

Americas Food & Beverage Show
Miami, Florida
October 29-31, 2007
Deadline: August 23

This is a unique hemispheric event that gives exhibiting companies exposure to U.S., Caribbean, Mexican, Central and South American buyers. Last year, 156 U.S. companies participated, reporting sales of \$125 million. Products most sought were **grocery products, juice and beverages, exotic foods, meat, poultry and seafood.**

For more information, please see [Americas Food & Beverage](#) contact Pamela.Sherard@usda.gov or call 202-720-7409. You may also visit www.americasfoodandbeverage.com/.



Open Up
GLOBAL OPPORTUNITIES



USA Pavilion
IFE Americas 10th Americas Food & Beverage Show and Conference

FLOOR PLAN

UPDATED June 25, 2007

To reserve a booth contact
Terri Sullivan
NASDA Show Management

(703) 934-4700

or e-mail
afb@cmgexpo.com



IFE Americas

10th Americas
Food & Beverage
Show and Conference

October 29-31, 2007

Miami Beach
Convention Center
Miami, Florida USA

1000	1002	1004
901	903	905

AISLE 900 **GA**

Nong Shin
911

1014	1016	1018	1020	1022	1024	1026
915	917	919	921	923	925	927

900	902	904
801	803	805

AISLE 800 **NY**

Sargento Foods
908
Bodine
809

914	916	918
815	817	819

922	924	926
823	825	827

MN

Lindsey Olive Company	800	802	804	806	808	810	Cuisine Solutions
Idaho Potato Comm.	701	703	705	707	709	South Carolina	

AISLE 700

Island Desserts	814	816	818	820	822	824	826		
Big Chef	715	Michigan Bean Commission	717	719	721	723	725	Little Caesar	727

PS Int'l	700	Tropical Delight Daiquiris	702	704	706	708	710	Dairy Farmers of America
601	603	605	607	609	611			

AISLE 600 **U.S. Meat Export Federation**

Mrs. Clark's Foods	714	716	718	720	722	724	726	
615	617	619	621	623	625	627		

PA

LA

600	602	604	606	608	610
Jetro Cash & Carry	501	San Francisco Chocolate Factory	509	Clabber-girl	511

AISLE 500

Cosmopolitan International Consulting	614	618	620	622	624	626	Bard Valley Growers Assoc.	
515	517	519	521	523	525	527		

IL

MIAMI BEACH
CONVENTION CENTER
OVERVIEW

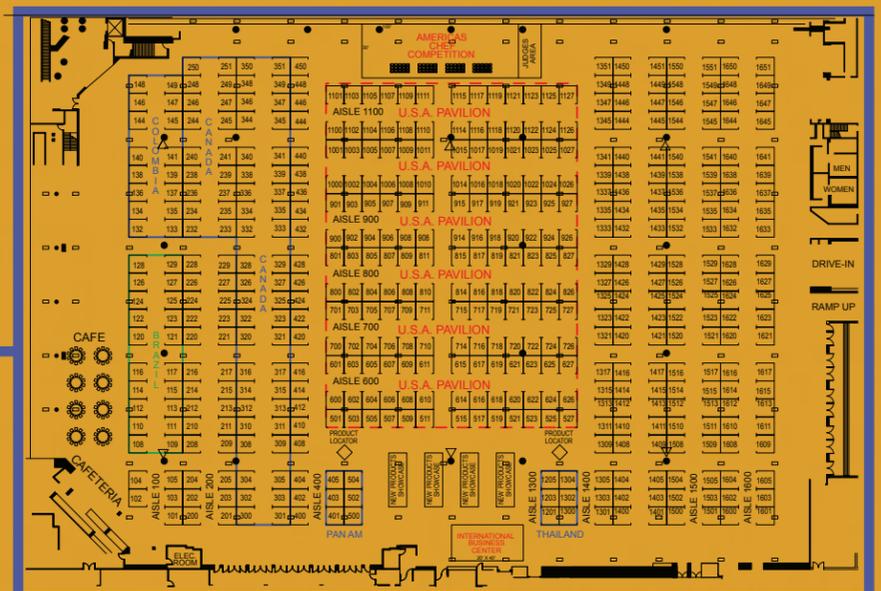
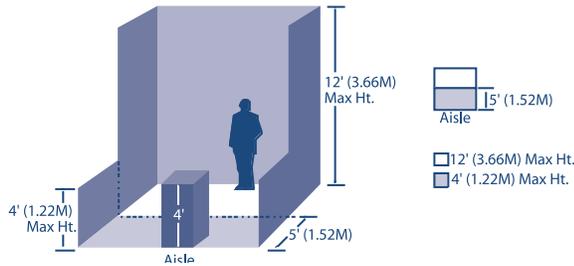


EXHIBIT CONSTRUCTION GUIDELINES

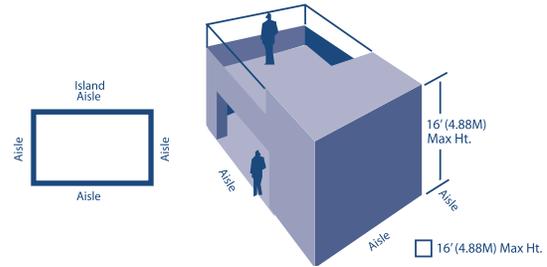
PERIMETER WALL BOOTH

Definition: Standard booth located on the outer-perimeter wall of the exhibit floor.



