

SHOW DATES AND HOURS

Exhibits will be held at the following facility:

Centro Banamex en el Hipodromo de las Americas

Avenida del Conscripto Numero 311
Mexico, D.F. 11200
MEXICO
Phone: (52-55) 5387-0600
Fax: (52-55) 5387-0679
E-mail: criquilme@expohipodromo.com

EXHIBIT HOURS:

Wednesday, July 11	2:00 pm - 9:00 pm
Thursday, July 12	2:00 pm - 9:00 pm
Friday, July 13	2:00 pm - 9:00 pm

ONLY Exhibitor personnel are allowed on the exhibit floor 90 minutes prior to show opening. Only personnel wearing an EXHIBITOR badge will be admitted to the exhibit area. Children under 16 years of age will not be allowed anywhere in the exhibit areas, at any time.

SHOW OFFICE

The Show Management office will remain open during installation, show days, and dismantling. The office will open at 8:00 a.m., Monday, July 9 and remain in operation through 12:00 Noon on Saturday, July 14.

INSTALLATION OF EXHIBITS

Installation of exhibits will begin on Monday, July 9 at 8:00 a.m. During installation, the exhibit hall will be open from 8:00 a.m. to 8:00 p.m. on Monday, July 9 and 8:00 a.m. to 5:00 p.m. on Tuesday, July 10. The freight doors will be open from 8:00 a.m. to 5:00 p.m. on Monday, July 9, and 8:00 a.m. to 5:00 p.m. on Tuesday, July 10.

ALL EXHIBITS MUST BE SET-UP BY 5:00 P.M. ON TUESDAY, JULY 10.

The exhibiting company will be charged \$500 if not set-up by 5:00 p.m., Tuesday, July 10. If you have any questions concerning the installation of exhibits, contact Show Management at: 708-226-1300 or, fax 708-226-1310.

DISMANTLING OF EXHIBIT

Dismantling will begin at **9:00 p.m., Friday, July 13.** In the interest of all exhibitors and visitors planning to attend on Friday, July 13, exhibitors are requested **not to dismantle until the show closes at 9:00 p.m.**

Crates and cartons will be returned at the close of the show, however, for an easier move-out exhibitors can pick up, their crates and cartons.

Exhibitors will be allowed to work in their booths until **midnight, Friday, July 13**, and again **beginning at 8:00 a.m. on Saturday, July 14.**

ALL EXHIBIT MATERIALS MUST BE PACKED, LABELED, AND READY FOR SHIPMENT AND REMOVED FROM THE CENTRO BANAMEX EN EL HIPODROMO DE LAS AMERICAS BY: 12:00 Noon, Saturday, July 14.

Any materials remaining after 12:00 Noon, Saturday, July 14 will be shipped to a warehouse in Mexico City, at the discretion of William T. Glasgow, Inc. and at the exhibitor's expense.

A Dismantling Notice will be distributed to each exhibitor at the show, which will contain shipping guidelines for your return shipments.

If you have any questions concerning shipping, or dismantling please contact Show Management.

OFFICIAL FREIGHT FORWARDERS/ CUSTOMS BROKERS:

KN Expo Service

Attn: Mattias Becker
235 Southfield Parkway
Forest Park, GA 30297
Phone: 404-675-2800 / 800-937-6610
Fax: 404-675-2801
E-mail: mattias.becker@kuehne-nagel.com
www.kuehne-nagel.com

Rock-IT Cargo

Attn: Clint Ard
5101 Buffington Road, Ste 3446
College Park, GA 30349
Phone: 404-669-0727
Fax: 404-669-0643
Email: clintA@rockitcargo.com or billL@rockitcargo.com
www.rockitcargo.com

Complete details of shipping services and rate schedules are included in the Shipping Instruction documents found under download information at:
www.paaceautomechanika.com.

SHIPPING INSTRUCTIONS

Please refer to the **Shipping Instructions & Shipping Information** documents found under Download Information at www.paaceautomechanika.com.

CLEANING SERVICE

Any exhibitor wishing continuous porter service, special cleaning service, waxing, shampooing, etc. may order such services through **The Centro Banamex** en el Hipodromo de las Americas on show site. To have your booth cleaned and vacuumed the night before the show opens you may order the cleaning service through The Centro Banamex en el Hipodromo de las Americas by completing the **Cleaning Service** order form found under Download Information at: www.paaceautomechanika.com.

