. The Expo is committed to the principle that intellectual property rights (IPR) are to be respected. To this end, Expo Vendors may only display products and services they own, or that they are properly licensed to promote. It is the responsibility of intellectual property rights owners to take the necessary actions before, during and after the Expo to protect their IPR. The Expo does not provide intellectual property rights protection services and except in exceptional circumstances does not intervene in IPR disputes. Expo Management can provide Vendors with resources that may assist in protecting their IPR. Of course, the Expo will respect lawful court orders and injunctions, as well as instructions from law enforcement. See Intellectual Property Rights Policy included in the Vendor Resource Center.
- iii. Firearms Eligibility: Any firearm that may be legally sold by a federally licensed firearms dealer (Type 01) **may be displayed, but not sold** in the Expo.
- v. Firearms Inspection. All firearms brought into the Expo must be inspected for safety to ensure it is completely deactivated (e.g., firing pin removed or shaved making it inoperable) as specified in 5.B. below. As a convenience to Vendors, Pew Peeps Expo Safety Advisors will visit each booth prior to the first Expo day to inspect and tag all firearms. Any firearm not inspected or entering the Expo on the last day of setup and after the safety inspection has taken place, must be brought to the Safety Advisors Office. Firearms should be carried to the Safety Advisors Office in an enclosed case for security purposes.

C. Prohibited Products

i. Firearms

The direct sale of any firearm on the show floor is strictly prohibited.

ii. Ammunition

The direct sale, display, and/or possession of live ammunition of any kind is strictly prohibited.

iii. **Miscellaneous**

Including, but not limited to: blackjacks, boot knives, brass knuckles, resin knuckles, cat-shaped, spiked, buckle knives, butterfly knives, cane knives, darts, flags, flamethrowers, kits for converting semi-automatic firearms to fully automatic including autosears, maps, martial arts weapons, spring blade knives (exception only for law enforcement in which spring blade/assisted opening knives of a high quality made exclusively for law enforcement may be displayed), star-shaped throwing weapons, wallet knives, and swords of any type.

iv. **Adult Content**

We do not allow the open sales of any type of adult-deemed material (not limited to DVDs, VHSs, pornographic images/artwork). No adult material may be viewed, sold or distributed, and we require that vendors not bring adult-themed material at all. Pew Peeps Expo reserves the right to judge the acceptability of all displays. In addition, questionable material (such as paraphernalia directly promoting hate and/or inciting real violence) are prohibited.

5. PRODUCT SAFETY & PROHIBITIONS

A. Ammunition and Propellants

No live ammunition, ignitable powder, live primers, primer carriers, or percussion caps will be allowed in the exhibit halls.

- i. All dummy center-fire type ammunition must have a hole (min.060 inches in diameter) drilled through the primer at the point where the firing pin would impact (or have no primer inserted in the pocket). Drilling through case sidewall is strongly encouraged.
- ii. All primers and percussion caps must be obviously deactivated, and must have a hole (min.060 inches in diameter) drilled through the cap at about where it would be struck by the firing pin or hammer.
- iii. All dummy rim-fire-type ammunition must have a hole (min.060 inches in diameter) drilled through the base of the shell.
- iv. Primers which have been deactivated by firing must have a hole (min.060 inches in diameter) drilled through the base of the shell.
- v. Black powder breech-loader primer carriers are not allowed in the exhibit hall at any time.

B. Firearms

Firearms must be rendered incapable of firing or discharging any cartridge, shell, round or load. This rule equally applies to Vendors of component parts (e.g. firing pins) that may utilize firearms to demonstrate their products.

- i. Any real or simulated discharge of firearms with an audible report is strictly prohibited. This prohibition applies to firearms on physical display or used in live demonstrations at the Expo.
- ii. Recorded or televised broadcasts featuring firearms that produce an audible report (e.g. hunting or shooting Expos) must be kept at a reasonable volume so as not to inconvenience, annoy, endanger, or interfere with the rights of other Vendors and visitors or impede or obstruct the operation of the Exhibition. Expo Management reserves the right in its sole discretion to

determine acceptable sound levels and may inspect booths that include audible reports of firearms in their media presentations.

iii. A trigger lock or any device, material or mechanism designed to limit the action is not an acceptable method of making a firearm inoperable.

iv. Actions must be capable of being opened to permit inspection of the chamber to determine whether it is loaded.

v. This describes the only methods approved by Expo Management for rendering firearms inoperable. No other methods of rendering firearms inoperable will be permitted by Expo Management unless otherwise determined in writing by Safety Advisors.