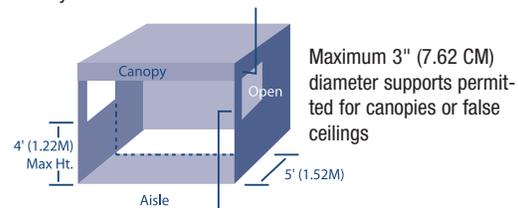
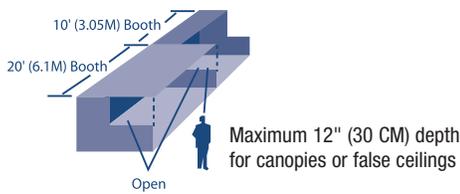
ISLAND BOOTH

Definition: Island-Exhibit with aisles on four sides.



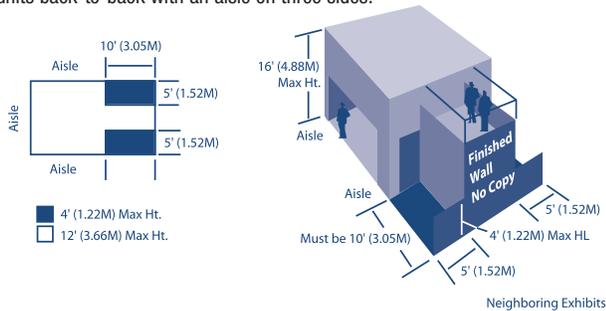
CANOPIES AND CEILINGS

Definition: An exhibit component supported over an exhibitor's space for decorative purposes only.



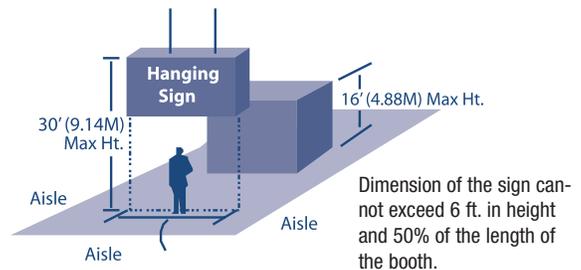
PENINSULA BOOTH

Definition: Exhibit with one or more display levels in four or more standard units back-to-back with an aisle on three sides.



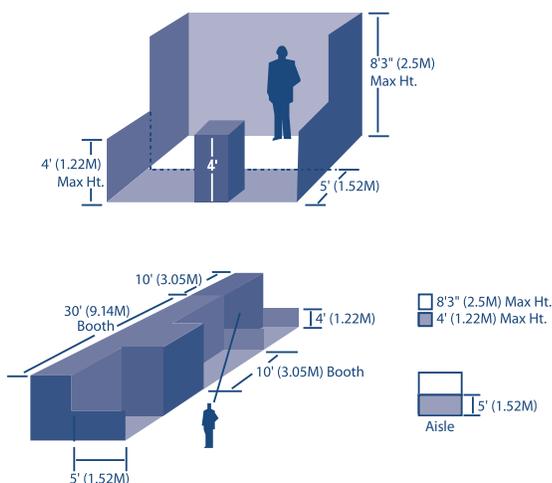
HANGING SIGNS

Definition: An exhibit component suspended above an Island or Peninsula exhibit for the purpose of displaying graphics or identification.



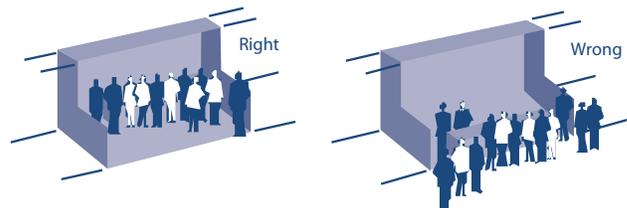
BACK-TO-BACK BOOTH

Definition: One or more standard units in a straight line (minimum booth size is 10' x 10' = 100 square feet).



DEMONSTRATIONS/SAMPLING

Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.



MACHINERY/EQUIPMENT

Machinery and equipment may be displayed in a manner comparable to actual industrial utilization, but should be positioned so as to minimize interference with sightline into neighboring booths and shall be no closer than 12" from the aisle.

Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line.