SPECIAL FURNISHINGS

Furniture and other decorative accessories will be available for rent. It is strongly suggested that you place advance orders for service. We cannot guarantee availability of equipment or timely delivery of any equipment ordered on show site. Please complete your orders by completing the form(s) **Furniture Rental** form found under Download Information at: www.paaceautomechanika.com.

PLEASE NOTE: THERE ARE SPECIAL DISCOUNTS WHEN ORDERING IN ADVANCE!!!

OFFICIAL DECORATOR

The following company has been designated as the official decorator:

Grupo Ormex, S.A. de C.V.

Ave. Fundidora 501, L-10

1 er. Nivel CINTERMEX Col. Obrera

Monterrey, N.L. 64010, MEXICO

Phone; (52-81) 8369-6961 ext. 116

Fax: (52-81) 8191-1292

Email: vjimenez@ormex.com

Web: www.ormex.com

The official decorator will have furniture and other decorative accessories available for rental. Appropriate forms for this type of service are found under Download Information at the PAACE website labeled as **Furniture Rental** form, **Audio Visual**, and **Special Stand Rental**. You will save time and avoid inconvenience by placing your orders as soon as possible.

PLEASE NOTE: THERE ARE SPECIAL DISCOUNTS WHEN ORDERING IN ADVANCE.

LABOR

KN Expo Service and Rock-It Cargo will supervise the labor during the period of installation and dismantling. This encompasses all drayage operations including; the movement of freight from the dock to the booth, unpacking and removal, and storage of empties. To avoid overtime charges place your orders for labor as early as possible. Overtime rates prevail from 6:00 a.m. to 8:00 a.m., Monday through Friday and beginning at 4:30 p.m., Monday through Friday, and on Saturday and Sunday.

ALL LABOR IS ADEQUATELY PAID AND EXHIBITORS ARE REQUESTED NOT TO GIVE TIPS OR ADDITIONAL PAYMENTS (INCLUDING UNWANTED

DISPLAY MATERIAL). ANY DEMANDS FOR SUCH PAYMENTS SHOULD BE PROMPTLY REPORTED TO SHOW MANAGEMENT.

Exhibitors may set up their own exhibits.

STANDARD BOOTH EQUIPMENT

All booths 3 m x 3 m, in size will be equipped with the following: one 8 ft. high white-hard-back wall, one 3 ft. x 3 ft. white-hard-side rails, one draped table with two chairs. Booths and all adjoining aisles will be carpeted in blue. A standard identification sign with company name and booth number will be supplied at no additional cost, upon return of the **Standard Booth Sign Request** form, has been received by Show Management. This form can be found under Download Information at www.paaceautomechanika.com.

Please note: An electrical outlet doesn't come with the booth. The exhibitor has to order and pay for any electrical.

Any exhibitor that plans to use a display other than the Standard Booth Equipment that is provided must submit their request with details to Show Management -30- days prior to the show opening for approval.

Standard booths can be built to a height not to exceed 8 ft. in height. Peninsula and Island displays can be built to a height of and not to exceed 20 ft., including the identification sign.

If you have any question concerning the construction of your exhibit, please contact Show Management.

ELECTRICAL SERVICES

General overall lighting is provided to exhibitors without charge. Where electrical services for special lighting, outlets, spotlights, and the operation of exhibitor's products are required, please complete the **Additional Electrical Services** order form found under Download Information at: www.paaceautomechanika.com.

SECURITY

Show Management will, by the employment of a reputable guard service, exercise due diligence in protecting the property of exhibitors from theft, damage by fire, etc., but does not assume the responsibility for such losses by exhibitors.

Show Management has set forth the following procedures to be followed at this year's exposition:

- All persons entering or leaving the exhibit area must wear a badge issued by Show Management.
- All products leaving the exhibit area must be accompanied by a Bill of Lading or Merchandise Pass.
- During installation and dismantling, no one will be allowed in the exhibit area before 8:00 a.m. In an effort to prevent losses of your material once it is inside the exhibit area, Show Management offers the following suggestions:

- Insure your material and fixtures from the time they leave your plant until their return.
- List number of pieces in shipment on Bill of Lading and identify number of crates, cartons, etc. **DO NOT IDENTIFY CONTENTS.**
- Securely fasten all items to display panels and use “dummy” products whenever possible. Computer laptops may be locked up to avoid theft or damage.