C. Carbines, Rifles and Shotguns

i. Smokeless powder-type firearms must be rendered inoperable before being brought into the exhibit hall in one of the following ways: by removal of their firing pins, shortening their firing pins so they cannot contact the primer or any surface of fixed ammunition that can be chambered in the firearm, or by permanently obstructing the chamber so a projectile cannot exit the barrel.

ii. Black powder percussion-type rifles and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their percussion cap nipple(s) or blocking each nipple orifice.

iii. Black powder flintlock-type rifles and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their flints.

iv. Black powder breech loading rifles and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their primer carriers.

v. Firearms including antique, and black powder firearms using other firing novel firing mechanisms not previously mentioned must be disabled with the consult of the Pew Peeps Expo Safety Advisors

D. Handguns

i. Conventional smokeless powder-type handguns must be rendered inoperable before they are brought into the exhibit hall in one of the following ways: by removal of their firing pins, shortening their firing pins so they cannot contact the primer or any surface of fixed ammunition that can be chambered into the firearm, or by permanently obstructing the chamber so a projectile cannot exit the barrel.

ii. Black powder percussion-type handguns must be rendered inoperable before they are brought into the exhibit hall by removal of their percussion cap nipple(s), or blocking each nipple orifice.

iii. Black powder flintlock-type handguns must be rendered inoperable before they are brought into the exhibit hall by removal of their flints.

iv. In addition to rendering handguns safe, while on display, handguns shall be affixed permanently, by means of chains or aircraft cable (not over 3 feet in length) to the Vendor's counter, to its back or to a display island or stand to prevent potential theft. Nothing shall prevent Vendors from employing higher levels of security.

E. Non-Powder Actuated Guns

- i. Because it is difficult to deactivate these types of guns, they will be exempt from deactivation requirements. No gas (CO₂, air, or other propellant) cylinders, except those which are empty and drilled or punctured, will be allowed in the exhibit hall. If a cylinder is placed in a Non-Powder Actuated Gun (e.g. an Airsoft gun), it must be immediately obvious upon inspection that the cylinder has been deactivated.
- ii. Pellets, "BB's" or projectiles of any type for Non-Powder Actuated Guns (e.g. an Airsoft gun), on display must be affixed or glued down to containers or packaging so that individual pieces are not loose or available to be chambered. When boxes and containers for projectiles are on display, they must be empty.
- iii. Any real or simulated discharge of Non-Powder Actuated Guns is strictly prohibited.
- iv. Shooting galleries and shooting containers are not permitted.
- v. Battery packs for AEG or other electronically actuated airsoft guns must be removed to prevent firing.

F. Paintball Markers (Guns) & Accessories

- i. Any real or simulated discharge of paintball markers is strictly prohibited.
- ii. Paintballs and Projectiles: Loose paintballs or projectiles of any type are not allowed in the exhibit hall. When boxes and containers of projectiles are displayed, they must be empty. Opening the container and pouring a clear epoxy over the contents or using superglue to seal the lid on the container are acceptable methods of sealing.
- iii. Miscellaneous Items: Grenades, claymores, mortars and any other items containing paint and/or compressed gas or any other type of propellant must be made or rendered inoperable. Compressed gas must be removed and the cylinder drilled as indicated below. Any other propellant must be removed. Paint must be removed (you may replace the paint with water).

G. Gas Cylinders. Gas (CO₂ or air) cylinders, except those which are empty and drilled or punctured are not allowed in the facility. If a cylinder is attached to a marker, it must be immediately obvious upon inspection that the cylinder has been deactivated.

H. Blow Guns. All blow guns must be sealed and/or firmly and permanently fixed in original packaging so that the blow gun may not be removed, or be firmly and permanently "plugged" at the nozzle making the blow gun incapable of shooting a projectile.

I. Bows and Arrows. For Vendor displays in exhibit halls, all arrows must be sealed and/or firmly and permanently fixed in original packaging so that individual arrows may not be removed, or firmly and permanently fixed to the display in such a way as to prevent their being fitted into a bow, or at least one side of the nock must be removed, rendering the arrow incapable of being shot from a bow.

J. Crossbows. Crossbow strings must be "fixed" using a cable tie so as to be incapable of movement or have arrow track blocked so that an arrow cannot be loaded into the cross bow and propelled.

K. Chemical Defense Sprays. All canisters must be visibly disabled and empty. To visually disable, canisters must be drilled with a hole (min .060 inches in diameter) through the base.