Open Up

GLOBAL OPPORTUNITIES

USA PAVILION • OCTOBER 29-31, 2007
MIAMI BEACH CONVENTION CENTER

Animal-Pet Foods (1001)

- 1003 Animal Care Products
- 1007 Bird Seed

Beverages (1010)

- 1008 Alcoholic Beverages
- 1015 Beer, Ale, Lager
- 1018 Cocktail Mixes
- 1020 Cocoa
- 1021 Coffee
- 1023 Drink Mixes
- 1026 Fruit Drinks
- 1027 Iced Tea
- 1029 Isotonic Drinks
- 1031 Juices: Citrus
- 1033 Juices: Non-citrus
- 1036 Lemonade
- 1039 Malt Beverages
- 1009 Non-alcoholic Beverages
- 1041 Orange Juice
- 1043 Soft Drinks
- 1045 Tea
- 1047 Vegetable Juices
- 1050 Water
- 1053 Wine/Wine Coolers

Bakery Goods (1056)

- 1059 Bagels
- 1061 Baking: Flour & Mixes
- 1063 Biscuits & Biscuit Mixes
- 1065 Bread
- 1066 Cakes & Cake Mixes
- 1071 Dough
- 1073 Flour
- 1075 Matzos
- 1077 Muffins
- 1081 Pancake Mixes
- 1083 Pies—Tarts

Confectionery (1085)

- 1087 Cheese Cakes
- 1089 Chocolate and Chocolate Products
- 1090 Coconut Brittle
- 1091 Cookies, Crackers
- 1093 Desert Foods
- 1096 Desert Toppings & Fillings
- 1097 Hard Candies
- 1099 Marshmallows
- 1101 Pastries
- 1103 Peanut Brittle

Convenience Foods (1104)

Dairy Products (1106)

- 1108 Butter
- 1111 Cheese
- 1114 Coffee Creamer
- 1117 Frozen Yogurt
- 1119 Ice Cream & Ice Milk
- 1123 Milk
- 1126 Yogurt

Dietetic Foods (1129)

- 1128 Sugar Substitutes
- 1130 Low Sodium Foods

Ethnic Foods (1131)

- 1133 Cajun Foods
- 1135 Chili
- 1138 Couscous
- 1141 Egg Rolls
- 1143 Gazpacho
- 1144 Halal Foods
- 1146 Indian Foods
- 1149 Islamic Certified Foods
- 1151 Italian Foods
- 1152 Kosher Foods
- 1153 Lebanese Foods
- 1156 Mexican Foods
- 1159 Oriental Foods
- 1162 Tabouli
- 1165 Tamales
- 1168 Tex-Mex Foods
- 1171 Tortillas
- 1174 Wontons

Foods: Frozen (1177)

- 1181 Beef: Frozen
- 1184 Frozen Dinners & Entrees
- 1188 Fruit: Frozen
- 1191 Meats: Frozen
- 1194 Pork: Frozen
- 1195 Poultry: Frozen
- 1196 Turkey: Frozen
- 1197 Vegetable: Frozen

Fruit: Dried (1200)

Fruits: Fresh (1203)

- 1205 Apple Products
- 1207 Apples
- 1211 Apple Sauce
- 1213 Apricots
- 1215 Avocados
- 1216 Blackberries
- 1218 Blueberries
- 1221 Carambolas: Star Fruit
- 1225 Cherimoyas
- 1228 Cherries
- 1231 Cherries: Maraschino
- 1235 Cranberries
- 1237 Dates
- 1239 Fruits: Citrus
- 1241 Fruits: Cocktail
- 1242 Grapes
- 1243 Grapefruit
- 1245 Huckleberries
- 1247 Kiwi Fruit
- 1251 Kumquats
- 1253 Lemons
- 1256 Limes
- 1259 Lychees
- 1261 Mandarins
- 1263 Mangos
- 1265 Muscanides & Products
- 1268 Nectarines
- 1271 Oranges
- 1273 Papaya
- 1276 Passion Fruit
- 1280 Peaches

- 1283 Pears
- 1286 Plums
- 1289 Raisins
- 1291 Raspberries
- 1293 Strawberries
- 1295 Tangelos
- 1297 Tangerines

Grocery Products (1300)

- 1303 Additives
- 1306 Amaranth
- 1309 Bouillon
- 1311 Canola Oil
- 1313 Cereal
- 1316 Cheese Substitutes
- 1319 Chowder
- 1321 Citrus Oil
- 1323 Coating Mixes
- 1326 Concentrates
- 1329 Condiments
- 1332 Corn Oil
- 1333 Croutons
- 1335 Dips
- 1339 Dressings
- 1341 Eggs & Egg Products
- 1343 Flavorings
- 1346 Fruit: Canned
- 1349 Fruit: Processed
- 1351 Fruit: Purees
- 1353 Gift Foods & Items
- 1355 Ginger
- 1357 Herbs
- 1359 Hops
- 1362 Horseradish
- 1365 Ice Cream Cones
- 1367 Ketchup
- 1370 Lard
- 1372 Main Entrée, Pre-Mix
- 1373 Maple Products
- 1375 Margarine
- 1379 Marinade
- 1381 Mayonnaise
- 1383 Mille
- 1385 Mixes
- 1388 Mustard
- 1391 Oats & Oat Products
- 1394 Oils & Fats
- 1396 Pasta
- 1399 Peanut Butter
- 1402 Popcorn
- 1406 Quiche
- 1409 Relish
- 1411 Rice
- 1414 Sauces
- 1417 Salsa
- 1420 Salt
- 1423 Sandwiches
- 1426 Sauerkraut
- 1429 Shortening
- 1431 Soup—Stews
- 1433 Soybeans & Soy Products
- 1436 Spices & Seasonings
- 1439 Syrup
- 1441 Tartar Sauce
- 1443 Toppings