INSURANCE

The Show Sponsor, Show Centro Banamex Committee, William T. Glasgow, Inc., their agents, The Hipodromo, and/or their respective agents, will not be responsible in any way for injury that may occur to an exhibitor or his employees nor for the safety of any exhibit or materials against theft, fire, water, accident, or any cause nor for the loss or damage to goods consigned to its care. Each exhibitor should arrange to have some place in their own booth to store any small articles of value. Minors under the age of 15 will not be permitted on the exhibit floor at any time.

EXHIBITORS SHOULD CONSULT THEIR INSURANCE COMPANIES FOR PROPER COVERAGE ON ANY MATERIAL FROM THE TIME IT LEAVES THEIR COMPANY UNTIL ITS RETURN. IN MOST CASES, A RIDER CAN BE ADDED TO YOUR PRESENT POLICY FOR A NOMINAL COST. PROTECT YOURSELF! ACT NOW!

FIRE DEPARTMENT REGULATIONS

All Material used in the Exhibit Halls must conform to all Fire Department regulations. Please refer to the **Fire Regulations** found under download information at: www.paaceautomechanika.com.

TELEPHONE SERVICE

If you require telephone service in your exhibit, please complete and return the **Telephone Service** form found under Download Information at: www.paaceautomechanika.com.

FOOD SERVICE

The CENTRO BANAMEX EN EL HIPIDROMO DE LAS AMERICAS Catering offers you a variety of food service options. No food or beverage shall be brought with you onto the property. Exhibitors shall not dispense or distribute food, beverage or throwaway items.

HOTEL RESERVATIONS

The Management has reserved rooms and suites at the Presidente Inter-Continental Hotel for exhibitors and trade visitors. Housing forms may be downloaded at the PAACE website. Exhibitors wishing to reserve special suites are requested to communicate directly with Show Management for availabilities.

TRADE ADMISSION CREDENTIALS

Admission to the show will be restricted to bonafide business people only. All trade visitors will be required to register. Registrants will be closely scrutinized at the

Registration Desk, and visitors not in the trade will be refused admittance. Minors under the age of 15 will not be permitted on the exhibit floor at any time.

BILLS FOR SERVICE

If you receive any bill for services, which you deem inappropriate or excessive, please discuss it with Show Management before making the payment. We will proceed by questioning and investing the charges.

RULES AND REGULATIONS

Exhibitors and their agents may not display, demonstrate, offer for sale, sell or advertise any products (including but not limited to counterfeit goods) which, do not comply in all aspects with all: federal, state, and local laws, regulations, and ordinances.

In the event Show Management, in good faith, believes that an exhibitor has violated any of these restrictions concerning the display, demonstration, and offer for sale of counterfeit or otherwise illegitimate products, the PAACE automechanika Mexico and/or Show Management shall have the right to:

- Inspect any and all components (internal and external) of the product(s) in question.
- Request the immediate removal of such product.

If such removal is not immediately effected, the PAACE Automechanika Mexico and/or Show Management shall have the right to take such further actions as it shall deem necessary including confiscation of offending products and/or removal of the exhibitor and exhibits from the Exposition.

Exhibitors may display only those product(s) as indicated on their original Exhibit Space Application/Contract.

No exhibitor shall foster or conduct any event during PAACE Automechanika Mexico during exhibitor hours or during any official show event.

Advertisements or invitations to exhibitor functions may be distributed or displayed within the confines of your booth providing the event does not occur during the show hours.

DIRECTORY INFORMATION

As a service to exhibitors, PAACE Automechanika Mexico will print a Show Directory identifying each exhibitor and their booth number. To assure your companies listing in the Directory please download and complete the **Directory Listing Form** found under Download Information at: www.paaceautomechanika.com.

NOTICE:

Any exhibiting company who does not submit an official Directory Listing Form will only have their information from their application/contract form included.

EXHIBITOR ADMISSION CREDENTIALS

Exhibitor Personnel who will staff the booth will be issued exhibitor badges, which will admit them to the show during installation, show days, and dismantling. Badges will not be mailed in advance of the show. Exhibitors will be able to pick up their badges beginning at 9:00 a.m. on Tuesday, July 10, at the Registration Desk located in The Centro Banamex en el Hipodromo de las Americas.