L. Stage Props and Blank Guns. Stage props and blank guns must have their firing pins removed.

6. EXHIBIT SPACE ASSIGNMENT

A. Space Selection Process

After the published deadline for submitting the Vendor License Agreement, the Booth Space Selection Order will be determined on a first-come-first-serve basis within each vendor class in the following order of payment received:

- i. Premium Peep, in order of descending Sponsor tier in accordance with the with the Payment Schedule & Sponsor Tiers document.
- ii. Solid Peep, in order of date of payment received.
- iii. Smol Peep, in order of date of payment received.

Expo Management shall have sole discretion to penalize Vendors who violate Expo rules. While Expo Management will make every effort to accommodate a Vendor's booth preferences, the awarding of assignment of booths (including relocation requests) are at Expo Management's sole and absolute discretion. Expo Management may consider, but will not be bound by, a Vendor's booth requests. Expo Management may suspend or discontinue the Vendor's space selection process and/or modify space selection rules at any time. The method of determining space assignment is established by Expo Management and may be changed from time to time without notice to Vendors in order to accommodate that which Expo Management determines as being in the best interest of the Expo.

B. Floor Plan

Expo Management reserves the right to rearrange Vendors or adjust the floor plan to accommodate the best interest of the Expo. The floor plan maintained by Expo Management shall be the official floor plan. Changes may occur at any time to accommodate Expo needs.

E. Booth Change Requests and Process

Post Space Selection, in order to be assigned a new booth if one becomes available, a Vendor must be current in accordance with their given payment plan for all Vendor fees.

F. Sharing or Subletting Booth Space

Vendors may share space with another Vendor only with prior written consent and approval from Expo Management.

7. OPERATION AND CONDUCT

A. Vendors and Vendor Representatives. Vendors and Vendor Representatives shall comply with all applicable Expo rules concerning their conduct, including the following rules. Failure to abide by Expo rules will result in penalties, up to and including a permanent ban from attending the Expo.

i. Attendants, employees, models, and other Vendor Representatives must confine their activities to their licensed exhibit space and may not engage in solicitation or promotional activities outside their booths. It is recommended that business meetings occur within contracted booth space to ensure privacy and to avoid the appearance of suitcasing/outboarding.

ii. Vendors and Vendor Representatives may not enter the exhibit space or loiter in the area of another Vendor without permission from that Vendor, and at no time may anyone enter an exhibit space that is not staffed.

iii. Vendors and Vendors Representatives shall not photograph or video an exhibit or product of another Vendor.

iv. NO loud, abusive or defamatory language, harassment, or other unprofessional or inappropriate behavior at Pew Peeps Expo event, in communications with Pewe Peeps Expo staff or on Pew Peeps Expo digital platforms.

v. Vendors and Vendor Representatives may not register or otherwise assist non-qualified attendees in gaining admission into the Expo.

B. No Advertising Outside designated booth Space. Vendor Representatives shall not post or exhibit any signs, advertisements, Expo bills, lithograph posters or cards of any kind on or in any area of the Exhibition Facility, except within the Vendor's booth space and upon such space as is made available for such purposes by the Facility. Nothing can be affixed to the walls, columns, carpet, concrete or pavement, nor can anything be projected on space or areas beyond Vendor's booth space without written permission.

C. Booth Noise. Music or noise emitting from the exhibit space cannot exceed 75 decibels or be at volume that in the sole judgment of Expo Management creates an unreasonable interference with the ability of other Vendors to conduct business in their booth. Vendors receiving requests from Expo Management to reduce the music volume or noise level must conform immediately to the request or be subject to having the power to the sound system disconnected. If after receiving a second warning that they are in violation, the power to the sound system will be disconnected for the remainder of the day. If there is a third violation, the power will be disconnected for the remainder of the Expo. .

D. Promotional Activities & Items. Management retains sole discretion to approve, control, or prohibit what, where and when promotion activities may occur and the types of promotional items that may be distributed. Vendors should be mindful that guests travel far and wide for the Expo and may be subject to TSA rules for items. Be mindful of the TSA's list of prohibited items when selecting promotional giveaways. The right to distribute or broadcast advertising,

marketing and promotional information and items of any nature in Exhibition hotels during the Exhibition is reserved to Expo Management. Vendor shall not independently engage in or make arrangements with the Facility or Exhibition hotels to conduct such activities. Any information or items to be distributed or broadcasted are subject to separate license issued by Expo Management in its sole discretion.

