

# 2012

## *Booth Sharing Contract/Application*

Unified Wine & Grape Symposium  
Sacramento Convention Center ■ January 24–26, 2012 ■ Exhibits: January 25 & 26

**Please note changes have been made in the following sections:**

- Floor Space– Large Machinery Areas (page 5)
- Installation/Dismantle– 3 load-in/load-out options (page 6 & 7)
- Sharing Exhibit Space (page 7)
- Fire Regulations (page 8)
- Vehicles & Motorized Equipment (page 8) – **NEW!**
- Demonstrations (page 12) – **NEW!**
- Floor Plan– Exhibit A (page 16)
- Important Dates– Exhibit D (page 19) – **NEW!**



**Questions?**

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Unified Wine & Grape Symposium

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## 2012 BOOTH SHARING CONTRACT/APPLICATION

Unified Wine & Grape Symposium  
January 24–26, 2012 (Exhibits: January 25 & 26)  
Sacramento Convention Center, Sacramento, California, USA



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### CONTACT INFORMATION

#### Badge Registration and Hotel Reservations

**Action Motivation Inc. (AMI)**  
Phone: (650) 416-2422  
Fax: (650) 416-2498  
Email: [exhibits@unifiedsymposium.org](mailto:exhibits@unifiedsymposium.org)

#### Official Services Contractor – for booth labor, setup & services

**Freeman**  
Phone: (775) 355-4600  
Toll Free: (888) 508-5054  
Email: [freemanrenoes@freemanco.com](mailto:freemanrenoes@freemanco.com)

#### Insurance, Processing Fee, Supplier Poster Presentations and Trade Show Information

**Unified Wine & Grape Symposium  
(UW&GS)**  
PO Box 1855  
Davis, CA 95617-1855 USA  
Phone: (530) 753-3142  
Fax: (530) 753-3318  
Email: [info@unifiedsymposium.org](mailto:info@unifiedsymposium.org)



## 2012 Booth Sharing Contract/Application

Unified Wine & Grape Symposium (UW&GS)  
January 24–26, 2012 (Exhibits: January 25 & 26)  
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### Exhibitor Information

Please complete each line below and please print clearly.

COMPANY NAME: \_\_\_\_\_

LEGAL ENTITY NAME OF COMPANY NAME ABOVE (REFERRED TO AS "EXHIBITOR"): MUST MATCH INSURED NAME ON INSURANCE FORMS \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE/ZIP/COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CONTACT: \_\_\_\_\_

### Products:

Please list the products and/or services for your company (see Exhibit B for the product code list). We will only accept applications for companies who can demonstrate that they sell products/services directly related to the wine and grape industry. We need this information to list your product(s) in the program. **We can only list up to five (5) products. Please note each sub-product is considered a separate product. The program may not include product information for contracts received after December 9, 2011.**

If you chose 142 (other) as one of your products, please write the product name on the line below.

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_ 5th \_\_\_\_\_

All exhibit and registration information will be mailed to the contact at the address listed above. All printed materials and other listings will only include this contract/product information unless changes are requested in writing. **The Unified Wine & Grape Symposium does not accept multiple contacts or addresses for such listings.**

### Large Machinery and Equipment

Please use the addendum to the contract to identify and state estimated weight, height and other applicable dimensions. **This is required to share a "lettered" machinery booth.** Please check the type of machinery you will exhibit:

- Large Vineyard Machinery
- Large Winery Machinery

Please review the enclosed Booth Construction Requirements prior to making your arrangements to exhibit machinery.

If your machinery will be displayed in a standard booth, please list the dimensions and weight below:

\_\_\_\_\_

### Please fax your completed contract to 530-753-3318

Unified Wine & Grape Symposium  
P.O. Box 1855  
Davis, CA 95617-1855 USA  
Phone: 530-753-3142





Please complete each line below and **please print clearly.**

### Booth Sharing

**Contract/Application must be accompanied by letter of intent to share space from primary contracted exhibitor.** Contract/Applications to share space that are not accompanied by letter of intent will not be processed.

