

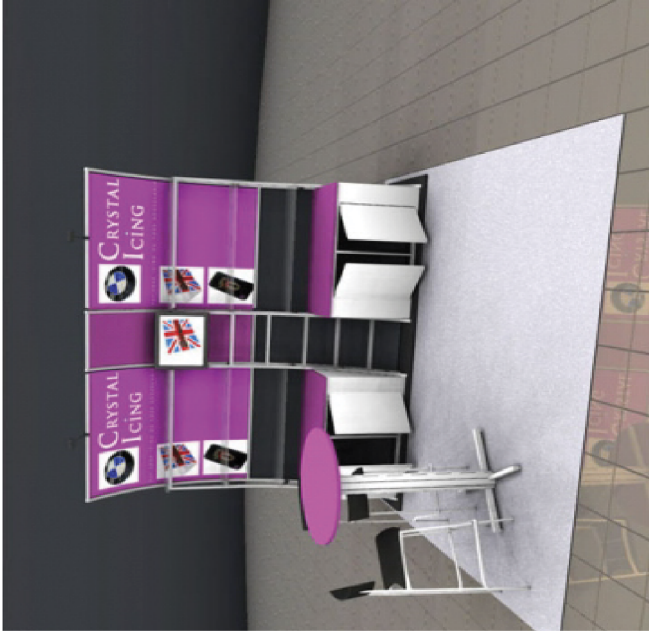
MWAA Sponsor Showcase Display Rules and Requirements

All vendors wishing to exhibit in the Sponsor Showcase must apply before June 17, 2011 and be approved by the MWAA.

Only Premium Sponsors:
Platinum Wheat,
Golden Wheat and
Harvest Moon Sponsors
may exhibit in the
Sponsorship Showcase

Maximum
Overall Height
of Display
above floor
12 feet

Maximum Overall Depth
Platinum Wheat = 24 feet
Golden Wheat = 16 feet
Harvest Moon = 12 feet



Maximum Overall Width
Platinum Wheat = 24 feet
Golden Wheat = 16 feet
Harvest Moon = 12 feet

Specific Rules for Exhibitor Displays in the Sponsorship Showcase

All exhibitor spaces for Premium Sponsors depend on the level of sponsorship. They may extend only to a height of 12 feet. The Width and Depth depend on the sponsorship level. See the charts at left. **All exhibitor displays must safely and entirely fit within this space. Exhibitors may use a booth display or a table top display. The MWAA will provide up to three skirted 8' long by 30" wide tables for each Premium Sponsor exhibitor, if needed.** A draped curtain or separation will be behind each display. Some displays may have side separators. All exhibitor electrical connections and wiring must conform to the hotel's local fire code. Exhibitors may place materials under the tables as long as the table skirt fully covers them draping normally. Exhibitors may use a custom table skirt as long as it is in good condition and entirely covers the table top and drapes to the floor in front and on the sides.

All electrical, telephone and IP connections must be ordered in advance from the MWAA exhibitor registration site. Electrical and IP connections are free for premium sponsors. All other services incur additional charges.

General Rules for Exhibitors and Their Displays

Exhibitors displays must be in good taste and must be safe. Exhibitors and their displays may not create either audio or noise that is excessively loud nor have lights, pictures or video that are objectionable. The MWAA Officers will be final arbiters of whether a display violates the MWAA exhibitor display rules. If an exhibitor or exhibitor display is found to be in violation of the rules, the exhibitor will be notified and must immediately correct the violation. Failure to do so will result in the exhibitor being banned from further participation in the MWAA conference. Registration as an exhibitor for the MWAA conference will be understood to be a exhibitor's acceptance of these rules.