MODELS AND DEMONSTRATORS

Show Management has no objection to the use of models or demonstrators in the exhibitor's booths provided they are properly clothed and dressed in good presentation at all times. The wearing of scanty costumes will not be permitted. The show further requires that they limit their promotional activities (i.e., product demonstrations, distributing literature and/or product samples) to the confines of the exhibitor's booth.

Exhibitor personnel wearing costumes or banners containing the firm name must wear an outer wrap any time it is necessary to leave the confines of the exhibitor's booth.

"Live entertainment" and/or the dispensing of food or beverage is prohibited.

If you would like to order the services of a Hostess/Model for our booth you may download the **Hostess Model Request** form at: www.paaceautomechanika.com.

ELIGIBILITY

A. Show management reserves the right to determine eligibility of exhibitor for inclusion in the Show, prior to or after execution of The Agreement.

B. Criteria. To exhibit in the Show, exhibitor must meet one of these criteria:

- 1) A manufacturer shall be a company who offers a product or products for sale to the trade without regard to whether or not said company is an assembler, packager, exclusive importer, etc., so long as such product or products are exclusively proprietary. For the purposes of these requirements, while an importer may technically be called a distributor, the exclusivity shall qualify him as an exhibitor-manufacturer by reason of such exclusivity.
- 2) Non-domestic manufacturers may participate in their government or trade organization block.
- 3) We do not permit a manufacturer Rep firm to exhibit. A manufacturers Rep firm may work in an exhibit for an exhibiting company. The exhibiting company that the manufacturer rep firm is representing must have their company name on the exhibit contract and on any other promotional pieces. The manufacturer rep firm may not list their name on the exhibit contract. The manufacturer rep firm may only list their company name on the contract for the exhibitor booth space drawing under the authorization section.

Billing of non-domestic or trade organization exhibit space will be based upon the membership status of the individual companies occupying space within the block rather than that of the government or trade organization. Names and addresses of all firms assigned space within the block must be furnished to the show offices at least 60 days prior to the opening of the Show.

- 4) Service Organization: In considering the eligibility of an applicant in this category, the Show Committee shall deny an application to a company or enterprise which is a multi-line distributor. The exception to this requirement shall be for such multi-line distributors who have such exclusivity, as on one or more lines, which would qualify them under the provisions of Subparagraph 1.
 - a. Product to be displayed is not manufactured by exhibitor but exhibitor has sole and exclusive right to sell the product for the entire United States. Exhibitor must provide Show Management documentation to substantiate this criteria. Distributors are required to submit a letter of appointment from the manufacturer on the manufacturer's letterhead.
 - b. Product is packaged and marketed under the exhibitor's trade style or brand name and is supported by current cataloging and price sheets.
 - c. Demonstrations: An Exhibitor may not use a competitors product in a demonstration or any type of comparisons.
 - d. An exhibitor may not show any counterfeit products, or another manufacturer's products which have been purchased or lifted from a distributor or another manufacturer, or any products which are deemed by Show Management in its sole discretion to be deceptively or illegally marketed. The failure to comply with this provision shall subject the exhibitor to immediate termination from the Show, and no refunds shall be provided.
- 5) Buying Organizations: For purposes of determining exhibitor eligibility, buyer organizations shall be classified as distributors and thus are ineligible. Franchisors, buyer groups (as distinct from buyer organizations) and the like would fall within this category.
- 6) Other Service Organizations: In considering any applications such as may not have heretofore been tendered, the Show Committee shall consider as ineligible any applicant who, in effect, is in any way a competitor of the broad buyer categories of buying firms attending the PAACE Show.
- 7) Suppliers: The term suppliers shall be considered distinct from the term manufacturer in that it shall refer to those companies or enterprises who supply products or services to buyers — such as store fixtures, etc. These supplier applicants shall be eligible. Those applicants who may be considered raw materials suppliers and thus endeavor to sell other exhibitors their wares, shall be considered ineligible. The determinant factor being the function of the supplier's product or service as an adjunct to retail sales.
- 8) Institutional Exhibitors: For the purposes of determining eligibility of applicants in this category, which shall include trade magazines, consumer magazines, any and all publishers, advertising agencies, and any whose function might be construed as a service to either a manufacturer or buyer, the determinant shall be whether or not the promotion and sales efforts of such applicants are directed toward exhibitor or buyers. Where such a function is clearly a dual one, the Show Committee shall consider the applicant eligible on condition that he promotes or endeavors to sell only that part or element of his service as would be of interest to those categorized as buyers at a PAACE Show. Thus, as an example, a trade

magazine publisher would be forbidden to sell advertising space.

