

1. RULES & REGULATIONS - The following rules and regulations are part of the exhibitor's contract and each exhibitor shall be bound by such rules and regulations set forth herein and by any such amendments or additional rules and regulations which may be established by The Expo Connection LLC.

2. EXHIBITS - The Show Management reserves the right to determine the eligibility of any company or product for inclusion in exhibition space and may reject its inclusion at its sole discretion. Lotteries, drawings, guessing games or prize contests of any kind sponsored by individual Exhibitors are subject to Show Management approval and scheduling. Display material must be confined to the individual Exhibitors own booth area. No placard, stickers, or other signs relating to non paid exhibiting firms will be allowed in individual exhibits or anywhere else in the show. No confetti, horns, bells, alarms, or flashing lights will be permitted to be operated. No amplifiers, television receivers or loudspeakers may be operated in the individual exhibits except with the signed approval of Show Management. No tape, pins, staples on/in table skirt, cloth or drape. No helium balloons allowed without show management approval and completed balloon waiver. No advertising or printed material, which in the Show Management's opinion is undignified or otherwise objectionable, shall be distributed. Exhibitors have the right to distribute brochures and other printed matter approved by Show Management, only from the space occupied by them and no other way. The Exhibitor agrees that its exhibit shall be admitted and shall remain from day to day solely on strict compliance with these Rules and Regulations" and any other rules communicated by the Show Management to the Exhibitor. The Show Management reserves the right to reject, eject or prohibit any exhibit in whole or part, or the Exhibitor or his representative, with or without giving cause. If the Exhibitor is ejected by the Show Management, there shall be no payment of any amount paid by the Exhibitor.

3. PAYMENT OF SPACE - No exhibit will be permitted to be placed in the exhibition space until full payment has been made.

4. SUBLETTING OF SPACE - No exhibitor shall assign or sublet the whole or parts of the space allotted or exhibit therein, any programs or services other than those specified in the contract for exhibit space unless such is ore-approved in writing by the Show Management.

5. SALE OF MERCHANDISE - Merchandise sales must comply with all local, state, federal laws and regulations. In addition you must be in compliance with all alcohol laws as they apply and the rules and regulations of the facility itself.

6. LIMITATION OF LIABILITY - The Exhibitor agrees to hold the Facility, The Expo Connection LLC, Show Management harmless and blameless and will make no claim for any reason whatsoever, including negligence, against Show Management, its officers, agents, employees, or the lessors or owners of the Facility for loss, theft, damage or destruction of property, nor for any injury to it or its employees, agents, or invitees while in the Facility. Each Exhibitor shall purchase its own insurance coverage sufficient to insure against any possible liability, This insurance shall name The Expo Connection LLC as an additional insured.

7. CARE AND STAFFING OF EXHIBITS - All coverings of exhibits must be removed and exhibitor staff must be on duty not later than one-half hour PRIOR to the published opening hours of the show. Conversely, exhibitor staff MUST remain at the booth until closing. Actual full-time occupancy or staffing of exhibit space by exhibitor personnel is mandatory. Exhibitors failing to comply with this requirement shall forfeit their rights to said space as well as any and all monies paid. In addition, Show Management may use said space in such manner as it may deem in the best interest of the show. Management may also, at the direct expense of any negligent exhibitor, employ persons to staff any un-staffed exhibit A show fine of \$50 per hour will be imposed or levied upon any exhibitor, for each and every hour, or part thereof, that any exhibit is left without staff (We recommend that two people be available to staff booths for meals, breaks, etc.) No more than four representatives for an 8' x 10', 7' x 10', or 10' x 10' booth, three for smaller booths, and two for tabletop shows, may occupy a single booth at a time.

8. DEFAULT IN OCCUPANCY - Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space as provided for in the signed contract. If not occupied, such space may be possessed by Show Management for such purposes as it may see fit in which case, the Exhibitor shall pay full rental for such space. Failure of enforcement of any provision hereof by Show Management shall not be deemed as a waiver with respect to such provision after demand by Show Management for strict performance of this agreement.

9. COMPLIANCE WITH LAWS - Exhibitors shall not engage in any display, publication, performance, or other activity which is in conflict with any applicable law, regulation, rule or ordinance, nor shall exhibitor, or its representatives or employees, engage in any lewd display, publication or performance. Exhibitor will be responsible for obtaining all necessary governmental permits and tenses. Exhibitor shall comply with any rules promulgated by the owners or manager of the Trade Show premises.

10. NO GUARANTEE OF ATTENDANCE - Show Management does not guarantee specifics volumes or levels of attendance at the Event.

