

1. Conduct Between Exhibitors

Exhibitors agree that they will not disrupt the show by harassing other exhibitors, or by disrupting other exhibitors' ability to conduct normal business activity at the show. In its sole discretion, SPORTSHOWS LLC may physically remove from the exhibitor's booth space any person who is engaged in threatening, disruptive, or offensive behavior.

2. Rules and Regulations

SPORTSHOWS LLC shall have the power to adopt, amend, interpret, and enforce all shows terms, rules and regulations with respect to the operation and conduct of the Show, including but not limited to those regarding the kind, nature, and eligibility of all exhibitors and exhibits at the Show and the marketing activities of exhibitors with respect to the Show.

3. Non-Current Product/Boats

Boat exhibitors may display up to 20% of new and unused previous model year boats in their display. A new boat is defined as a boat that has not been registered with the State.

A. Installation:

1. Specific instructions regarding loading in/out (i.e., dates, times, and directions, etc.) will be sent to each exhibitor, and must be strictly observed. Exhibitors will be billed for extra rigging services required because of delays caused by unprepared exhibits, including carpet installation, lack of appropriate cradling equipment, etc.; lateness; or any special/unusual handling of boats or equipment. Late exhibitors arriving after their scheduled installation time can be relocated to any location specified by SPORTSHOWS LLC or, if no alternative is available may forfeit their show participation rights.
2. Exhibitors are required to comply with all labor practices and union agreements in effect at the show site.
3. Any equipment, signs or display units provided by the show will not become the property of the exhibitor.
4. No signs, walls, product, or any part of a display shall be set up so as to block off or otherwise interfere with the view of any other display. Exhibits are limited to the space provided in the contract. Product, personnel and/or display material may not extend into the aisles or adjoining space (including trailer tongues, wheels,

stairs, stern drives, display/literature racks, etc.).

5. Products may be suspended from the ceiling in some shows; however, permission of the show facility and SPORTSHOWS LLC must be received in writing prior to show move-in.
6. No damage of any nature may be done to booth structures or to any part of the exhibit hall or show grounds. Exhibitors will be held responsible for damages. No signs may be placed on columns or walls except within exhibitor's space (building regulations permitting). No nails or screws may be driven into the floor. Exhibitors are responsible for filling holes from tent stakes or from other structures not provided by SPORTSHOWS LLC, for removing tape from floors, and for removing carpet, including whatever's used to secure it.
7. No exhibitor may bring into the show any explosives, flares, gasoline, kerosene, acetone, LPG or other flammable or combustibles. No fuel may be stored in containers, boats, RVs, or authorized vehicles. All gas tanks must have locking gas caps or be taped closed. Batteries must be disconnected from ignition systems.

B. Construction:

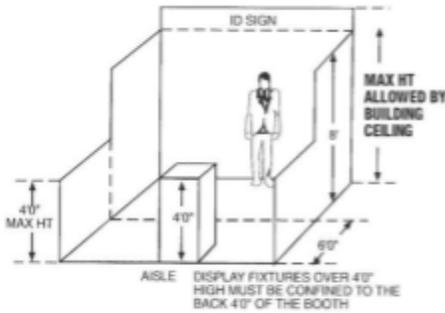
1. All structures must conform to local fire, safety and building codes, and are subject to inspection. Ramps, platforms, and stairs must have adequate handrails.
2. All decorations or building materials must be flameproof, and an affidavit or certificate evidencing such flame proofing must be available for potential inspection by Fire Department representatives. Open flames of any sort are prohibited without advance approval by show management.
3. All electrical wiring and equipment must meet appropriate municipal/governmental electrical codes.
4. Exhibitors are required to finish and decorate any unfinished partitions, walls or backs of signs, which are visible to the public. Two-sided identification signs along the back wall of an exhibit that detract from the adjoining exhibit must be removed or covered up. Exposed exhibit back walls will be draped or finished at exhibitor's expense.

C. Standard Booth Exhibits:

One or more standard units (10' x 10', 10' x 9', etc.) in a straight line.

Height: Exhibit fixtures and components will be permitted to a maximum height of 8'0", plus 2'0" for back wall identification signs—overall acceptable height is ten feet (building construction permitting). Sidewalls may extend 4'0" or 1/3 the depth (whichever is greater) from the back line at a height of 8'0", but then must drop to a 4'0" height.

