



April 2008

Dear ICAST 2008 Exhibitor,

On behalf of the American Sportfishing Association's Board of Directors, ICAST Show Committee, and staff, I would like to welcome you as an exhibitor at ICAST 2008.

This Exhibitor Service Manual is your guide to a smooth and productive show. Inside you will find vital information and order forms for the different services and promotions that you will need to plan your successful participation as an ICAST exhibitor.

Every effort has been made to present this information in an organized and easy to use manner. Still, I would like to point out a few key areas where either problem has occurred in the past or we have made minor adjustments to improve your experience.

- Show hours have changed as follows:

	ICAST	MAATS
Wednesday, July 16	9:00 a.m. to 6:00 p.m.	1:00 p.m. to 6:00 p.m.
Thursday: July 17	8:30 a.m. to 6:00 p.m.	1:00 p.m. to 6:00 p.m.
Friday, July 18	8:30 a.m. to 3:00 p.m.	11:00 a.m. to 3:00 p.m.

- Be sure to pay attention to the deadlines established on each of the forms. Advance orders accompanied by advance payment for all required items will save you money. In an effort to make ordering easy for ICAST exhibitors, Champion Exposition Services and many of the official ICAST suppliers have made their products and services available online.
- All booths must be setup or at least in the process of being setup by 5:00 p.m. on Tuesday, July 15. After this time, the exhibitor will be considered a no-show and ASA will use the space in such a manner as it may deem in the exhibition's best interest with no refund of rental fee due or other liability to the exhibitor.
- ASA will strictly enforce its early booth dismantle rules. Exhibitors who dismantle prior to 3:00 p.m. on Friday, July 18 could incur a monetary penalty. ASA will reject any future exhibit space applications from exhibitors who dismantle early and fail to pay the penalty.
- Retail sales are prohibited during the show. Exhibitors who violate this rule will be asked to vacate their booth immediately and may be subject to additional penalties.
- Alcoholic beverages are allowed on the show floor only from 5:00 p.m. – 6:00 p.m. Wednesday and Thursday, July 16 and 17 and 1:00 p.m.– 3:00 p.m. on Friday, July 18. Alcoholic beverages are prohibited from the show floor at all other times and may only be served in ASA sponsored meetings.
- Soliciting business anywhere at ICAST outside each exhibitor's respective booth is prohibited. Please look for instructions on how to handle violations of this rule in Wednesday's booth drop on site.
- Union labor has the jurisdiction to unload and reload all vehicles arriving at the Las Vegas Convention Center's freight doors. For exhibitors with four 10x10 booths or less, a freight-handling package is available for those who will transport freight to the Las Vegas Convention Center's freight doors in a personal vehicle. This package is designed to save you time and money and must be ordered in advance. The order form can be found under the Shipping Instructions tab.
- ASA reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of other exhibitors and/or ICAST.

The ICAST team thanks you for your participation in ICAST 2008. We look forward to working with you toward another successful show.

Maria L. del Valle, ICAST Director.....703-519-9691 ext. 240 or mdelvalle@asafishing.org
 Kenneth Andres, ICAST Associate.....703-519-9691 ext. 231 or kandres@asafishing.org
 Joe Tucker, EMI/ICAST Staff.....314-994-9640 or asafishing@expomanage.net
 Champion Help Desk.....800-723-1123 or help@championexpo.com



Las Vegas Convention Center • Las Vegas • July 16-18, 2008

EXHIBITOR CHECKLIST/IMPORTANT DATES

Registration/Tickets	Deadline	Date Completed
Housing Reservation	June 16, 2008	_____
Advance Registration	June 16, 2008	_____
Advance Industry Breakfast Ticket Purchase	June 16, 2008	_____

Advertising/Promotion Completed	Deadline	Date
Show Special Listing in FTR	April 7, 2008	_____
Show Special Listing in Show Special Guide	April 24, 2008	_____
Buyer's Guide Listing Form	May 15, 2008	_____
New Product Showcase Entry	June 16, 2008	_____
Meeting Room Request	June 16, 2008	_____
Press Conference Room Request	June 16, 2008	_____
ICAST Sponsorships	June 16, 2008	_____
Request for Promotional Materials	June 16, 2008	_____