11. FIRE AND SAFETY LAWS - Exhibitors are responsible for complying with all Federal, State and City laws.

Wiring must comply with fire department and underwriter's rules. Smoking in exhibits is forbidden. Crowding will be restricted. No exhibitor shall bring into the facility any combustibles. No open flame candles allowed in exhibit space. All decorations must be dame proof, and an affidavit including such flame- proofing must be available for inspection by Fire Department Representatives.

12. TEAR DOWN - NO DISPLAYS ARE TO BE DISMANTLED PRIOR TO THE END OF THE SHOW. Any exhibitor dismantling prior to the end of the show will be fined \$200.

13. LABOR - The Exhibitor must comply with union work rules where applicable and provide workmen's compensation coverage where applicable, all at its sole expense.

14. INSURANCE -Fire, loss theft, and personal liability insurance, must be procured by the Exhibitor at its own expense and The Expo Connection LLC must be named as an additional insured.

15. ATTENDANCE - The Show Management shall have sole control over attendance petes at all times.

16. RESCHEDULING OF EVENT POLICY - Certain events can preempt a show. If the Exhibit is not held within five years of the original dates all Exhibit fees will be returned subject to Section 18 below.

17. CANCELLATION OF EXHIBIT SPACE - In the event of cancellation by the Exhibitor, no show or other fees will be refundable.

18. ACTS OF GOD, FIRE, STRIKES, TERRORISM, ETC. - In the event that any outside cause such, as war, in or outside the United States of America, fires, strike, terrorism or Act of God such as: earthquakes, or other emergency prevents the Exhibit from being held, Show Management may retain such part of Exhibitor's rental as shall be required to compensate management or the Facility for expenses incurred up to the time such contingency shall have occurred.

19. AMENDMENT TO RULES - Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be decided solely by the Show Management. These Standards may be amended at any time by the Show Management without notice and all amendments so made shall be binding on the Exhibitor.

20. ATTORNEY'S FEES AND COSTS - In the event of the use of an attorney by Show Management to enforce any part of the Contract all costs, including reasonable attorney's fees will be paid by the Exhibitor.

21. USE OF EXHIBIT - The Show Management may, at its discretion at any time, use photographs, videos, logos and testimonials of any exhibitor for its own publicity use.

22. PRIZES AND GIVEAWAYS - All prizes and giveaways that have not been picked up at The Expo Connection LLC main office within two weeks after the show become the property of show management.

23. ENTIRE CONTRACT - This instrument contains the entire Contract between the parties relating to the subject matter hereof. The parties have made no contracts, representations or warranties, relating to the subject matter hereof which are not set forth herein. No modification of this Contract shall be valid unless made in writing and signed by the parties hereto.

24. CHOICE OF LAW - This contract shall be governed by and construed in accordance with the laws of the State of Tennessee, State of Georgia, and State of Alabama.

25. USAGE - As used herein, the masculine, Feminine and neuter gender, and the singular and plural numbers, shall each be allowed to include the other unless the context dearly indicates to the contrary.

26. ASSIGNMENT - The parties' rights and obligations under this Contract shall not assignable without permission of the other party.

27. ARBITRATION - In the event of any dispute between or among any of the parties concerning the construction or interpretation of this Contract or the performance or breach of any party, the dispute shall be resolved by binding arbitration subject to the rules and procedures of the American Arbitration Association then pertaining, except as follows:

- The sites of arbitration shall be in Hamilton County, Tennessee;
- There shall be three (3) arbitrators whose majority decision shall be final;
- The arbitrators shall be bound to apply and follow the laws of the State of Tennessee as they exist by statute, court decision and otherwise and
- The arbitrators shall not be empowered to award attorney's fees, costs and expenses of arbitration to any party. Arbitration shaft commence by the written demand of any party, served upon the other party as notice is required to be served under this Contract.

28. NO THIRD PARTY RIGHTS - These Exhibitors Regulations govern the conduct of exhibitors at the Event and are not to be construed as conferring any right or benefit upon any third party.

29. SAMPLING - All exhibitors must comply with sampling and alcohol policies of the facility at exhibitor's expense.

30. ACCEPTANCE-This document shall not constitute a contract between the parties until acceptance by the Show Management.

EXHIBIT IN



November 10, 2007

Saturday 10:00 a.m. - 5:00 p.m.

Von Braun Center

700 Monroe St., S.W.

Huntsville, AL 35801

*Showcase your products & services at
Huntsville's only Kids Expo!*

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Rocket City Kids Expo

is Huntsville's only live resource for Parents where they can shop for products and services for their children, toddler & baby.



EXHIBITOR CONTRACT
November 10, 2007
Saturday 10:00 a.m. - 5:00 p.m.
Von Braun Center
700 Monroe St., S.W.
Huntsville, AL 35801

Please complete all steps.