COMPANY NAME OF PRIMARY CONTRACTED EXHIBITOR \_\_\_\_\_

### Payment Information – \$50 Fee

- Check (made payable to Unified Wine & Grape Symposium)
- Credit Card (online): Please contact our office to request a PayPal invoice for online payments.
- Credit Card (fax or mail).    

CARD NUMBER: \_\_\_\_\_

SECURITY CODE: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

CARDHOLDER'S ADDRESS: \_\_\_\_\_

SIGNATURE (AUTHORIZES CHARGE IN THE AMOUNT OF \$50 U.S.): \_\_\_\_\_

### Acceptance of Terms and Signature

The undersigned, Exhibitor, hereby applies to the Unified Wine & Grape Symposium, LLC, (UW&GS) for the use of shared exhibit space at the 2012 Unified Wine & Grape Symposium at the Sacramento Convention Center, Sacramento, CA, January 25 & 26, 2012 (Exhibits), and, agrees to be bound by the terms and conditions set forth in the 2012 Booth Sharing Contract/Application **including indemnity and requirements for Certificate of Liability Insurance and Additional Insured Endorsement (refer to Exhibit C).** The undersigned is legally authorized to represent Exhibitor in accepting these terms and conditions.

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

### FOR OFFICE USE ONLY

BOOTH #(S): \_\_\_\_\_

DATE ASSIGNED: \_\_\_\_\_ TOTAL COST: \_\_\_\_\_

DATE RECEIVED: \_\_\_\_\_ AMOUNT PAID: \_\_\_\_\_

CHECK # / CC AUTH #: \_\_\_\_\_

CONFIRMATION EMAILED: \_\_\_\_\_



## 2012 BOOTH SHARING CONTRACT/APPLICATION - ADDENDUM I

Unified Wine & Grape Symposium  
January 24–26, 2012 (Exhibits: January 25 & 26)  
Sacramento Convention Center, Sacramento, California, USA

### For Large Vineyard & Winery Machinery Booth Sharing Exhibitors (contract requirement)

Booth Sharing Exhibitor: \_\_\_\_\_

Correspondence Contact: \_\_\_\_\_

Please identify type of machinery (harvester, labeler, etc.) and state estimated weight, height and other applicable dimensions. If the equipment has wheels, please list the distance between the front and back wheels. Please list each piece of machinery your company will be exhibiting as a separate item. Any companies you choose to share your booth with must meet the minimum requirements regardless of shared booths in previous years.

#### Item 1

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 2

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 3

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 4

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 5

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 6

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 7

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

#### Item 8

Type of Machinery: \_\_\_\_\_

Weight: \_\_\_\_\_

Height: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Wheel Distance: \_\_\_\_\_

**Any changes to this booth sharing contract addendum as submitted must be made in writing to the Unified Wine & Grape Symposium.**



## 2012 BOOTH SHARING CONTRACT/APPLICATION - ADDENDUM II

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### List of Manufacturers Your Company Represents (contract requirement)

Booth Sharing Exhibitor: \_\_\_\_\_

**This form must be completed to be eligible for a booth.** Please identify each company and products below that your business offers commercially that will be represented in your booth. The company for any booth representative registered for a badge must be listed below and meet the conditions as described below and on page 8.

**Company You Distribute For:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Company You Distribute For:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

**Specific Products:** \_\_\_\_\_

If Exhibitor is legally representing more than one company, such as in the case of a manufacturer's representative or a distributor, a fully completed list for **each** company whose products you will be representing in your booth must be submitted along with your completed contract/application. An example is representation of multiple products of multiple companies as identified on the primary company's website or other commercial material. This requirement is necessary to proceed with booth assignment and for registering your booth representatives with various company names. Pursuant to the indemnity clause on page 9, primary contracted Exhibitor agrees to indemnify for the acts and omissions of any and all companies represented by the primary contracted Exhibitor.

Manufacturers and specific products are not listed in the program or on website unless they are the contracted Exhibitor.

All manufacturer's representatives/distributors are reviewed and accepted based on approval by the UW&GS.

**Any changes to this contract Addendum as submitted must be made in writing to the Unified Wine & Grape Symposium.**

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### RULES & REGULATIONS

By signing the 2012 Booth Sharing Contract/Application, Exhibitor agrees to upon acceptance by UW&GS and is bound by the terms and conditions set forth in this 2012 Booth Sharing Contract/Application. These Rules & Regulations state the terms and conditions of your booth sharing contract with UW&GS. All cancellations must be made in writing.