Exhibitor Services	Deadline	Date Completed
Last Minute Questions Conference Call Sign-up Deadline	May 12, 2008	_____
New Product Showcase Conference Call Sign-up Deadline	June 9, 2008	_____
SOA Security (Discounted Rate)	June 16, 2008	_____
Aramark Catering	June 16, 2008	_____
Smart City Telephone/Network	June 16, 2008	_____
Rental Exhibits (Champion)	June 30, 2008	_____
Special Signs (Champion)	June 30, 2008	_____
(Most Other Champion Services)	June 30, 2008	_____
Electrical (Advance Payment Price)	June 30, 2008	_____
J & D Plumbing	June 30, 2008	_____
AV Network	June 30, 2008	_____
Advance Warehouse Shipping	July 3, 2008	_____
Freight Handling Package Plan	July 3, 2008	_____

Exhibitor Appointed Independent Contractor	Deadline	Date Completed
Exhibitor Authorization Form	June 16, 2008	_____
Contractors Certificate of Insurance	June 16, 2008	_____

Shipping Information (For use in tracking)

Date Shipped _____ No. Pieces _____ Carrier _____

Weight _____ Waybill No. _____ Arrival Date _____

Address Where Shipped _____

Address Return Shipment _____

Tracking Number _____

SHOW HOURS

Wednesday, July 16 9:00 a.m. – 6:00 p.m.
 Thursday, July 17 8:30 a.m. – 6:00 p.m.
 Friday, July 18 8:30 a.m. – 3:00 p.m.

NEW PRODUCT SHOWCASE

Product Drop Off:

Monday, July 14 1:00 p.m. – 5:00 p.m.
 Tuesday, July 15 8:00 a.m. – 1:00 p.m.

Preview Reception

Tuesday, July 16 5:00 p.m. – 7:00 p.m.

Product Pick Up:

Friday, July 19 12:00 p.m. – 2:00 p.m.

BOOTH SET UP HOURS

Monday, July 14 8:00 a.m. – 5:00 p.m.
 Tuesday, July 15 8:00 a.m. – 5:00 p.m.

****All booths MUST be completely set up by 5:00 p.m. Tuesday, July 15 with all crates and boxes removed by 1:00 p.m. Exhibitors will not be allowed to set-up on Wednesday morning. Please plan your travel accordingly.**

DISMANTLE HOURS

Friday, July 18 3:00 p.m. – 10:00 p.m.
 Saturday, July 19 8:00 a.m. – 12:00 p.m.

****All booths must be dismantled and packed by 12:00 p.m. on Saturday.**



Las Vegas Convention Center • Las Vegas • July 16-18, 2008
ICAST 2008 SERVICE SUPPLIER CONTACTS

