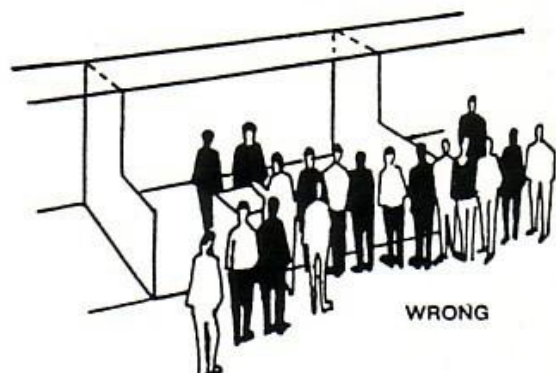
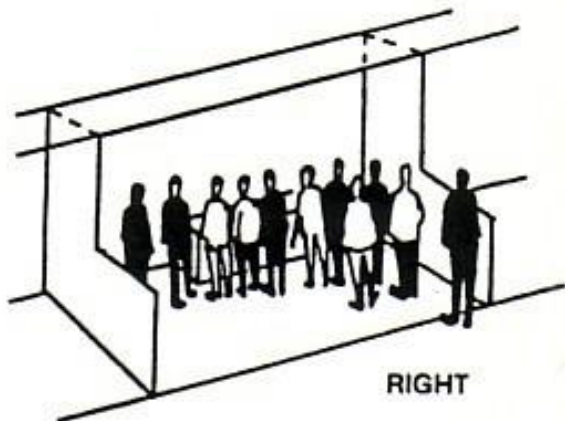


GUIDELINES TO EXHIBITING

By: The American Association of Meat Processors

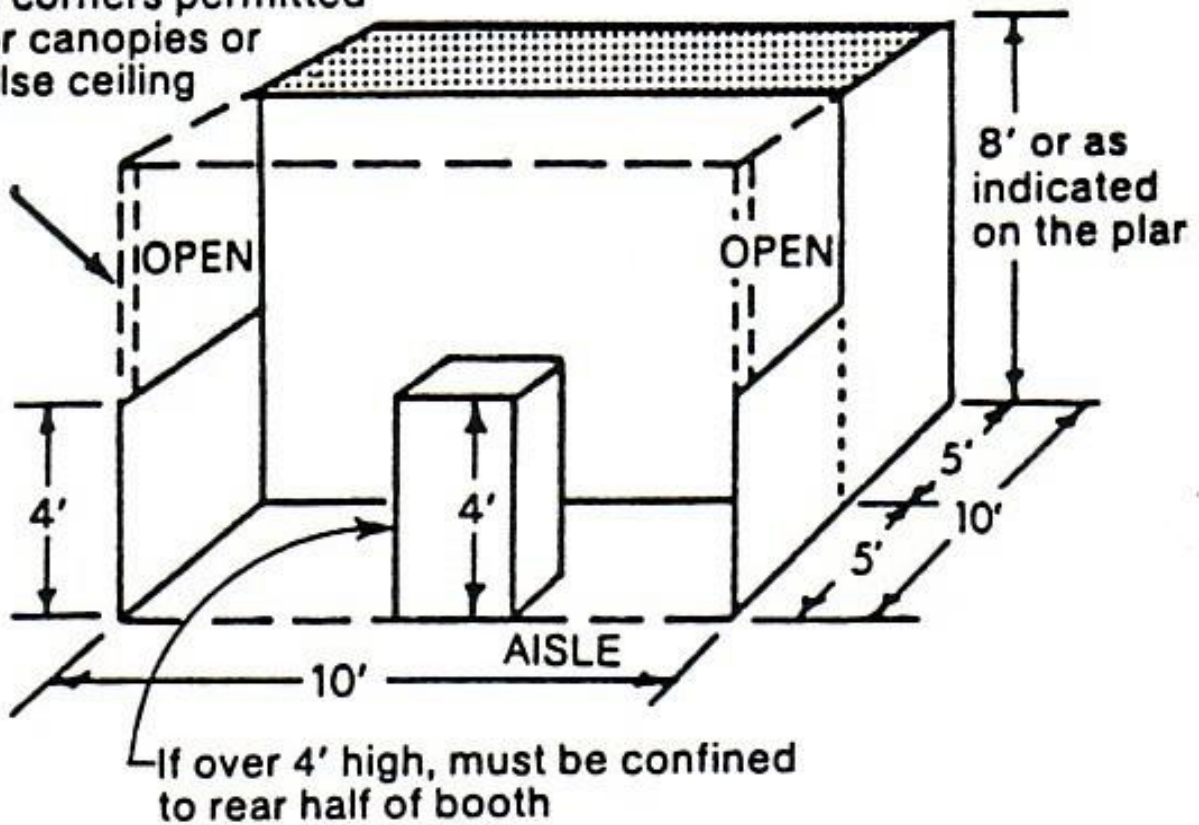
BEING A GOOD NEIGHBOR - A successful trade show is one, which involves a lot of exhibitors working together for the good of all involved. The tenet on which successful trade show management is based is that all exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their products and services in the most effective manner possible. We believe that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of his exhibit. Also, we believe that exhibitors with large space (30 lineal feet or more) should be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. In order to implement these objectives, show management has established the rules and guidelines which follow. The basic concepts embodied in these rules have been developed in cooperation with the Exhibit Designers and Producers Association and the National Association of Exhibit Managers; these rules are accepted in the trade show management profession.