#### Booth Inclusion

The booth includes the following: 1.) draped backdrop, side drapes and 3 foot side rails; 2.) booth identification sign (company name and booth number); and 3.) exhibitor badges for admission to the exhibits on Wednesday and Thursday for your sales representatives. Any other exhibitor services (i.e. shipping, material handling, decoration, labor, utilities) are available for an additional fee through the Official Services Contractor, Freeman. [See Freeman Exhibitor Services Manual (available in November 2011)]

#### Booth Confirmations

Booth assignment confirmations will be emailed upon acceptance of Booth Sharing Contract/Application.

#### Booth Types

**Standard:** All booths are 10 feet deep by 10 feet wide with the exception of island booths, large machinery areas and as indicated on the floor plan (Exhibit A). All aisles will be carpeted in the 1st floor exhibit area. The 1st floor West Lobby, 3rd floor ballroom and 3rd floor Outdoor Terrace/Tented Pavilion is completely carpeted. Carpet for booths may be rented from the Official Services Contractor for all four (4) locations. Standard booths may not exceed the back wall height of 8 feet, including signs or special lighting.

All standard booths and peninsulas must maintain the open sight lines as outlined in the Booth Construction Requirements. Failure to maintain sight lines and/or any violation of the Booth Construction Requirements may result in the dismantling of the booth or loss of priority points for future booth sales. No refunds will be issued for booths that are dismantled due to a violation of the Booth Construction Requirements.

**Island:** Renting island booths requires purchasing an additional two (2) booths to allow for 360 degree traffic access. For example, if a four (4) booth island is selected, Exhibitor will pay for six (6) booths. This requirement can be waived if the UW&GS does not have to remove booths to create the island. For example, if an island is created from a group of 10 ft. x 10 ft. booths with existing rows approved by the fire marshal, the UW&GS would not have to remove additional booths to make the island. Some islands are pre-drawn for aesthetic reasons with booths removed and renting two (2) additional booths would be required. If two (2) neighboring island booths exist, the two (2) companies will share the cost of the two (2) booths that would be removed.

**Peninsula:** Peninsula booths, (two or more booths side by side at the end of an aisle, see Booth Construction Requirements) may not exceed the back wall height of eight (8) feet in the center ten (10) feet. Booths may also not exceed the back wall height of four (4) feet in the outer five (5) feet. Your booth neighbor also needs the same visual exposure from the aisles. (See Booth Construction Requirements)

**Large Vineyard & Winery Machinery:** Designated booth areas are available for rental by suppliers that exhibit large machinery. Any equipment that has wheels must have rubber tires or a similar covering and all engines must have a drip pan underneath or Exhibitor will incur an additional expense for installation, removal and/or cleanup. This protection is required by the Sacramento Convention Center. Union labor spotting fees will apply for large machinery that can be driven directly into and out of the exhibit areas. This expense will be billed by Freeman, the Official Services Contractor. Refer to the Freeman Exhibitor Services Manual for more details and fees or contact Freeman for an estimate of fees.

The primary Exhibitor contracted for a large machinery area must meet our minimum equipment requirements. Each piece of Large Vineyard or Winery Machinery must necessitate at least a block of four (4) standard booths to qualify for this space (refer to Booth Construction Requirements). If you have any questions about the minimum size requirements, please contact UW&GS.

#### Floor Space

**Island Booths & Large Machinery Areas:** These areas are not restricted by the eight (8) foot height limitation for equipment. Full use of the floor space is permitted, however, any back walls or drapes set along the booth perimeter may not be higher than four (4) feet. Demonstration areas may not be set on the aisle line of the booths; space must be left within the exhibit area for attendees. Fire code stipulates that attendees or Exhibitor cannot interfere with the normal traffic flow in the aisles. If an unusual design is contemplated or if you are not certain if your booth meets show requirements, approval should be obtained from the UW&GS before proceeding with design and construction.