- 1446 Vegetable Oil
- 1449 Vinegar
- 1451 Wheat & Wheat Products
- 1453 Wild Rice

Health Foods (1457)

- 1460 Granola
- 1461 Internal Breath Freshener
- 1463 Natural Foods
- 1466 Organic Foods
- 1469 Sprouts
- 1471 Tofu
- 1474 Vegetarian Foods
- 1477 Vitamins

Ingredients (1478)

- Jams, Jellies, Marmalades & Preserves (1480)**
- 1483 Chutney
- 1485 Honey
- 1488 Molasses
- 1490 Pectin

Meat (1493)

- 1496 Bacon
- 1498 Bar-B-Q
- 1500 Beef: Jerky
- 1503 Beef Products
- 1506 Bologna
- 1509 Buffalo
- 1511 Corned Beef
- 1514 Deli Products
- 1515 Game
- 1517 Ham
- 1519 Hot Dogs
- 1521 Jerky
- 1524 Lamb
- 1527 Meat: Canned
- 1529 Meat: Cured
- 1531 Meat: Deli Style
- 1534 Meat: Processed
- 1537 Meat: Products
- 1539 Meat: Smoked
- 1540 Ostrich/Emu
- 1541 Pastrami
- 1546 Pigs Feet
- 1549 Pork
- 1551 Pork: Processed
- 1553 Salami
- 1556 Sausage
- 1559 Veal
- 1561 Venison & Products

Nurseries (1563)

- 1566 Christmas Trees
- 1569 Ferns
- 1572 Fertilizer: Organic
- 1575 Flowers
- 1578 Nursery Stock—Citrus
- 1581 Seeds & Seed Treatment
- 1584 Trees & Shrubs
- 1588 Wood Chips & Chunks
- 1591 Wreaths

Poultry (1594)

- 1597 Chicken
- 1600 Duck & Ducklings
- 1603 Poultry Products
- 1606 Quail
- 1609 Turkey

Seafood (1612)

- 1615 Bluefish
- 1618 Catfish
- 1621 Caviar
- 1625 Clams
- 1628 Clam Tongues
- 1631 Crabs
- 1635 Crawfish
- 1639 Fish
- 1641 Fish: Canned
- 1644 Halibut
- 1647 Herring
- 1651 Lobster: Live & Frozen
- 1654 Mackerel
- 1657 Mussels
- 1660 Oysters
- 1663 Salmon
- 1665 Sardines
- 1668 Scallops
- 1671 Shark
- 1674 Shrimp
- 1677 Sturgeon
- 1679 Trout
- 1682 Tuna

Seeds & Nuts (1685)

- 1688 Almonds
- 1691 Cashews
- 1693 Grains
- 1696 Hazelnuts
- 1699 Oil Seeds
- 1702 Peanuts
- 1705 Pecans
- 1709 Pistachios
- 1712 Sunflower Seeds
- 1715 Walnuts

Snack Foods (1718)

- 1721 Chips & Crisps
- 1724 Pretzels

Specialty Foods (1728)

- 1731 Breakfast Food
- 1733 Canned Foods
- 1736 Canned Meals
- 1739 Gourmet Foods
- 1741 Hors d'oeuvres
- 1743 Microwavable Foods
- 1746 Pizza & Toppings
- 1749 Prepared Meals
- 1751 Retail Foods
- 1754 Shelf Stable Food

Vegetables: Fresh (1756)

- 1759 Alfalfa Sprouts
- 1762 Asparagus
- 1767 Beans
- 1771 Beans: Dry
- 1773 Bean Products
- 1776 Beets

- 1779 Black-eyed Peas
- 1781 Cabbage
- 1783 Carrots
- 1786 Cauliflower
- 1789 Celery
- 1791 Corn
- 1793 Corn Products
- 1795 Garlic
- 1797 Leeks
- 1799 Lettuce
- 1802 Mushrooms
- 1805 Okra
- 1806 Olives
- 1807 Onions
- 1809 Parsley
- 1812 Peas
- 1815 Peppers
- 1818 Pickles
- 1821 Potatoes & Potato Products
- 1824 Prunes
- 1827 Radishes
- 1829 Salad & Salad Mixes
- 1831 Shallots
- 1833 Spinach
- 1836 Squash
- 1838 Tomatoes & Tomato Products
- 1841 Vegetables: Canned
- 1844 Vegetables: Processed
- 1847 Yams
- 1851 Zucchini Sticks

Services (1852)