Service	Supplier Contact
<ul style="list-style-type: none"> • Exhibit Material Handling • Furniture, Drapery and Floor Covering • Custom Carpeting • Custom Rental Exhibits • Exhibit Labor • Booth Cleaning • Special Signs • Electrical 	<p style="text-align: center;">Champion Exposition Services 139 Campanelli Drive Middleboro, MA 02346 Ph: (508) 923-5200 • Fax: (508) 946-1019 Toll Free: (800) 723-1123 Email: help@championexpo.com</p>
<ul style="list-style-type: none"> • Telephone • Network Connection 	<p style="text-align: center;">Smart City Networks 3720 Howard Hughes Pkwy #190, Las Vegas, NV 89109 Ph: (888) 446 - 6911 • Fax: (702) 943-6001</p>
<ul style="list-style-type: none"> • Plumbing 	<p style="text-align: center;">J & D Plumbing 1728 Ocean Avenue #232, San Francisco, CA 94112 Ph: (650) 728-7099 • Fax: (650) 728-7336</p>
<ul style="list-style-type: none"> • Security 	<p style="text-align: center;">SOA Security 3405 Cambridge Street Las Vegas, NV 89169 Ph: (702) 386-8065 • Fax: (702) 836-9720</p>
<ul style="list-style-type: none"> • Food Service 	<p style="text-align: center;">ARAMARK Las Vegas Convention Center 3150 Paradise Road, Las Vegas, NV 89109 Ph: (702) 943-6910 • Fax: (702) 943-6911</p>
<ul style="list-style-type: none"> • Florist 	<p style="text-align: center;">Convention Plant Designs, Inc. 3100 Ridgelake Ave. Ste. 107, Metairie, LA 70002 Ph: (504) 454-7204 • Fax: (504) 454-7262</p>
<ul style="list-style-type: none"> • Audio Visual 	<p style="text-align: center;">AV Network Inc. 4238 N. Arlington Heights, Arlington Heights, IL 60004 Ph: (847) 854-9620 • Fax: (847) 658-1952</p>
<ul style="list-style-type: none"> • Lead Retrieval 	<p style="text-align: center;">Ambassadors 240 Peachtree Street, Suite 22-S-10 Atlanta, GA 30303 Ph: (404) 584-7458, ext. 2651 • Fax: (404) 832-3611</p>
<ul style="list-style-type: none"> • Business Center • Computer and Office Equipment Rentals 	<p style="text-align: center;">FedEx Kinko's 3150 Paradise Road, Suite 100, Las Vegas, NV 89109 Ph: (702) 733-2898 • Fax: (702) 791-6870</p>
<ul style="list-style-type: none"> • ICAST Buyers' Guide Publisher 	<p style="text-align: center;">Ascend Media 7015 College Blvd., Ste. 600, Overland Park, KS 66211 Ph: (913) 469-1110 • Fax: (913) 344-1492</p>
<ul style="list-style-type: none"> • International Transportation Coordinator • Customs Broker 	<p style="text-align: center;">TWI Group 2725 E. Desert Inn Road, #200, Las Vegas, NV 89121 Ph: (702) 691-9000 • Fax: (702) 691-9045</p>

*If you require other service not listed above, please call Champion Exposition Services at (800) 723-1123. Champion will attempt to obtain this service for you or advise you of reliable sources of supply in the Las Vegas area.



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ICAST General Information

SHOW MANAGEMENT

Maria del Valle is the Director of ICAST for the American Sportfishing Association. Address questions to her on ASA policy matters at American Sportfishing Association (ASA), 225 Reinekers Lane, Suite 420, Alexandria, VA 22314; (703) 519-9691 ext. 240, Fax (703) 519-1872, mdelvalle@asafishing.org

Exposition Management, Inc. (EMI), ASA's exhibit coordinators and floor managers, will have an office on the exhibit floor during installation, dismantle and all exhibit hours. If there are any violations of the ASA rules and regulations or if you have any problems with service suppliers, please contact EMI who will try to resolve those matters for you. Prior to ICAST, if you have any questions on exhibit service or on the rules and regulations, contact EMI at 10425 Old Olive Street Road, Suite 103, St. Louis, MO 63141; (314) 994-9540, FAX (314) 994-9650; asafishing@expomanage.net.

RULES AND REGULATIONS

Exhibitors should read and be familiar with the rules and regulations included in this Manual. Any matters not specifically covered by these rules shall be subject solely to the decision of ASA. ASA shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations.

1. ICAST HOURS

ICAST is a **three-day show** and all booths must be open and staffed during exhibit hours as follows:

<i>Wednesday, July 16:</i>	<i>9:00 a.m. – 6:00 p.m.</i>
<i>Thursday, July 17:</i>	<i>8:30 a.m. – 5:30 p.m.</i>
<i>Friday, July 18:</i>	<i>8:30 a.m. – 3:00 p.m.</i>

During the show an exhibitor entrance will be open only to badged exhibitor and manufacturers' representative one hour before exhibits open. The exhibit area will remain open one hour after the exhibits close except for the final closing. Advance permission is required to be in the exhibit area before or after these scheduled hours.