A. DEMONSTRATIONS AND SAMPLING - Since the aisles are the property of all exhibitors, each exhibitor has the responsibility of assuring proper flow of traffic through the entire show. When crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic in aisles or create excessive crowds in neighboring booths, this is an infringement on the right of other exhibitors. Therefore, exhibitors shall not place demonstration areas on the aisle lines of their exhibits if many people are expected to congregate at one time. Leave space within your own exhibit to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your neighbors on each side or across the aisle, show management will have no alternative but to request that you limit or eliminate the presentation. Be conscious of the need to keep the sound level of any demonstration or entertainment to an acceptable level. Police your own booth to make sure the noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is a privilege and not a right. Show management reserves the right to determine when sound constitutes interference with others and must be discontinued.

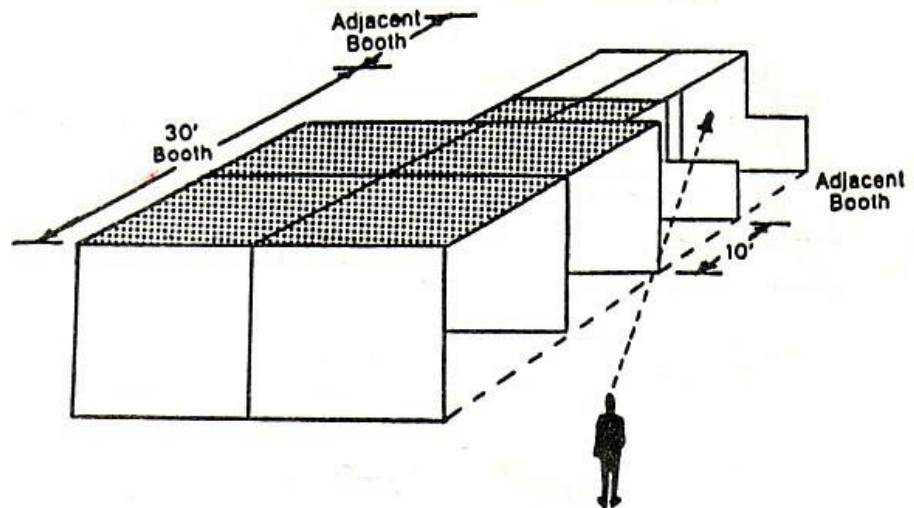
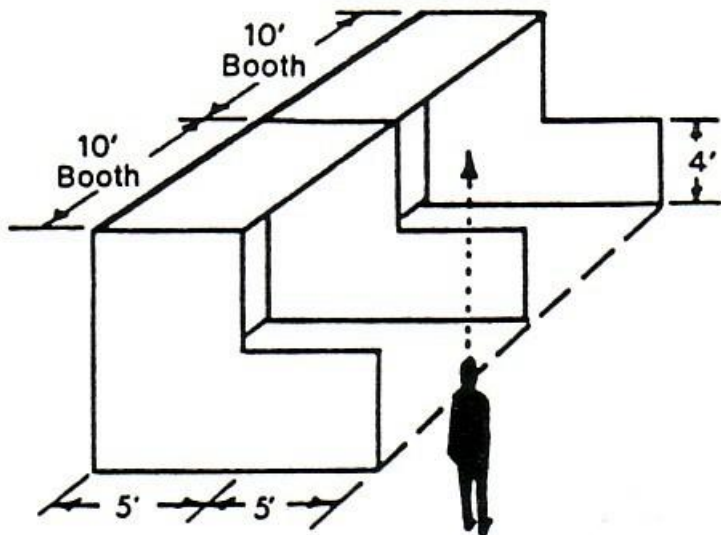