- 1856 Associations
- 1858 Exporting Services
- 1861 Information & Consulting Services
- 1862 Market Research & Development
- 1865 Publications
- 1867 Services & Information
- 1873 U.S. Federal Organizations
- 1874 U.S. State Organizations/Departments of Agriculture

Tobacco Products (2100)

- 2111 Cigarettes
- 2121 Cigars



Open Up GLOBAL OPPORTUNITIES

USA PAVILION • OCTOBER 29-31, 2007
MIAMI BEACH CONVENTION CENTER

1. Please complete the entire Exhibit Space Application & Contract. Type or print legibly and sign at the bottom.
2. Make a copy of both sides of the Exhibit Space Application & Contract for your records.
3. The data collected from the Exhibit Space Application & Contract will be printed in the 2007 Exhibit & Show Guide. It is the responsibility of the exhibiting company to notify NASDA Show Management in writing of any changes that impact the accuracy of this information.
4. Make checks payable to: NASDA.
5. Mail original contract with payment to:
U.S.A. Pavilion—NASDA Show Management
10474 Armstrong St. Fairfax, VA 22030
Fed Tax ID #: 52-0845105

1. COMPANY INFORMATION

• By completing the following, you are making a formal application for exhibit space, which will become binding upon confirmation from NASDA Show Management. The person listed as tradeshow contact will receive all mailings/billing related to exhibiting.

Company Name _____ Directory Reference (A–Z) _____
 Street Address _____
 City _____ State _____ Zip Code _____ Country _____
 Telephone _____ Toll-Free _____ Fax _____
 Company E-mail _____ Web Site _____
 Tradeshow Contact Name _____ Title _____
 Contact E-mail _____ Contact Direct Number/Extension _____

2. SPACE REQUIREMENTS

- Please refer to the official exhibit construction guidelines when determining booth preferences.
- Minimum booth size: 10' x 10' = 100 sq. ft. Exhibitors in 10' x 10' booths may not share space under any circumstances.

Our desired exhibit size: _____ ft. (depth) by _____ ft. (frontage) for a total of _____ sq. ft.
 State Pavilion Exhibitor—We will be participating in the _____ State Pavilion. Our State Assigned Booth number is _____
 Independent Exhibitor—Our Exhibit Booth Preferences: 1. _____ 2. _____ 3. _____ 4. _____

3. ASSIGNMENT INFORMATION

• To assist in the assignment of exhibit space, please provide the following information:
List those companies who have product lines competitive with yours:

1. _____ 2. _____ 3. _____ 4. _____

4. EXHIBIT & DIRECTORY LISTINGS

- You will be listed in the official "Show Guide"

Please refer to the Product Category List and enter up to six (6) category numbers that describe your products.

Category Number 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

• International Sales Contact: _____ Title: _____ E-mail: _____

• Regions in which you are most interested in marketing your products:

- | | | | | |
|--------------------------------------|--|--|---------------------------------|---|
| <input type="checkbox"/> Canada | <input type="checkbox"/> Caribbean | <input type="checkbox"/> Central America | <input type="checkbox"/> Mexico | <input type="checkbox"/> South America |
| <input type="checkbox"/> USA | <input type="checkbox"/> Western Europe | <input type="checkbox"/> Eastern Europe & Russia | <input type="checkbox"/> Asia | <input type="checkbox"/> Southeast Asia |
| <input type="checkbox"/> Middle East | <input type="checkbox"/> Australia & Oceania | <input type="checkbox"/> Africa | <input type="checkbox"/> Brazil | <input type="checkbox"/> Worldwide |

• International Business in which your company is interested:

- | | | | | |
|---------------------------------------|---|--|---|-------------------------------------|
| <input type="checkbox"/> Direct Sales | <input type="checkbox"/> Licensing Agreements | <input type="checkbox"/> Agents/Distributors | <input type="checkbox"/> Joint Ventures | <input type="checkbox"/> Purchasing |
|---------------------------------------|---|--|---|-------------------------------------|

• Sales Activities that apply to your company:

- | | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> Currently Exporting | <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Distributor |
| <input type="checkbox"/> New to Exporting | <input type="checkbox"/> Service Provider | <input type="checkbox"/> Retailer |

• Please list any languages other than English that will be spoken in your booth: _____

5. ACCEPTANCE AS BINDING CONTRACT FOR EXHIBITOR

- Please read Exhibit Rules and Regulations regarding payment for space. • Cost per square foot: \$24.00

Cost calculations: _____ total sq. ft. x \$24.00/sq. ft. = \$ _____ Booth Cost

- We have paid our State Department of Agriculture directly. Our payment is enclosed in the amount of \$ _____. (U.S. funds payable to NASDA).
- 50% deposit of total space cost due if submitted prior to May 4, 2007. • Payment in full must accompany Application after May 4, 2007.
- Cost to exhibit includes participation in the ECRM Marketgate Global Sourcing Portal and pre-scheduled one-on-one meetings with prospective international buyers.

6. PAYMENT INFORMATION

- Check Credit Card

Please make checks payable to **American Food and Beverage**. Payments must be made in U.S. funds and drawn on a U.S. Bank. (U.S. money orders preferred).