E. **Objectionable Exhibits.** Expo Management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, conducted activities, method of operation, or any other reason, and also to prohibit or evict any exhibit which in the opinion of Expo Management detracts from the general character of the Exhibition or jeopardizes Expo safety, at Vendor's sole expense. This reservation includes persons, things, conduct, printed matter or anything Expo Management judges to be objectionable in its sole judgment. In the event of such restriction or eviction, Expo Management shall not be liable for any refunds or reimbursements of any amount paid to the Expo or third party. Vendor hereby expressly waives any right and all claims, actions or demands for damages, costs and expenses, including without limitation, legal fees, lost profits, and costs of goods sold, against the Facility, Expo Management, their directors, officers, employees, contractors and/or other authorized representatives for such restriction or removal.

F. **Business Licenses, Permits, and Authorizations.** Vendors are responsible for acquiring state and local licenses and complying with any special permitting and authorization. See License Rules.

G. **Food and Beverage.** Alcoholic beverages may not be served within a Vendor's exhibit space without written consent from Expo Management. Alcoholic beverages may not be served during exhibit move-in or move-out under any conditions. The official Facility caterer must provide food and/or beverage items served within a Vendor's booth space. Preparation of food within the contracted booth space is prohibited. Vendor cannot bring into the Facility any food or beverages of any kind, without the prior written permission from the Facility's official caterer.

H. **Electrical and Lighting.** Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory, and must conform to the electrical codes and regulations as indicated in the Vendor Display Rules. Electrical power and full lighting will be supplied to exhibits at a predetermined time.

I. **Inspection.** All displays will be inspected during move-in days for compliance with the Expo's Rules and Regulations and any exhibit modifications required by Expo Management shall be made prior to Expo opening at Vendor's sole expense. If modifications are not made by Vendor, Expo Management will instruct its official contractors to make any necessary adjustments, at Vendor's sole expense. Moreover, Vendor shall be responsible for all costs associated with ensuring any activities and displays it may have inside or outside the Facility, are safe and regularly inspected throughout the duration of the Expo. Expo Management shall not be responsible for any damages whatsoever should an activity or display be terminated or removed by Expo Management. .

J. Insurance. See the License Terms.

K. Prohibited Equipment / Materials / Chemicals. Vendor will not put up or operate any engine or motor or machinery on the premises, excepting normal equipment utilized to set up and dismantle exhibits, or use or store oils, burning fluids, camphene, kerosene, naphtha or gasoline for either mechanical or other purposes, or any agent other than electricity for illuminating purposes.

L. Hazardous Materials. Harmful or noxious odors or fumes must be negligible and contained within the display. Hazardous materials are prohibited unless approved in writing by Expo Management. Vendor is responsible for the proper care, handling, security, removal, and disposal of all hazardous materials entered upon Facility premises by Vendor, as required by current Environmental Protection Agency or other applicable standards in effect at the time of occupancy. Disposal of hazardous materials or toxic waste must comply with all city, state, and federal laws.

M. Damages. See License Terms.

N. Intellectual Property Rights.

i. The "Pew Peeps Expo" names, logos and images are trademarks or registered trademarks of Tiger Tora Consulting LLC and Subject to the Pew Peeps Expo Trademark Branding Guidelines, Vendor is granted a non-exclusive, royalty-free, revocable license to use these trademarks in their advertising and marketing materials, including websites, to promote their exhibition participation through the last date of the exhibition to which this License pertains. Pew Peeps Expo Trademarks shall not be used on any items for sale or distributed in exchange for other consideration or in any manner that expresses or implies that the Expo or Management endorses, sponsors or otherwise supports Vendor's activities. Use of Pew Peeps Expo Trademarks by licensees and other authorized parties shall adhere to the following rules: (a) Pew Peeps Expo Trademarks shall only be used in the form and manner as prescribed. See accompanying Style Guidelines For Use of the Pew Peeps Expo Trademarks; (b) Pew Peeps Expo Trademarks should always bear the correct trademark symbols (®, SM, TM); (c) When using a Pew Peeps Expo trademark, the appropriate symbol should appear after the first and most prominent use of the mark. If the trademark is repeated several times, it is not necessary to continue using the symbol with the trademark; Pew Peeps Expo Trademarks shall not be used in any manner that expresses or implies, or could be construed to express or imply, that the Pew Peeps Expo is affiliated with or endorses, sponsors, certifies, or otherwise supports third party products, services, or opinions; and (d) Pew Peeps Expo Trademarks should not be used in any manner that might harm Pew Peeps Expo reputation or goodwill or the Tiger Tora Consulting LLCs ownership rights in the Pew Peeps Expo Trademarks.

ii. Management is firmly committed to the laws prohibiting counterfeiting and infringement of the intellectual property rights (e.g., copyrights, trademarks, trade dress, patents, etc.) associated with the products and services that Vendors display. In the event it is determined by either

Management, in its sole discretion, or a court of competent jurisdiction that an Vendor or attendee has violated third party intellectual property rights, the Vendor or attendee will risk immediate Vendor Rules & Regulations removal from the Exhibition and exclusion from future exhibitions, in addition to any other sanctions Management may impose in its sole discretion or as permitted by law.