Export Management Companies shall fall within this category and in view of primary service they provide to manufacturers, they therefore would not qualify as exhibitors.

C. Products Displayed. Product to be displayed must be automotive parts, accessories, equipment or other industry related products or services. No exhibitor shall display any product or display or distribute advertisements for a product which is considered by Show Management to infringe on another exhibitor's U.S. intellectual property rights (patent, trademark, trade dress or copyright). **Please note: Demonstrations: An Exhibitor may not use a competitors product in a demonstration or any type of comparisons.**

Exhibitor agrees to advertise or display only those products that (1) are listed by the exhibitor in a proper category and subcategory on the PAACE website (www.paaceautomechanika.com) at the Exhibitor/Product Category Search" tab no later than May 1, 2007, and (2) are intended for sale and generally used in a manner that conforms to State, Federal or other applicable laws or regulations.

Show Management, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products which are in violation of this paragraph or do not meet the show objectives or conform to these regulations.

D. Counterfeiting. An exhibitor may not show any counterfeit products, or another manufacturer's products which have been purchased or lifted from a distributor or another manufacturer, or any products which are deemed by Show Management in its sole discretion to be deceptively or illegally marketed. Exhibitors who display products on the show floor or offer products in their catalogues displayed at the PAACE that are found to violate a patent or trademark will face sanctions by Show Management. Sanctions are up to the Show Manager, and may include closing the booth, together with a ban of two years from the show and loss of seniority privileges. PAACE is confident that all of our exhibitors seek to maintain the highest standards of compliance with Mexican law and industry standards. If you have any questions concerning PAACE rules, regulations and compliance procedures on this, or any other matter prior to the show, please contact WT Glasgow at (708) 226-1300. During the show please direct any problems concerning possible intellectual property violations to WT Glasgow at the show office located in room 6 at the Centro Banamex.

E. Show Seniority Rules. Any authorized assignments are subject to the Show Seniority Rules implemented by the Show Operating Committee.

Companies may earn one seniority point for each year an exhibitor exhibits in the PAACE Show.

Transfer of seniority points may occur with the sale of an exhibiting company to a non-exhibiting company, provided the exhibiting company participated in at least one of the two most recently completed shows. Sale of an exhibitor to any other exhibitor is the only action which can increase seniority points other than continued participation in the PAACE Show. Exhibiting company sold to another exhibiting company with the two companies continuing to exhibit independently – each retains its separate seniority points. If at any future time the two companies are combined into one, the surviving company retains the higher of the two seniority point amounts, but not a combination of the two, provided the acquired company participated in at least one of the two most recently completed shows.

F. Forfeiture. Seniority points are forfeited as follows:

- a. Discontinuing operations of the company.
- b. Sale of the company, and the acquired company does not exhibit under the name of the acquiring company or the acquired company.
- c. The acquiring company sells or discontinues operations of the acquired company.
- d. The sale of a product, product line or name does not constitute the sale of a company. If the sale causes the exhibiting company to discontinue operations, all points are forfeited.

G. Exhibitors can lose all or a portion of their seniority points as the result of exhibit infractions listed below:

1. An exhibit that is in violation of show regulations must be corrected when notified by Show Management.
2. Any action that is in violation of the Show rules and regulations.
3. Sub-leasing of exhibit space is not permitted.
4. Any behavior of poor character which Show Management considers objectionable to the Show's well being or anything detrimental to the image of Show Management.
5. Seniority points are forfeited if used to acquire exhibit space for a company other than the exhibitor possessing the points. Forfeited seniority points are not redeemable. The Show Operating Committee/Show Management is the final authority on all questions regarding this policy.
6. A manufacturer who does not exhibit in two consecutive years loses all seniority.
7. A manufacturer who does not exhibit in three of four consecutive years, loses all seniority.
8. An exhibitor will not lose any seniority if you decide to downsize your exhibit space.