Credit Card Information: Visa MasterCard American Express

Account Number _____ Expiration Date _____

Cardholders Name (as it appears on the card) _____

Signature of Cardholder _____

We agree to abide by all of the Exhibit Rules and Regulations governing the Exposition as stated on the back of this application.

Name (please print) _____ Title _____

Signature _____ Date _____

NASDA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs or marital or familial status. Persons with a disability requiring alternative means of communication of program information should contact NASDA at 202.296.9680.

FOR CMG USE ONLY:

Date Received _____
 Company Number _____
 Check# _____
 Deposit Received \$ _____
 Booth Assigned _____
 Depth _____ x Frontage _____
 Total Square Ft. _____
 Pavilion Code _____
 By _____



Open Up Global Opportunities

at the IFE Americas

10th Americas Food & Beverage Show & Conference

EXHIBIT RULES AND REGULATIONS

The 2007 U.S.A. Pavilion is sponsored by the National Association of State Departments of Agriculture, hereinafter referred to as "NASDA". The U.S.A. Pavilion is held in conjunction with IFE AMERICAS—10th Americas Food & Beverage Show & Conference, sponsored by Americas Trade & Exhibition Company LLC hereinafter referred to as "ATEC". Show Management for the U.S.A. Pavilion is Convention Management Group, hereinafter referred to as "CMG". The show will be held at the Miami Beach Convention Center, hereinafter referred to as "MBCC".

1. THE EXHIBIT SPACE RENTAL CHARGE IS \$24.00 PER SQUARE FOOT. Applications for exhibit space submitted before May 4, 2007 must be accompanied by a minimum of 50% of the total space rental charge with the balance due on May 4, 2007. Applications submitted after May 4, 2007 must be accompanied by payment in full of the total space rental charge. Any exhibit space that has not been paid for in full by May 4, 2007 can be reassigned or canceled without refund of deposit at the discretion of show management. APPLICATIONS WILL NOT BE PROCESSED OR ASSIGNED EXHIBIT SPACE WITHOUT THE REQUIRED PAYMENT.
2. NO REFUND FOR EXHIBIT SPACE, EVEN IF SPACE IS RESOLD, OR ECRM MEETINGS, WILL BE MADE AFTER May 4, 2007. Any company canceling their contracted exhibit space after May 4, 2007 will forfeit payments previously made to NASDA and will be liable for payment of the full contract amount due. All cancellations or space changes must be in writing. In addition, the right to use the complimentary registrations granted by this contract will be left to the discretion of NASDA.
3. IF THE EXHIBITION IS NOT HELD, EXHIBITOR'S PAYMENT WILL BE REFUNDED. Should the exposition be canceled or abandoned, the limit for claim for damages and/or compensation by the exhibitor shall be the return of the amount already paid for space in this specific event. Should the exposition be curtailed or abandoned in part, the limit of claim for damages and/or compensation by the exhibitor shall be the return of the prorated amount the exhibitor already paid for the space for the canceled portion of this specific event. However, exhibitors will not be reimbursed if the exposition is canceled, postponed, curtailed or abandoned due to an act of war, acts of God/Nature, insurrection, terrorism, or radioactive contamination.
4. IF AN EXHIBITOR DOES NOT FOLLOW THE RULES AND REGULATIONS SET BY NASDA AND ATEC, THEIR CONTRACT WILL BE TERMINATED. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit the amount paid for space rental, regardless of whether or not NASDA enters into a further lease of the space involved.
5. NASDA RESERVES THE RIGHT TO ACCEPT OR REJECT ANY EXHIBIT SPACE APPLICATION. The U.S.A. Pavilion is designed to provide a showcase for PRODUCTS COMPRISED OF AT LEAST 50% AGRICULTURAL AND/OR FOOD INGREDIENTS OF U.S. ORIGIN COMPUTED ON A VALUE OR WEIGHT BASIS (exclusive of added water). Product labels must indicate that the products are produced in the United States. NASDA reserves the right to refuse rental of display space to any company whose display of goods or services is not likely to be, in the opinion of NASDA, compatible with the general character and objectives of the exposition.
6. WHENEVER POSSIBLE, SPACE ASSIGNMENTS WILL BE MADE BY NASDA IN KEEPING WITH THE PREFERENCES AS TO LOCATION REQUESTED BY THE EXHIBITOR. NASDA, however, reserves the right to make the final determination of all space assignments in the best interest of the show.
7. EXHIBITORS, OTHER THAN INDIVIDUAL STATE DEPARTMENTS OF AGRICULTURE, MAY NOT SUBLET ANY PART OF THEIR ASSIGNED EXHIBIT SPACE. No exhibitor, other than individual State Departments of Agriculture, shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from NASDA. NO STATE DEPARTMENT OF AGRICULTURE MAY SUBDIVIDE SPACE FOR INDIVIDUAL EXHIBITORS INTO SPACES LESS THAN 100 SQUARE FEET. NO INDIVIDUAL EXHIBITOR MAY OCCUPY SPACE SMALLER THAN 100 SQUARE FEET. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Identification of an article or piece of equipment not manufactured by the exhibitor, but required for operation or demonstration in an exhibitor's display, shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.
8. THE GENERAL RULE OF THE EXHIBIT FLOOR IS: BE A GOOD NEIGHBOR. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with NASDA, no part of the U.S.A. Pavilion, Miami Beach Convention Center or its grounds may be used by any other organization for display purposes of any kind or nature. Exhibitors may not obtain from or give away to other exhibitors any promo-