Step 1: Exhibiting Company Information

Company name (Name to put on ID tent card)

Address: _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

What Will You Exhibit _____

Contact Person _____ Title _____

Contact Person's E-mail _____

Website _____

Step 2: Booth Packages

- () Standard Booth (10' x 10').....\$499
- () Additional Booths (10' x 10').....\$399
- () Showcase Booth (10' x 20').....\$999

Step 3: Additional Exhibitor Options Available:

Check all that apply

- () Electricity.....\$50
- () Corner Booth (as available).....\$50
- () Expanded Exhibitor Listing.....\$99

Grand Total \$ _____

Step 4: Payment

- Check - make payable to: The Expo Connection
- Mastercard Visa Amex Discover

Credit Card Number _____ Exp. Date _____

Three number security code on back of your credit card _____

Cardholder's Name _____

The undersigned herein referred to as exhibitor has read and agrees to the "Rules & Regulations." Fax signatures are considered binding as original. By signing, if you have supplied us with credit card information you agree you are the authorized credit card holder and that you authorize to be charged.

Name _____

Authorized Signature _____

Date: _____

Please mail or fax your Exhibitor Contact to:

The Expo Connection LLC
5800 Lovell Field Loop, Chattanooga, TN 37421
Fax: 866-467-6966 / Phone: 866-596-EXPO (3976)
Email: info@RocketCityKidsExpo.com / www.RocketCityKidsExpo.com

Parents will find it all at the Rocket City Kids Expo. Kid's nutrition and health information. B-day ideas, Pre-school & Private school information, family photographers, Day-care information, Children's clothing, Developmental toys, Educational tools, Children's books, College planning, Playground equipment, Baby & kid's furniture, Cooking information, Kid's entertainment, Health Insurance choices, Financial planning Kid's exercise information, Family vacation choices and more!

Rocket City Kids Expo is fun! Parents, children, toddlers and babies will find all sorts of activities: Baby & kids fashion show, Diaper dash (Baby Race), Arts & crafts, Clowns, Face painting, Hula a-hoop contest, Jump castles, Giant inflatable slides, Karaoke contest, Magician, Science experiments and more!

SALES! SALES! SALES!

If you have a product or service that is marketed to Mom's or towards Children Toddlers and Babies then you need to be exhibiting at the Rocket City Kids Expo!

According to www.marketsearch.com, American children represent a dynamic retail market, influencing on estimated \$500 billion dollars in total retail spending.

ADVERTISING & PROMOTION

Promotion to include major prize giveaways

Major Media to Include: Additional Advertising to Include:

- Television promotion
- Radio Spots
- Newspaper ads
- Magazine ads
- Website
- Opt-in E-mail blasts
- Internet Marketing
- Public relations campaign
- Coupon distributions
- and More!

PUBLIC SHOW DATES/HOURS

November 10, 2007
Saturday 10:00 a.m. - 5:00 p.m.

EXHIBITOR SETUP/DISMANTLE

Setup: Friday, November 9, 2007
3:00 p.m. - 7:00 p.m.
Saturday, November 10, 2007
8:00 a.m. - 9:00 a.m.

Dismantle: Saturday, November 10, 2007
5:01 p.m. - 8:00 p.m.



WEBSITE ADD ON LISTING/LINK

\$99 (This price is in addition to your package) Listing will remain up until show time.

Every aspect of our advertising campaign is focused on directing everyone to the official expo website: www.RocketCityKidsExpo.com. Your expanded Exhibitor listing includes:

- A 50 word description about your company that you write (description must be approved by show management).
- A link to your website.

ELECTRICAL

\$50. This is for a standard electrical outlet. Please call for special electrical needs.

PAYMENT

We accept Check, Mastercard, Visa, Amex and Discover.

PLACEMENT ON THE FLOORPLAN

Companies are placed on the floorplan based upon when we receive your payment. We finalize the floorplan one week prior to the event. When you come to the event, please go to "Exhibitor Registration," and at that time we will let you know where you are located on the floorplan.

EXHIBITOR PACKAGE

Once we receive your contract and payment, we will send you an Exhibitor package which will include pertinent show information as well as your show badges.

Booth Packages

Standard

- \$499 first booth, \$399 each additional booth, add \$50 for a corner aisle location
- 10' x 10' pipe and drape booth space.
- 1 draped table
- 2 chairs
- 1 exhibitor ID tent card
- 2 exhibitor badges*

Showcase (Limited # available)

- \$999
- 10' x 20' pipe and drape booth space
- Prime location on end of aisle with two corners
- 2 draped tables
- 4 chairs
- 2 exhibitor ID tent cards
- 4 exhibitor badges*

*Additional exhibitor badges are available for \$3 each.



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