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**Large Machinery Areas (i.e.: Area E on the Booth Construction Requirements):** For quad large machinery areas, eight (8) foot high back wall drape will be placed on the inner common walls, but will only extend to the front ten (10) feet in each direction. Refer to the diagram in the Booth Construction Requirements and drape placement. Failure to follow the perimeter guidelines may result in the dismantling of the booth or loss of accrued booth assignment points for future booth sales. No refunds will be issued for booths that are dismantled due to a violation of the Rules and Regulations.

**All Booths:** No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit back-grounds must be draped to present an attractive appearance. Refer to the Pre-Show Inspection section for more details.

### Exhibit Areas Access for Booth Setup & Breakdown

In the interest of safety, only those individuals directly responsible for the setup and breakdown of the booth will be permitted in the exhibit area during setup and breakdown times. Work passes will be issued by the security guard at the freight door for each individual upon entrance for setup. Please be prepared to provide identification and/or a business card. These passes will be good only during setup times (refer to Installation section). Please refer to Minors, Safety & Alcohol section for more details.

### Admission to Exhibit Areas Early on Show Days

Exhibitor with badge will be permitted to enter the exhibit areas one and a half hours prior to the opening of exhibits each show day.

### Installation

**Large Machinery:** Exclusive setup for large machinery exhibitors will be on Sunday, January 22, from 10:00 am to 5:00 pm and Monday, January 23, from 8:00 am to 3:00 pm. A Freeman representative will contact each large machinery Exhibitor to schedule an appointment.

**All Other Booths:** Exhibitor set up will be Monday, January 23, from 3:00 pm to 8:00 pm and Tuesday, January 24, from 8:00 am to 5:00 pm. Exhibitor may continue to work in their booth until 8:00 pm on Tuesday, January 24. Booths must be completely ready for the show by 8:00 am on Wednesday, January 25. Installation must be carried out during the times listed above. All crates must be available for removal no later than 4:00 pm on Tuesday, January 24. Authorized personnel may work in the booth until 8:00 pm on Tuesday, January 24. All empty crates must be removed from the aisles prior to 4:00 pm on Tuesday, January 24; “empty” stickers/labels are available at the Freeman Service Center. Contact UW&GS if you need to set up your display at a later time on this day. Any Exhibitor placing empty crates or cartons in the aisles after the aisles have been cleaned will be charged for removal and re-cleaning. Crates and their contents, if any, may be stored outside and exposed to weather conditions.

UW&GS assumes no liability for loss or damage to stored crates or their contents. Any exhibit not in the process of being installed by 4:00 pm on Tuesday, January 24, will be assembled by the Official Services Contractor, Freeman, at Exhibitor's expense. No exhibit may be set up after the exposition opens.

There will be three (3) options for exhibitors to load-in their booth material and equipment into the convention center as designated on the floor plan diagram provided prior to move-in. Each of the options is based on specific terms and conditions as described in the Exhibitor Services Manual.

1. Hand carried items by Exhibitor
2. Private Vehicle Material Handling (Cartload Service) – provided by Union Labor
3. Loading Dock – provided by Union Labor

Hand carried items may only be brought into the designated entries of the convention center and until 5:00 pm on Tuesday, January 24. After this time you will be required to bring your hand carried items in by 7:30 am (PST) on Wednesday, January 25.

### Pre-Show Inspection

A walkthrough will take place by show management at 4:00 pm on Tuesday, January 24, 2012. Any booths not meeting the Rules and Regulations of the Booth Sharing Contract/Application by this point in time are in violation of show standards. A notice stipulating required action will be posted at applicable booths. This includes exceeding booth height and width restrictions as specified in the Booth Construction Requirements. Any popup, pre-fabricated or other custom designed booth that appears unfinished from side(s) or back will be draped by Freeman and billed to the contracted Exhibitor. Failure to follow or correct to meet the Booth Construction Requirements will result in the dismantling of the booth or loss of accrued booth assignment points for future booth sales. No refunds will be issued for booths that are dismantled due to a violation of the Booth Construction Requirements.

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### Dismantling of Exhibits

All exhibitors must follow the same protocol for load-out as they did for load-in.