DISRUPTION OF SHOW

In the event the Centro Banamex or any part thereof shall be destroyed, damaged by fire or other cause, or become unavailable in whole or in part, for a portion or for the entirety of the agreement period for any reason whatsoever, or if any casualty or unforeseen occurrence shall render the fulfillment of this agreement impossible, including, without limitation, the requisitioning of The Centro Banamex by any governmental entity, then and thereupon the parties to the agreement shall amend the agreement in a fashion which shall be mutually acceptable or the agreement shall be terminable by PAACE at its option. Exhibitor hereby waives any claim against PAACE and/or Show Management for damages or compensation for such termination should the agreement be so terminate.

In the event the Show is interrupted or cancelled for any reason, at its option, Show Management may return a portion of the amount paid for space after deduction of any amounts necessary to cover expenses incurred by Show Management in connection with the Show.

Such expenses shall include, but not be limited to all expenses incurred by Show Management as a result of contracts with third parties for the provision of services or products incidental to the Show, including the Show Management Agreement with the Show Manager; all out of pocket expenses incurred by Show Management incidental to the Show; and all overhead expenses of Show Management attributable to the production of the Show.

No monies will be returned should the dates or location of the Show be changed by Show Management, but exhibitor will be assigned space which exhibitor agrees to use under these same rules and regulations. Show Management shall not be financially liable in the event the Show is interrupted, cancelled, moved, or dates changed except as provided herein.

WAIVER OF LIABILITY

Show Management shall not be responsible for any damage or injury that may happen to the exhibitor or its agents, servants, employees or property from any cause whatever except the willful misconduct of Show Management, its servants or employees, arising out of Show Management duties and responsibilities under the agreement. Exhibitor expressly releases Show Management, their directors, officers, agents, employees, and/or servants from any such loss, damage or injury.

The exhibitor agrees to waive the right of subrogation by their insurance carriers to recover loss sustained under the insurance contracts.

Show Management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any exhibitor by any governmental agency.

INDEMNITY

The exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of The Centro Banamex leased or used by exhibitor which are caused by the acts or omissions of exhibitor, or their employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. Exhibitor is also solely responsible for any injuries or damages sustained or caused by it in connection with PAACE, whether or not they occur at The Centro Banamex. This includes, but is not limited to, booth construction, booth set-up, travel to or from PAACE, activities of the Exhibitor's employees or third parties subject to the supervision of Exhibitor, or any other activities carried on in connection with PAACE. Exhibitor shall defend, indemnify and hold harmless Show Management and The Centro Banamex, their officers, employees, and agents from and against any and all claims, demands, actions, causes of actions, penalties, judgements, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to and death of persons, and damage to and loss of property which are caused by, arise from or grow out of exhibitor's use or occupancy of the premises or from any breach by exhibitor of any condition of this contract, or from any act or omission of exhibitor, or their employees, representatives, servants, agents, invitees, patrons, guests, licensees, or contractors. The Exhibitor agrees to make no claim for any act or omission of Show Management taken in accordance with the Exhibitor Regulations.

ADMISSION REGULATIONS

A. Badges. Admission to the Show is by official PAACE badge. — one badge admits participants to both shows. (Special badges for set-up and tear-down). Badge must be worn at all times, including set-up and tear-down. Badges are the property of Show Management and are non-transferrable.

B. Children. Children under 15 years of age will not be allowed anywhere in the Exhibit Areas, at any time.

C. Pre-Show Hours Entry. Exhibitor personnel manufacturer reps are allowed to enter the hall at 8:00 a.m. each exhibit day. Any exhibit requiring earlier entry must obtain written permission from Show Management.

EXHIBITIONS, RAFFLES & PROMOTIONS

Exhibitors shall not permit exhibitions, raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by show Management no later than -30- days prior to the show.

Exhibitors shall not use any live animals in their exhibit.

No exhibitor shall foster or conduct any event during the PAACE Automechanika Mexico Show hours, other than a luncheon within The Centro Banamex en el Hipodromo de las Americas not to exceed one and one-half hours, which would take attendance from the show floor.

Advertisements or invitations to exhibitor functions may be distributed or displayed within the confines of your booth providing the event does not occur during show hours.