2. EXHIBIT SPACE

Exhibitor's booth fee includes standard booth equipment, general decorations, nightly cleaning of aisles, booth carpet cleaning on Tuesday night, and general security. Standard booth equipment (back drape 8' high, side rail high) is provided for exhibitors with linear booths (not island spaces) and includes a booth identification sign, 7" x 44", showing company name, city, state, and booth number. Booth back drapery is white and blue, side dividers are blue, and the aisle carpeting is blue.

3. BOOTH CARPET REGULATION

As stated in your Exhibit Space Contract with ASA, ICAST exhibitors are required to provide floor covering for the exhibit. Floor covering may be brought in by exhibitors or rented from the general contractor, Champion. If an exhibit space does not have floor covering by 5:00 p.m. Tuesday, July 15, Show Management has authorized Champion to correct this violation of ASA's rules at the exhibitor's expense and liability.

4. EXHIBITOR MOVE-IN

Exhibits may be set up from 8:00 a.m. to 5:00 p.m. daily on Monday and Tuesday, July 14 - 15. Exhibitors will not be allowed in the exhibit area before that time except by advance arrangement and should contact EMI for special unloading and/or installation requirements. Children less than 16 years of age will not be allowed in the exhibit area during the installation and dismantle periods. *Only the employees of the official contractors and exhibitors' full-time employees with advance permission are allowed on the exhibit floor prior to 8:00 a.m. Monday.*

All boxes and crates must be emptied and skids removed in sufficient time for them to be placed in store and return by 1:00 p.m. on Tuesday. 'Empty' labels will be provided to exhibitors by Champion. Please be sure to put minimum of two labels per box and remember to include your booth number. Boxes, crates, and skids not emptied by 1:00 p.m. will be placed in storage at the exhibitor's expense; empty containers not labeled for storage will be discarded as trash. All booths must be setup 5:00 p.m. on Tuesday, at which time the exhibit area will be closed until 8:00 a.m. Wednesday. Exhibitors not complying with this will be considered a "no show cancellation" with no refund due. No exhibit setup will be allowed on Wednesday morning, July 11. **Plan your travel schedule accordingly.**

If the exhibitor does not occupy the exhibit space and exhibit the designated product(s) by 5:00 p.m. on Tuesday and exhibitor has not given Show Management the required written notice of cancellation, the Show Management shall have the right to use the exhibit space in such manner as it may deem in the exhibition's best interest with no refund of rental fee due or other liability to the exhibitor.

Exhibitors finding it necessary to work beyond the scheduled installation hours may do so by obtaining advance permission from EMI. Please remember that an inspection will commence at 5:00 p.m. on Tuesday, and all major work must be completed by that time. Where it is found that an exhibitor has not carpeted the booth or there is an exposed, unfinished side of an exhibit, Management will order Champion to correct the violation of ASA's rules at the exhibitor's expense.

5. EXHIBIT INSTALLATION

All displays and exhibit heights must conform to IAEE exhibit guidelines. Absolutely no exhibit material, product, or promotion will be allowed outside the booth space nor will displays or display fixtures in other than island spaces or on the perimeter be allowed higher than 8 feet. The maximum height within 5' from the numbered aisle cannot exceed 4' in height. No interference with the view to adjacent exhibitors will be allowed, nor noise or objectionable devices such as flashing lights. Helium-filled balloons are prohibited; helium is not permitted. Spray painting of any type is prohibited within the building. Booth displays should be constructed with safety, integrity, and structural soundness in mind. All booths are subject to inspection and approval by Show Management.

Please note that linear booths cannot be any higher than 8' in height including the displays inside the booth. If this rule is not followed, Show Management has authorized Champion to correct this violation of ASA's rules at the Exhibitors expense and liability.

6. EARLY MOVE-IN

Exhibitors with full trailer load shipments or special unloading requirements should make an appointment with EMI for early move-in to enable those trucks to be unloaded early if possible. Also, if additional set-up time is required, contact EMI to make arrangements. Only the employees of the official contractors and exhibitors' full-time employees with advance permission are allowed on the exhibit floor prior to 8:00 a.m. Monday.