Depth: All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 0" of the back line (towers included).



D. Perimeter Wall Exhibits:

Standard booth or bulk exhibits located on the outer perimeter wall of the exhibit floor.

Height: Exhibit back walls may rise continuously to a maximum height permitted by building ceiling(s), (with SPORTSHOWS LLC approval) but nothing may be attached directly to walls.

Depth: All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 4'0" of the black line (towers included).

E. Peninsula:

An exhibit space open on three sides that has a neighboring exhibitor or wall on the fourth side.

Height: Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting):

No wall/walled structure may be positioned along space edge. Any walls must be set at least 5'0" from any

aisle(s).

Display fixtures placed within 5 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 10'0" in height.

F. Island Exhibits:

An island exhibit is a space that is open on all four sides.

Height: Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting):

Display fixtures placed within 5 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 10'0" in height.

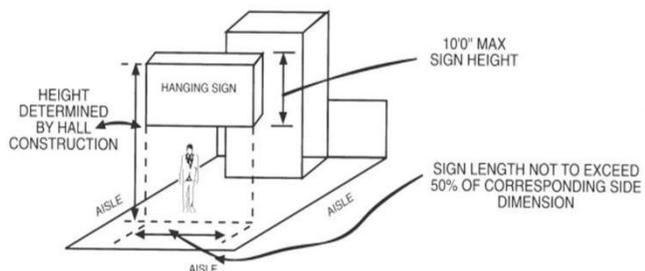
G. Hanging Signs:

An exhibit component suspended above an exhibit (standard booths excepted) for the purpose of displaying graphics or identification.

Hanging signs, banners and graphics are only allowed (building design permitting) over bulk space exhibits (i.e., islands, peninsulas or some perimeter wall exhibits). Hanging signs are prohibited in standard (linear) booth Spaces. Signs may not contain or allude to discounts or prices. Signs in a manufacturer's display will not be permitted to refer to another manufacturer except (with SPORTSHOWS LLC's approval) for component identification purposes. Inflatable signs or forced air or helium balloons for identification purposes must be approved in advance by SPORTSHOWS LLC due to variances in facility requirements. Helium balloons are not to be handed out to show visitors.

Height: Signs must be hung at a height determined by hall construction. This height limit will be noted in the exhibitor kit.

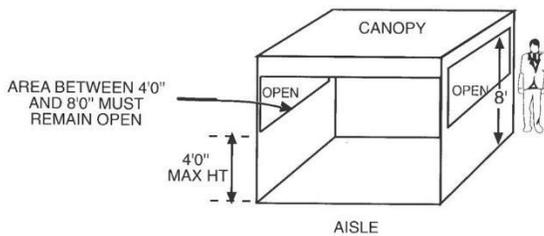
Placement: Signs are to be positioned so as not to hang over/into neighboring exhibits or aisles.



H. Canopies, Umbrellas, Ceilings & Headers:

Height: False ceilings, canopies, headers and umbrellas are permitted to a height that corresponds to the height regulations for the exhibit component of which they are a part; however, that area between 4'0" and 8'0" high must remain open and free of obstruction.

Depth: Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3'0" in width when placed within 10 lineal feet of an adjoining exhibit and not



confined to that area of the exhibitor's space, which is at least 5'0" from the aisle line.

I. Vehicles on Display:

The SPORTSHOWS LLC Shows policy specifically prohibits any literature, signs, sales staff and financial consideration from the vehicle supplier, manufacturers, or their dealers. Any proposal for the display of an automobile, truck, or other vehicle must be presented to SPORTSHOWS LLC for approval for consideration at least 8 weeks in advance of the show.

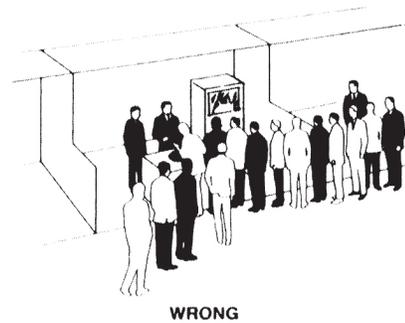
Some facilities have exclusive sponsorship agreements that may prohibit the display of automotive vehicles.