B. STANDARD BACK-TO-BACK EXHIBIT - A standard back-to-back exhibit is one or more booths, each measuring 10 feet deep and 10 feet long, located in a straight line, positioned back-to-back with booths facing the opposite direction. Booth displays shall not exceed 8 feet in height. Exhibitors who wish to display items which exceed the 8 feet height limitation are directed to select perimeter booths which normally can be built to a height of 12 feet. All display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5 feet in from the front aisle line. Exhibitors using canopies or false ceilings over their exhibit may use vertical supports up to 3 inches in width in the corners of their space. Vertical supports which are strictly decorative will not be permitted. This will provide a reasonable sight line from the aisle to the neighboring exhibit.

Max. 3" dia. supports
at corners permitted
for canopies or
false ceiling

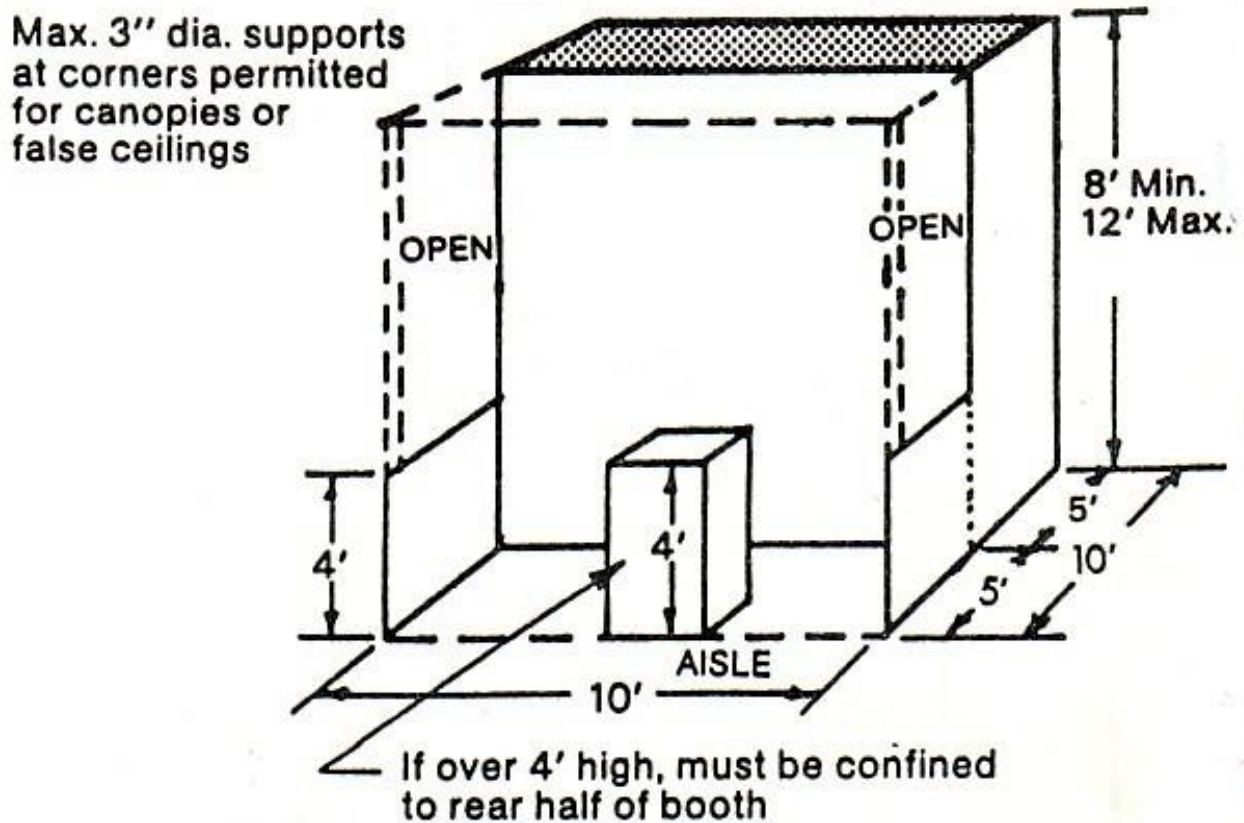


C. PENINSULA EXHIBIT - A peninsula exhibit is one that occupies both corners at the end of a row of back-to-back booths and has an aisle on three sides. The back wall must be on the non-aisle side and must not exceed 12 feet or the allowable height as indicated on the floor plan. The back wall shall be centered on and not exceed in width one half the dimension of this side. Exhibitors using peninsula exhibits may utilize display fixtures that stand 12 feet high right up to the aisle line (where ceiling height permits) in the front booths. However, in the booths that adjoin neighboring exhibit booths, all display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5 feet from the front aisle line. That portion of the exhibit wall that adjoins the adjacent booth and extends above it must be finished and must contain no copy, logo or design in order not to detract from the adjacent booth. Exhibitors using canopies or false ceilings over that portion of their exhibit that is within 10 lineal feet of an adjoining exhibit