O. Accidents/Incidents. Any accident or incident involving or occurring in Vendor's booth, or relating to Vendor's Representatives, must be reported to Expo Management as soon as possible. Expo Management will create a report of the incident, and where applicable, provide Vendor with an Incident Report to document injuries, theft, and damage.

P. Lotteries, Contests & Games of Chance. The operation of games of chance during the Expo, including sweepstakes, raffles, drawings, contests, lotteries; gambling or gaming devices; or tournaments, pools or wagering, whether real or simulated is permitted only to the extent allowed by applicable state and local laws where the Exhibition takes place and only within the confines of an Vendor's booth. Games of chance conducted by Vendors prior to the Expo shall comply with Expo attendee admission and eligibility requirements and rules prohibiting the transfer of Expo badges. Vendors are responsible for all logistics involved with the organization and operation of their games of chance or other promotion, including, without limitation, collecting entries and notifying winners.

Q. Photography/Video/Recording.

i. Photography and videography is only allowed of consenting individuals and participants over the age of 18 unless parental consent has been provided in writing.

R. Music / Photographs / Other Copyrighted Material. Vendor acknowledges that any live or recorded performances of music or broadcast of other copyrighted materials, by or on behalf of Vendor at the Exhibition must be licensed from the appropriate copyright owner or its licensing agent. Vendor represents and warrants to Management that it will take full responsibility for obtaining any necessary licenses to play or perform such music, or broadcast other copyrighted materials, and agrees to defend, indemnify and hold harmless Management from any damages, losses or expenses incurred by Management due to Vendor's use of such music or copyrighted materials (without limitation to any other rights of Management with respect thereto). The proper licenses must be posted in Vendor's booth and available for inspection immediately upon Management's request or the appropriate licensing agency.

S. Service Animals. The use of animals for marketing products or services is prohibited at the Expo. Only properly identified on-duty ADA recognized service animals or Mil/LE/Fire K-9 are permitted at the Expo, and absolutely no corporate branding is permitted on the service animals aside from identification relating to its recognition as a service animal. Only service dogs which

are trained to do work or perform tasks for the benefit of a qualified individual with a disability are permitted. Emotional support animals are not permitted at the Expo.

T. Sponsorships & Outside Activities. Sponsorships and activities taking place outside an Vendor's booth or outside of the exhibit halls may have rules or guidelines different from those contained in these Vendor Rules & Regulations. Unless explicitly stated to the contrary in any sponsorship agreement between such sponsor and Expo Management, the terms herein shall govern the rules applicable to such activities.

U. Child Policy. No one under the age of 6 (including infants) shall be admitted on to the Expo floor. This policy applies to all Expo attendees including attendees, Vendors and media. Daycare is not provided.

V. Remote Controlled Transport Devices. The use of drones, UAV's, hoverboards, wheeled transport devices, remote controlled vehicles and similar devices are strictly prohibited on the Expo floor (except for mobility devices required by persons with disabilities or devices expressly permitted by the Expo Management in writing). The Expo has undertaken reasonable efforts to ensure that the Expo will be a safe environment for all visitors, and the prohibition on these devices is consistent with the standards and practices for general safety.

8. MOVE-IN / MOVE-OUT / EXHIBIT INSTALLATION & DISMANTLE

A. Freight Target Times. Vendors are assigned a specific date and time by Expo Management to systematically unload freight at Expo site. Missing this time may result in additional fees. However, this does not apply to hand-carry freight. Vendors may also ship freight to [location pending], prior to the Expo. Any freight received at the [location] will be delivered according to target times. Vendors shipping direct to the Convention Center prior to the Expo must meet the assigned target time and date.