J. Demonstrations:

Any part of the exhibitor's presentation involving the interaction of exhibit personnel and their audience through demonstrations, corporate presentations, or sampling.

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2'0" from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow

into neighboring exhibits, SPORTSHOWS LLC will have no alternative but to request that the presentation or sampling be stopped, or the exhibit rearranged to contain the spectators or samplers within the exhibit space.



K. On-Site Marketing:

Marketing (advertising, branding, promoting) must be confined to an exhibitor's contracted space. Marketing in common areas including but not limited to interior/exterior walls, doors, stairs, elevators, escalators, aisles, ceilings, restrooms, information booths, literature bins, and concession areas is prohibited unless pre-approval, in writing, is granted by the SPORTSHOWS LLC. The SPORTSHOWS LLC reserves the right to revoke this approval at any time.

L. Additional Display Information:

1. If copyrighted music is to be played in display, Exhibitor must obtain all necessary licenses.
2. Any bow thruster features on a boat must be disengaged while on display.
3. Signs used within an exhibit space should be produced in a professional manner.
4. Dimensions of all exhibit area are believed to be accurately stated on the floor plans. If there is a discrepancy or error, SPORTSHOWS LLC will attempt to correct the situation once it is brought to our attention.

5. Facility lighting may not illuminate all areas evenly and effectively. SPORTSHOWS LLC assumes no responsibility for providing additional lighting. If available, Exhibitor may order additional lighting at its expense (see Exhibitor Kit).
6. SPORTSHOWS LLC assumes no responsibility for temperature levels at any time.

Sound: Noise levels from demonstrations or sound systems must be kept to a minimum so as not to interfere with other exhibitors on a continual basis. SPORTSHOWS LLC will make final decision on volume levels and frequency.

Safety: All product demonstrations involving any moving and potentially hazardous machines, display or parts, must be approved in advance by SPORTSHOWS LLC at least 45 days in advance of the show opening.

M. Character of Exhibits:

1. SPORTSHOWS LLC encourages the use of creative, innovative exhibits; however, SPORTSHOWS LLC does reserve the right to decline or prohibit any activity, exhibit, or component which, in its opinion, is either not suitable or not contractually permitted in the show. This reservation concerns persons, objects, decorations, conduct, printed matter, advertising, souvenirs, catalogues, and all other items that affect the character of the show.
2. Exhibits must be set up and staffed during all open hours of the show. Exhibit removal prior to the final day's close of the show is strictly forbidden. Exhibitors that do not comply with these regulations will not be offered renewal of their space in the following year's show.
3. Exhibitors have the right to distribute their catalogues and other approved printed matter (i.e., only information related to items displayed), but only within their space(s), not in the aisles or lobby.
4. Exhibitors are not permitted to use or distribute any sale device(s) which contributes to an annoying atmosphere, some of which may include public address systems, raised dais, stage-type lighting, flashing lights, beacons, loud machinery, helium balloons, ribbons, inflated signs, alarms, horns, bells (whether part of boat equipment or separate components), etc. If you are considering one of these elements in your exhibit, please contact SPORTSHOWS LLC for approval.
5. Video or audio equipment is permitted but must be operated so as not to create a disturbance.
6. Drawings, guessing games and prize contests of any kind sponsored by individual exhibitors are subject to the prior approval of SPORTSHOWS LLC, and must also adhere to local lottery laws.
7. No alcoholic beverages or food may be served on the show floor without the consent of SPORTSHOWS LLC and the facility concessionaire.
8. SPORTSHOWS LLC will arrange for the sweeping of aisles, but exhibitors must, at their own expense, keep their space clean: boats dusted, carpet vacuumed; and exhibits in good order.
9. Exhibits are required to maintain the outdoor theme of the show and should be set up in a professional manner so as not to relay a "flea market" atmosphere. Exhibit spaces should be inviting to attendees, free of clutter and garbage. Boxes may not be visibly stored within the display and should be stored under skirted tables or behind partitions.
10. All products offered for display must be deemed acceptable by SPORTSHOWS LLC.