may use vertical supports which are up to 3 inches in width in the corners of their space; vertical supports which are strictly decorative will not be permitted. This will enable exhibitors adjoining peninsula exhibits to enjoy the same reasonable sight line from the aisle they would expect if they were adjacent to an exhibitor with a standard "in line" booth.



D. ISLAND EXHIBIT - An island exhibit is made up of one or more standard booths surrounded on four sides by aisles. Exhibitors using island booths may build their displays to a height of 12 feet and may use display fixtures that stand higher than 4 feet tall right up to the aisle line on all four sides.

E. PERIMETER EXHIBIT - Exhibit booths that are located on outer perimeter walls of the exhibit area are known as "perimeter" booths. Exhibits in perimeter booths may be built to a height of 12 feet. All display fixtures over 4 feet in height and within 10 lineal feet of an adjoining booth must be confined to that area of the exhibitor's space which is at least 5 feet from the front aisle line. Exhibitors using ceilings or canopies over their exhibit may use a single vertical support not to exceed 3 inches in diameter on the corners of their space. Vertical supports that are strictly decorative will not be permitted. This will provide a reasonable sight line from the aisle to the neighboring exhibit.



BOOTH SPACE - All booths measure 10' x 10', unless otherwise indicated. All aisles are 7 to 10' in width. Exhibit booth sizes on the official Convention exhibit floor plan are believed to be accurate in space and dimension, but are warranted to be approximate.

ADDITIONAL INFORMATION - If any further information is desired concerning the renting and use of space at the American Convention of Meat Processors, address your requests to the American Association of Meat Processors, One Meating Place, Elizabethtown, PA 17022. Phone: (717) 367-1168; Fax: (717) 367-9096, Email: aamp@aamp.com, Website: www.aamp.com