B. Material Handling. All material handling during move-in and move-out, as well as the movement of empty crates and the operation of material handling equipment, must be performed by [Handler], except as indicated below. [Handler] has the responsibility of managing docks for the smooth and efficient move-in and move-out of the Expo. [Handler] is not responsible for any material it does not handle. Vendors may "hand carry" material, provided material handling equipment is not used. "Hand carry" Vendors may not be permitted access to the loading dock or freight door areas. All goods and exhibits must be received at designated receiving areas. All goods and exhibits must be plainly marked and all charges prepaid.

C. Labor. The Vendor agrees to abide by all agreements between Expo Management, [Handler], the Facility, or any of its agents pertaining to using union labor in the exhibit areas, and to abide by all labor regulations. Expo Management is not liable for changes in union regulations. A labor entity has jurisdiction through a labor agreement with [Handler] for the erection, touch-up

painting, dismantling and repair of all exhibits when such work is done by persons other than Vendor's full-time company personnel. This work includes wall coverings, floor coverings, pipe and drape, painting, hanging of signs and decorative materials from the ceiling, placement of all signs and the erection of platforms used for exhibit purposes. The labor entity's jurisdiction does not cover the placement of Vendor's products on display, the opening of cartons containing Vendor's products, nor the performance, testing, maintenance or repairs of Vendor's product. If full-time company personnel are utilized to set an exhibit, they should carry positive company identification, such as a medical identification card, payroll stub, or have a company payroll report available. This rule prohibits the utilization of workers hired from a non-union agency or company. Vendor personnel may set-up the booth, provided the booth, walls, and fixtures can be completed without use of saws, pipe wrenches or power tools. Hand tools, electric drills and screwdrivers can be used for installation. For safety reasons, Vendors may not do any installation work that requires standing on a ladder over 30 inches high.

D. Display Installation Deadline. Unless otherwise excepted due to late target times, all displays must be in place by 11:59 p.m. on the last move-in day. Display material, cartons and refuse must be removed from the aisles, and empty crates labeled and ready for removal by 11:59 p.m. on the last move-in day.

E. Late Installation. If installation of any exhibit has not started by 3:00 p.m. on the last move-in day, then Expo Management shall erect the exhibit and Vendor will be billed for and agrees to pay for all charges incurred. Expo Management shall not be liable for damages that may occur during this installation.

F. Space Abandonment. Any space not claimed and occupied by 3:00 p.m. on the last move-in day, may be resold or reassigned by Expo Management, without obligation on the part of Expo Management for any refund to the Vendor whatsoever. Space abandonment will result in penalties, up to and including a permanent ban from attending the Expo.

G. Removal of Product or Equipment. The removal of product and equipment prior to Expo requires that Vendor obtain a merchandise removal pass from Expo Management.

H. Timely Dismantle. Vendor agrees to dismantle display as soon as practical after the end of the Expo. If teardown of the exhibit has not commenced by 2:00 pm the day after Expo close, then Expo Management shall have the exhibit dismantled at the Vendor's expense. Vendor agrees to dismantle display as soon as possible if requested by Expo Management for a violation of Expo rules at Vendor's sole expense.

I. Early Move-out. Vendor shall not initiate move-out or abandon its exhibit prior to the official Expo closing time on the final Expo day. Space abandonment will result in penalties, up to and including a permanent ban from attending the Expo.

J. Safety Requirements / Smoking. Vendor shall not allow its display to block the view of, or impede access to fire alarm boxes, fire hose cabinets, fire extinguishers, fire strobe lights, or other safety equipment. Smoking is prohibited in the Facility.

K. Outbound Freight. All carriers must check-in no later than seven (7) hours prior to your target move-out time. If Vendor's carrier does not check-in prior to seven hours before its targeted move-out time, [Handler] will reroute the shipment, at Vendors' expense. Vendor freight will be sent with an official freight carrier of [Handler] or sent back to [Handler]'s warehouse where storage fees will accrue if carrier fails to meet check-in deadline. Freight fees under these conditions are generally greater than those paid inbound by the Vendor. Vendor further agrees to indemnify and hold Expo Management harmless against any and all claims which may arise from the dismantling, including without limitation, damages to the premises, the display or personal injury due to holding over by Vendor past its allotted time of occupancy. Vendor Rules & Regulations

L. Security. Vendor personnel should remain in the contracted exhibit space until Vendor's display materials are secured and accepted by the freight carrier or otherwise removed by Vendor. Expo Management and [Handler] assume no responsibility for exhibit material left unattended in the exhibit hall during move-in or move-out. Submission of a Material Handling Agreement to General Service Contractor does not transfer responsibility to [Handler]. For more information relating to security provided, see License Terms.

9. Vendor VIOLATIONS. See License Terms.