7. EXHIBIT DISMANTLE

Goods and materials used in any exhibit shall not be removed from the booth until 3:00 pm on Friday, July 18. Exhibitors may dismantle and pack from 3:00 p.m. to 10:00 p.m. on Friday and from 8:00 a.m. until Noon on Saturday. Exhibit material must be completely packed and ready for removal from the exhibit area by Noon Saturday. During dismantle, only badged Exhibitor, EAC, and authorized contractor personnel are permitted on the exhibit floor.

ASA will strictly enforce its early booth dismantle rules. Exhibitors who dismantle prior to 3:00 p.m. on July 18, 2007 will incur a monetary penalty. ASA will reject any future applications for exhibit space from exhibitors who dismantle early and fail to pay the penalty.

8. FREIGHT-FREE AISLES

Certain "exit access aisles" have been specified by the Fire Marshal as "freight free" for safety reasons. These aisles are not to be blocked with crates and cartons during set-up. These designated aisles will be marked on the exhibit floor.

9. EXHIBIT SHIPMENTS

Shipping instructions and material handling rates including labels can be found under Shipping Instructions/Exhibit Material Handling tab of this manual. Do not send advance exhibit shipments or packages to the Convention Center. Advance shipments should be sent to Champion by the guidelines outlined in the Shipping Instructions portion of this manual. Advance shipments sent to the Convention Center will be the exhibitor's responsibility. ASA discourages exhibitors from printing and placing labels on the container that lists its contents for security reasons.

Exhibitor's small parcel shipments by carriers not giving delivery receipts or freight bills such as UPS and U.S. Postal Service will be accepted by Champion and delivered to exhibitor's booth with no guarantee of piece count or condition, and Champion will have no liability for those shipments. Standard rates for material handling will apply.

10. RESPONSIBILITY/LIABILITY FOR YOUR EXHIBIT SHIPMENTS

Exhibitors are fully responsible for the care, custody, and control of their materials shipped or brought into the Convention Center at all times. Exhibitors should carry all-risk floater insurance covering their materials against damage, loss, and all hazards from the time shipment is made prior to the Show until shipments are received back after the Show. This can generally be done by adding "riders" to existing insurance policies.

Two exceptions to the above are when the shipment is in the care, custody, and control of first, the inbound/outbound carriers (truck line, van line, airline, etc.); and secondly, the on-site material handling service contractor. When the carrier accepts your shipment and signs the Bill of Lading, the carrier is totally responsible within their stated limits of liability until the freight bill is signed as either "free and clear" or with exceptions noted such as shortage, overage, or damage. Concealed damage is usually the Shipper's responsibility. When the contractor receives and signs for the shipment, making any notations on the freight bill, they are responsible for the care, custody, and control until that shipment is placed in or adjacent to your booth space. At that point care, custody, and control revert back to the exhibitor and remain with the exhibitor until such time after the Show when the contractor by your signed order Bill of Lading picks up the material at your booth location. At that time only the material actually found and picked up at the booth location comes under the contractor's responsibility, and only until it is signed for by the outbound carrier. While the material is on the exhibit floor it remains the exhibitor's responsibility. Exhibitors only are responsible for completing their outbound Bill of Lading and the information placed thereon.

11. HANDLING EXHIBIT FREIGHT YOURSELF

There are no docks at the exhibit area, only freight doors. All vehicles at the freight doors will be unloaded and reloaded by union labor. ASA has developed a package plan for exhibitors with four booths or less to give a fixed cost for freight handling at the freight doors to assist those exhibitors in their show budget. To take advantage of this plan, just complete in advance the **“Freight Handling Package Plan For 4 Booths Or Less”** located in the section reference Shipping Instructions.

Exhibit materials that can be carried by one person without the use of any type of material handling equipment may be carried through the front door. Airplane type luggage carts or cases with built-in wheels are allowed.