#### Schedule

The official closing time of the exposition is 4:00 pm, Thursday, January 26, 2012. The exhibit areas must be clear of all attendees before breakdown can begin. The return of empty crates/boxes will begin after all attendees have left the exhibit areas and aisle carpeting has been removed, approximately one to two hours after the close of the show.

**First Floor (Halls A–E):** All Exhibitors with booths on the first floor will have until 2:00 pm on Friday, January 27.

**West Lobby, Third Floor Ballroom & Outdoor Terrace/Tented Pavilion:** All exhibit material must be packed and ready for removal from these exhibit areas no later than 10:00 pm, Thursday, January 26.

#### Early Breakdown

**Breaking down early compromises the safety of everyone present in the trade show, negatively impacts the presentation of neighboring booths, and risks poor representation of your company if a conference attendee visits your booth late in the day.**

If **any** of the following occurs prior to 4:00 pm on Thursday, January 26, 2012 and regardless of the reason, the applicable UW&GS early breakdown penalty will apply at the sole discretion of the UW&GS. Early dismantling prior to close of show includes: packing boxes, removing material and/or equipment, resulting in a partially empty or fully vacated booth and/or with no booth representatives present.

The penalty is a reduction of accrued booth points for a first-time violation. Those exhibitors that breakdown early in multiple years risk forfeiture of all points accrued as of the end of the 2012 trade show. This will result in your company not being included in booth pre-sales for the upcoming year trade show. If this occurs, your company can opt to be added to the future year wait list. The Early Breakdown penalties apply whether early breakdown occurs in consecutive years or not.

### Sharing Exhibit Space

#### Only two (2) companies maximum may share booth space with a primary contracted exhibitor

If a booth or booths are to be shared by companies whose products you do not legally represent and sell, the primary contracted Exhibitor (a contracted Exhibitor with accrued points that is eligible for a booth assignment is the primary contracted Exhibitor) must submit a letter of intent to share space that lists each company (two maximum) and complete contact information and product(s) or service(s) that will share the booth space. Additionally, a completed and signed booth sharing contract with a \$50 non-refundable processing fee must be submitted by each company sharing booth space as well as a certificate of liability insurance and additional insured endorsement (form CG 2026). **A company may only share booth space with one (1) primary contracted Exhibitor. The primary contracted Exhibitor must be present at the show to be eligible for the next year's presales opportunity.** Pursuant to the indemnity clause on page 9, Exhibitor agrees to indemnify for the acts and omissions of any and all companies sharing booth space with the primary contracted Exhibitor.

Once all required booth sharing documents have been received and processed, the sharing company will receive their own registration promotional code via email.

Booth sharing contract/applications received after 5:00 pm (PST) on January 13, 2012 will not be accepted.

Primary contracted Exhibitor may not also share a booth with other primary contracted companies.

#### Booth points & waiting list

Exhibitor sharing booth space who is not the primary contracted Exhibitor will not accrue booth assignment points for the contracted booth space. Only the primary contracted Exhibitor will be issued priority points and be eligible for booth sales in the next year.

Exhibitor sharing space who is not the primary contracted Exhibitor can acquire booth space for future shows by joining the waiting list for booth assignment. A waiting list application must be completed annually until exhibit space becomes available to be eligible for booth space. Completing a waiting list application is future security for your company. If your business relationship with the primary contracted Exhibitor changes, you will be ensured possibility to contract your own booth space in future shows. If you are not on the waiting list you will not be considered for booth space. The waiting list assignments are made based on availability after the completion of booth presales for renewing Exhibitors. Although sharing your booth space may be allowed, Exhibitor shall not sell or sublease

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their booth space. Companies that submit booth sharing contracts that are accepted by UW&GS after December 9, 2011, may not be included in the printed Program & Exhibit Directory that is given onsite to attendees. They also may not be posted online based on the time line.

Only the primary contracted Exhibitor accrues booth assignment points.

### **Listing of Manufacturer's Representatives/Distributors Required**

If Exhibitor is legally representing more than one company, such as in the case of a manufacturer's representative or a distributor, a fully completed list for **each** company whose products you will be representing in your booth must be submitted along with your completed booth sharing contract. An example is representation of multiple products of multiple companies as identified on the primary company's website or other commercial material. This requirement is necessary to proceed with booth assignment and for registering your booth representatives with various company names. Pursuant to the indemnity clause on page 9, Exhibitor agrees to indemnify for the acts and omissions of any and all companies represented by the primary contracted Exhibitor.