tional items. Representatives should be modestly attired to maintain the professional and business-like climate of the exposition. Audio presentations, slides, or movies will be permitted if tuned to conversational levels and not objectionable to neighboring exhibitors. NASDA reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure facing an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such a display and must not include corporate or product identity which would detract from the adjacent display.

9. IN FAIRNESS TO ALL EXHIBITORS, NASDA'S AND ATEC'S EXHIBIT CONSTRUCTION GUIDELINES AS PROVIDED MUST BE OBSERVED.
10. TO ENSURE THE SAFETY OF ALL PARTICIPANTS, FIRE REGULATIONS MUST BE OBSERVED. Fire regulations require that all display materials be flame-proof. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. Demonstration of charcoal, wood, paper, or liquid fuel burning equipment is prohibited in this show. Exhibitors demonstrating cooking equipment must have a Class B fire extinguisher within the limits of their particular exhibit. At the close of each day, the cooking equipment must be turned "OFF", allowed to cool, and cleaned prior to vacating. All deep frying equipment or portable cooking equipment must be adequately secured in its upright position and must be utilized at the back portion of the exhibit to avoid spilling and turnover. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
11. COST FOR REPAIRING ANY DAMAGES TO THE CONVENTION CENTER WILL BE BILLED TO THE RESPONSIBLE EXHIBITOR. Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of Miami Beach Convention Center.
12. INSTALLATION AND DISMANTLING PERSONNEL WILL NOT BE ALLOWED ON THE EXHIBIT FLOOR WITHOUT WORK ORDERS AND OFFICIAL SERVICE BADGES. Exhibitors using companies other than the official contractor must advise them to check-in with the Exhibitor Service Center staff upon their arrival. Copies of all job orders must be presented at that time for management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.
13. EXHIBIT INSTALLATION IN MBCC DEPENDS ON THE LOCATION OF YOUR EXHIBIT SPACE. TARGET MOVE-IN DATES ARE PUBLISHED IN THE EXHIBIT SERVICE KIT. Companies requiring additional set-up time will be accommodated as best as possible. Please notify the U.S.A. Pavilion Contractor listed in the exhibit service kit if you require additional time. All deliveries and maintenance work must be completed prior to the show opening each day. Admission for outside service, maintenance, and delivery personnel must be cleared through the staff at the Exhibitor Information Counter.
14. EXHIBIT INSTALLATION MUST BE COMPLETED BY 4:00 PM, SUNDAY OCTOBER 28, 2007. After 4:00 pm, Sunday, October 28, 2007 any exhibit space that is completely empty, and for which no freight has arrived, may be resold or re-assigned at the discretion of NASDA. After that time, any unattended booths with crated displays will be set up at the discretion of NASDA and ATEC, and all expenses will be charged to the exhibitor.
15. THE OFFICIAL SHOW CONTRACTOR WILL STORE ALL EMPTY PACKING CONTAINERS. Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise. For your convenience, blank "EMPTY" stickers are provided at the Exhibitor Service Center.
16. NO EQUIPMENT MAY BE REMOVED DURING THE EXPOSITION WITHOUT WRITTEN PERMISSION FROM SHOW MANAGEMENT.
17. EXHIBITORS WILL NOT BE PERMITTED TO REMOVE SAMPLES, PRODUCT AND/OR PROMOTIONAL MATERIALS UNTIL 2:00PM ON WEDNESDAY, OCTOBER 31, 2007, WITHOUT WRITTEN PERMISSION FROM SHOW MANAGEMENT.
18. EXHIBITORS' DISPLAYS MUST NOT BE DISMANTLED OR PACKED IN PREPARATION FOR REMOVAL PRIOR TO THE OFFICIAL CLOSING TIME OF 2:00 PM WEDNESDAY, OCTOBER 31, 2007. Every exhibit must be fully staffed and operational during the entire exposition.
19. THE DISMANTLING OF DISPLAYS BEGINS AT 2:00 PM, WEDNESDAY, OCTOBER 31, 2007 AND CONTINUES THROUGH THURSDAY, NOVEMBER 1, 2007 AT 4:00 PM. CRATES WILL BE RETURNED STARTING AT 2:30 PM, WEDNESDAY, OCTOBER 31, 2007 AFTER THE AISLE CARPET IS PICKED UP. REMOVAL OF DISPLAYS BEGINS AT 2:30 P.M. Deadline for removal of all display materials is Thursday, November 1, 2007 at 4:00 P.M. At this time, all exhibitor displays or materials left in the booths without instructions will be packed

and shipped at the discretion of NASDA and ATEC, and all charges will be applied to the exhibitor.