12. CRATE REMOVAL, STORAGE AND RETURN

The storage of empty containers, boxes, crates or other packing material within or behind the exhibit booth is prohibited by fire/safety regulations; all storage material must be removed from the building. Materials labeled for storage will be taken from your booth and stored during ICAST. Empty cartons are returned only if they are labeled for storage. Storage tags will be available at the Service Center. ASA Board and Show Committee Members will be issued special labels to expedite the handling of their crates.

All boxes and crates must be emptied and skids removed in time for them to be placed in storage by 1:00 p.m. Tuesday. Boxes, crates, and skids not emptied by 1:00 p.m. will be placed in storage at the exhibitor's expense; empty containers not labeled for storage will be discarded as trash. **Plan your travel schedule accordingly.**

After the final closing of ICAST, crate return will begin after the aisle carpet is removed, by 5:00 p.m. on July 13. Please remember, all crates cannot be returned instantaneously; approximately four hours will be required for the complete process with some crates returned first and some last.

13. OUTSIDE INDEPENDENT SERVICE CONTRACTORS

The names of any persons or firms, other than the designated official contractors, proposed for the performance of any services for the exhibitor within the exhibit area must be supplied to Exposition Management, Inc. for approval by **June 16, 2007**. Approval will not be granted if inconsistent with the commitments and obligations made by the ASA in any contract with service contractors or the Las Vegas Convention Center.

ASA must have proof of insurance for all independent contractors. Independent contractors without insurance certificates on file prior to **June 16, 2007**, will be prohibited from working on the ICAST floor. These regulations are in the section: AREA WORK RULES, INDEPENDENT CONTRACTORS.

14. HANGING BANNERS

Hanging banners over island booths only are permitted if they comply with the height restrictions. Anything suspended from the ceiling or attached to the building must be installed by Champion personnel; use the enclosed “HANGING OF CEILING SIGNS” order form. No hanging banners are allowed in or over a linear booth.

15. USE OF AISLES AND OTHER PUBLIC SPACE

Exhibitors are prohibited from using public space, such as aisle and lobby areas, for the purpose of demonstrations, distribution of brochures, or storage of materials. Exhibits which span an aisle and are located on the side or rear perimeter of the exhibit floor will be permitted to utilize the aisle space within their displays; second levels are permitted across these aisles, as is the use of full carpeting. Exhibits on each side of an aisle in all other locations may not span that aisle and will be required to maintain aisle integrity. No displays may be placed in the aisle. Arches and second levels may not be used across the aisles, and aisle carpet must match the carpet in that particular aisle.

16. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents must not injure or deface the walls or floors of the building, booths, or equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the damaged property. Electrical wiring must conform with National Electrical Code Safety Rules; decorating materials shall be incombustible or fire retardant.

17. HALOGEN LIGHTING

Las Vegas Convention Center has banned certain halogen lamps/lighting. Exhibitors may only use 75-watt lamps of the sealed variety. Details on this policy can be found under the Fire and Safety tab of this manual.

18. SMOKING

Smoking is prohibited in the exhibit halls of the Las Vegas Convention Center.

19. LOSSES

ASA shall bear no responsibility for any damage to or loss of exhibitor's property from any cause. Exhibitor is responsible for care, custody and control of own property at all times. Damage to inadequately packed property is Exhibitor's own responsibility.

20. INSURANCE

While all care possible will be exercised by ASA and its agents, exhibitors are responsible for ensuring the safety of their personnel and exhibit materials from theft, damage, accident, fire and other such causes. Exhibitors should carry company insurance that includes extra territorial coverage insurance for this purpose. ASA will provide reasonable perimeter security service for the Show on a 24-hour basis as soon as exhibit material is delivered. However, exhibitor's property is understood to remain in their own care, custody and control in transit to or from or within the confines of the Exhibit Hall.

21. MERCHANDISE RELEASE FORM

In order to maintain reasonable exhibit hall security, products sold or given away will not be allowed to be taken out of the exhibit hall until after the final closing of ICAST. Products must be accompanied by a "Merchandise Release Form," which will be collected by security personnel at the exit. Forms will only be available on Friday and can be picked up at the Floor Managers' office. Any exception to this rule requires approval from Show Management.