OPERATION AND CONDUCT

A. Regulation & Restriction. Show Management reserves the right to regulate and/or restrict exhibits to a reasonable noise level. Use of sound motion pictures and tape recorders will be permitted, where appropriate to the display, provided sound is maintained at not more than 85dB peaks, on the C weighted scale as measured on a Scott Instrument Lab Type 452 Sound Level Meter (ANSI Type 2), on the "SLOW" meter position, in any and all adjacent exhibit areas. PAACE Show reserves the right to restrict exhibitor's use of sound and other devices which may interfere with the best interest of PAACE Show as a whole. Show Management is authorized and empowered to disconnect the supply of electricity to any Exhibitor who exceeds said Sound Level maximum, without any liability to said Exhibitor. Show Management also reserves the right to regulate and/or restrict exhibits to suitable methods of operation and display of materials. These sound restrictions include any product and power equipment in a demonstration that may cause a distraction to neighboring exhibitors who cannot conduct business in their exhibit area because of the noise factor.

Please note: Where there is a demonstration area located in your booth such as using any type of power tools or equipment that may cause a loud noise which will disrupt neighboring exhibitors, we recommend that you build some type of plexy glass enclosure around this area to contain the noise level.

If for any reason an exhibit and/or its contents are deemed objectionable by Show Management, the exhibit shall be subjected to removal at exhibitor's sole expense. This reservation includes persons, things, conduct, printed matter, signs, or any item of poor character which in the sole judgement of Show Management is detrimental to the Show. In the event such an amendment or restriction is enforced, Show Management shall not be liable for refunding exhibit space rental fees or exhibit equipment rental fees, except at their sole discretion. Exhibitor hereby expressly waives any right and all claims, actions or demands for damage, costs and expenses, including legal fees, against the Centro Banamex, Show Management, their directors, officers, agents, employees and/or servants for such amendment or removal.

Please note: Demonstrations: Where there is a demonstration area located in your booth such as using any type of power tools or equipment that may

cause a loud noise which will disrupt neighboring exhibitors, we recommend that you build some type of plexy glass enclosure around this area to contain the noise level. An Exhibitor may not use a competitors product in a demonstration or any type of comparisons.

B. No Retail Sales. Exhibitors are not permitted to sell products for delivery at the Show. Orders may be taken for future delivery only.

C. Prohibited Displays. Exhibitor shall not exhibit, offer for sale, or provide advertising or literature concerning products or services not manufactured, represented, or exclusively distributed by them. No animals, reptiles, birds, rodents, or insects may be used as part of any exhibit or display. Robots may be used only upon the written consent of Show Management, and must be confined to the exhibit space rented. No helium balloons are permitted within the exhibit area. Exhibitors shall not permit exhibitions, raffles, donations or other promotional measures that require members or guests to be present at a specified location and time and all unusual promotion plans must be approved by the Show Office no later than May 1, 2007.

Please note: Demonstrations: An Exhibitor may not use a competitors product in a demonstration or any type of comparisons.

No exhibitor shall foster or conduct any event during the PAACE Show hours, other than a luncheon within the Centro Banamex not to exceed one and one-half hours, which would take attendance from the Show floor.

D. Exhibit Obstructions. Exhibitors are not allowed to obstruct the view, occasion injury or adversely affect the displays of other exhibitors. This includes demonstrations.

E. Exhibit Personnel. All personnel, models/demonstrators must be properly clothed and dressed appropriately at all times and must confine their activities to the contracted exhibit space. Personnel may not enter the exhibit space of another exhibitor without permission from that exhibitor and at no time may anyone enter an exhibit space which is not staffed. Exhibitors who permit their personnel to enter the exhibit space of another exhibitor, without permission from that exhibitor, are themselves subject to penalties as stated in the Exhibitor violation policy in the Exhibitor Guide and Service Manual.

F. Use of Carrying Devices. Dollies, carts and other rolling devices will not be permitted on the exhibit floor during exhibit hours without the written consent of Show Management.

G. Damages. Exhibitor is responsible for all damage to property caused by exhibitor personnel. Should such damage occur, exhibitor is liable to the owner of the damaged property.

H. Advertising. Exhibitor shall not, without the consent of Show Management, distribute or permit to be distributed any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space.

VIOLATIONS

The exhibitor shall be bound by the rules and regulations set forth herein, and by such additional rules and regulations set forth herein, and by such additional rules and regulations, which may be established by the World Trade Center or Show Management. Show Management shall have the power to adopt and their decision on these matters will be final. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of Show Management.

Any violation by the exhibitor of any of the terms and conditions herein shall subject exhibitor to cancellation of The Agreement to occupy exhibit space and to forfeiture of any monies paid on account thereof. Upon due notice of such cancellation, Show Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

PAACE SHOW MANAGEMENT

c/o William T. Glasgow, Inc.

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