20. NASDA/ATEC RESERVES THE RIGHT TO MAKE CHANGES TO THESE RULES. Any matters not specifically covered herein are subject to decision by NASDA and ATEC. NASDA and ATEC reserve the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.
21. NASDA AND ATEC WILL NOT BE RESPONSIBLE FOR ANY INJURY, LOSS, OR DAMAGE THAT MAY OCCUR TO THE EXHIBITOR'S EMPLOYEES OR PROPERTY FROM ANY CAUSE WHATSOEVER, OR WHICH MAY BE SUSTAINED BY ANY PERSON WHO MAY BE ON THE PREMISES LEASED TO THE EXHIBITOR OR WATCHING, OBSERVING, OR PARTICIPATING IN ANY DEMONSTRATION OR EXHIBIT OF THE EXHIBITOR, UNLESS SUCH INJURY, LOSS, OR DAMAGE IS CAUSED BY THE ACTIVE NEGLIGENCE OR WILLFUL ACT OF NASDA OR ATEC. Exhibitor and exhibitor's contractors, and its insurers will not subrogate against NASDA and ATEC for theft of, loss of, or damage to exhibitor's or exhibitor contractors' property while in transit to, within, and in transit from the confines of the hall. If an exhibitor uses a non-official contractor, the exhibitor must agree to defend, indemnify, and hold NASDA and ATEC, CMG, its officers, agents, and employees, harmless against any and all claims, lawsuits, judgements, costs, and expenses for injuries (including death), property damage, or other harm for which recovery of damages is sought that may arise out of or be occasioned by contractor's performance of the contract, breach of any terms or provisions of the contract, or by any other act or omission of contractor, its officers, agents, employees, or subcontractors, in the performance of this contract; except that the indemnity provided for in this paragraph shall not apply to any liability resulting from the sole negligence of NASDA or ATEC, its officers, agents, or employees.
22. EXHIBITOR AND EXHIBITOR'S CONTRACTORS SHALL, AT THEIR SOLE COST AND EXPENSE, PROCURE AND MAINTAIN THROUGH THE TERM OF THIS CONTRACT, THE FOLLOWING INSURANCE: Commercial General Liability Insurance against claims for bodily injury or death and property damage, as well as personal injury occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage, with combined single limits of not less than \$2,000,000.00 per claim per occurrence, with NASDA, ATEC, and their employees or agents as additional insured. Worker's Compensation and Occupational Disease Insurance in full compliance with all federal and state laws and covering all exhibitor's employees engaged in the performance of any work for exhibitor with limits not less than \$100,000 each accident for bodily injury by accident, \$100,000 each employee for bodily injury by disease, and \$500,000 policy limit for bodily injury by disease. Coverage for both the Commercial General Liability and Worker's Compensation Insurance must be placed through an acceptable and licensed carrier in the State in which the convention is being held with a Best Rating of not less than A-;VII. Exhibitors shall obtain and furnish upon request by NASDA and/or ATEC a Certificate of Insurance evidencing the required insurance to NASDA and/or ATEC. If the exhibitor uses a non-official contractor, they must furnish to NASDA and ATEC evidence of insurance as described in the application for the use of a non-official contractor/display house. Upon request, evidence of all risks (subject to standard exclusions) property coverage subject to a replacement cost valuation provision and a deductible not exceeding \$5,000 must be forwarded. All property of the exhibitor is understood to remain under its custody and control in transit to, within, and in transit from the confines of the exposition facility.
23. UNION LABOR AND OTHER CONTRACTS: Exhibitors are required to observe all contracts and rules and regulations in effect between service contractors, MBCC, ATEC and NASDA.
24. RETAIL SELLING ON THE EXHIBIT FLOOR IS STRICTLY PROHIBITED.
25. EXHIBITORS AGREE THAT ALL DISPLAYS WILL BE APPROVED BY A LICENSED STRUCTURAL ENGINEER.
26. FORCE MAJEURE. NASDA shall not be deemed to have breached this agreement by reason of its failure to perform any of its obligations if caused by strikes, natural disasters, hurricanes or tropical storms, acts of a public enemy, riots, terrorism, interference by civil or military authorities, compliance with proclamations, delays in transit or delivery on the part of transportation companies, or other causes beyond the reasonable control and without the fault of NASDA, or if caused by any act or failure to act of another party (an "Event of Force Majeure"). Upon the occurrence of any Event of Force Majeure, specified above, that results or will result in a delay in or cancellation of the Show or otherwise affects NASDA's performance under this agreement, NASDA shall promptly give notice to the other party of the occurrence and the effect or anticipated effect of the occurrence on the performance of NASDA's obligations under this agreement. NASDA will use reasonable efforts under the circumstances to eliminate or minimize the adverse impact of the occurrence on its performance under this agreement.