22. FOOD/BEVERAGE DISPENSING

Exhibitors may not dispense food and/or beverages without written permission from the Convention Center and its exclusive provider of this service. The address and telephone number of the food service supplier are shown on the list of Official Suppliers. Additionally, alcoholic beverages are allowed on the show floor only from 4:30 – 5:30 p.m. Wednesday and Thursday, July 16-17 and 2:00 – 3:00 p.m. Friday, July 13. All food and beverages, including alcoholic beverages are prohibited from the show floor at all other times and may only be served in ASA sponsored meetings rooms. Alcoholic beverages must be ordered through Aramark, the exclusive food and beverage provider for the Las Vegas Convention Center.

23. FOOD PREPARATION

Food preparation within the exhibit booth is regulated by both the National and Clark County Life Safety Codes. Contact Exposition Management if you plan to do any food preparation with cooking oil, open flame or heating appliance, to be advised of the regulations you must follow and approvals required. Small home-type microwave ovens for warming purposes are excluded. The Application Form for Food Preparation can be found under the Fire and Safety Regulations tab of this manual.

24. SPECIAL VISUAL AND SOUND EFFECTS

ASA encourages exhibitors to enhance their displays with in-booth product demonstrations, videos, etc. However, mechanical or electrical devices which produce sound must be operated so as not to disturb other exhibitors. Sound Control Regulations are in the best interest of all exhibitors and buyers, and must

be followed. The regulations are listed on the last page of "Display Rules and Regulations" which follows. Rule of Thumb: sound and noise should not disturb your neighbors.

25. PERSONNEL AND ATTIRE

ASA reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of other exhibitors and/or ICAST. Further, the exhibitor expressly agrees that it will not, nor will its employees or representatives, conduct official exhibitor functions in LVCC meeting rooms during business hours of the exhibition, without ASA approval.

26. TIPPING

Please do NOT tip. This includes giving money, merchandise, time off (i.e. coffee breaks) or any other special consideration for services rendered. Report any attempt by an employee to solicit a gratuity for any service or special favor immediately to show management.

27. CAMERAS

ASA prohibits picture taking of displays or products without exhibitor permission and presence. Violators are subject to removal from the premises and confiscation of film.

28. SUITCASING

Please note that any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the ASA Exhibition Policy, will be asked to leave immediately and will forfeit their badge. Additional penalties may be applied. Please report any violations you may observe immediately to show management.

29. RETAIL SALES

Retail sales are prohibited during the show. Exhibitors who violate this rule will be asked to vacate its booth immediately and may be subject to additional penalties.

ADDITIONAL REMINDERS

- Children under 16 are not allowed on the show floor during installation and dismantle times.
- ASA has zero tolerance for non-member, non-exhibiting manufacturers attendance at the show, although the ASA president has the discretion to make exceptions.
- Unless promotional materials are part of an ASA sponsorship program, exhibitors will not be allowed to promote or place promotional materials outside their booth.
- Exhibit space applications and floorplans for ICAST 2008 in Las Vegas will be available at the Exhibitor Registration Desk and Exhibit Manager's office on Thursday, July 17. Exhibitors who require 10 or more booths are invited to participate in the booth lottery on Tuesday, July 15 at 3:00 p.m.
- Exhibit height restrictions will be enforced; all exhibit material must remain within the confines of the booth - - nothing in the aisles! Display fixtures cannot exceed 8' in height in linear booths.
- Helium-filled balloons are not permitted on the exhibit floor. Aerosol can spray painting and non-empty aerosol containers are prohibited within the building.
- All booths are required to have floor covering. No exceptions.
- The dismantle of any booth or portion thereof prior to 3:00 p.m. Friday, July 18 is prohibited. ASA is authorized to levy a fine and/or reject future exhibit space contracts to exhibitors who violate this rule.
- All alcohol must be removed from show floor at the close of Social Hour in Exhibitors' Booths. NO EXCEPTIONS.