Manufacturers and specific products are not listed in the program or on website unless they are the contracted Exhibitor.

All manufacturer's representatives/distributors are reviewed and accepted based on approval by the UW&GS.

### **Fire Regulations**

Permits may be required for any heat-producing device, hazardous electrical device or for the use or storage of compressed gases or combustion engines. The use of propane is restricted to forklifts only. When not in use, propane tanks are to be removed from the interior of the facility. Helium is not allowed. Certificates of flame-proofing are required. Decorative materials must be flame-proofed before being taken into the exhibit areas and must comply with fire regulations. Aisles and exits as designated on the approved plan shall be kept clean, clear and free of obstructions at all times during official show hours. Questions regarding the above should be directed to the Official Services Contractor, Freeman. Please refer to the Exhibitor Services Manual for complete fire regulations.

Compressed air cylinders, including LPG, are prohibited unless approved by the fire prevention office. Flammable gases, i.e. butane, propane, natural gas, et al; are subject to prior approval. Nonflammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

### **Vehicles & Motorized Equipment**

Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers are recommended for demonstration purposes. Fuel in the fuel tank shall not exceed one quarter (1/4) of the tank capacity or five (5) gallons, whichever is less.

### **Rules/Regulations, Booth Assignment & Floor Plan Changes**

Exhibitor agrees that UW&GS shall have the right, at its sole discretion, to make changes in these Rules and Regulations, booth assignments, or the trade show floor plan arrangement of booths. Exhibitor agrees that UW&GS is authorized to make any such changes through the first day of the UW&GS trade show. All determinations by the UW&GS regarding the enforcement of rules, regulations and conditions under this booth sharing contract shall be final and binding upon Exhibitor.

### **Minors, Safety & Alcohol**

Because of the presence of heavy equipment and other dangers, absolutely no children under the age of 18 are allowed in the exhibit areas during setup and breakdown times. Additionally, no one under 21 years of age will be permitted in the exhibit areas during trade show hours unless accompanied by a parent or guardian due to the service of alcoholic beverages, insurance and legal compliance.

### **Alcoholic Beverages & Food Service**

The License Agreement with the City of Sacramento and the Sacramento Convention Center contracted caterer (Classique Catering) combined with necessary compliance with the Department of California Alcoholic Beverage Control (ABC) statutes prohibit any food or beverage from outside sources being brought into the convention center except for specific ABC-sanctioned events such as the Regional Wine Tasting.

UW&GS cannot authorize or permit the distribution of alcoholic beverages in any form including samples in order to adhere to liquor license and other legal parameters. Bringing alcoholic beverages onto the grounds of the Sacramento Convention Center is a violation

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of legal statutes unless the appropriate license is issued in advance by the California Department of Alcoholic Beverage Control (ABC). However, the following will be permitted: 1.) bottles of wine for booth display purposes only that was commercially produced and purchased (with applicable taxes paid) (examples: bottle, label and/or closures display); 2.) small samples of wine that were commercially produced and purchased (with applicable taxes paid) to be used only to demonstrate analytical equipment (example: laboratory equipment).

The Sacramento Convention Center catering contractor (Classique Catering) will not be able to rent glasses to any exhibitor. The serving of wine or other alcoholic beverages is prohibited by law other than by Classique Catering based on the caterer's liquor license or other preauthorized liquor licenses issued by the California Department of Alcoholic Beverages Control (ABC). Any Exhibitor that brings any alcoholic beverage and/or food on to the premises of the Sacramento Convention Center will be required to cease serving such beverages or food. Confiscation of any alcoholic beverage or food will occur according to all applicable laws and in regard to liability. Additionally, such violation will result in action by the UW&GS, the City of Sacramento and/or the ABC to remove the entire display and exit booth representatives from the trade show altogether and at the violating Exhibitor's expense including all regulatory penalties applied. Exhibitor understands and accepts these terms. No refunds will be issued for booths, displays or booth representatives removed from the trade show for a violation of this policy for alcoholic beverages.

It is mandatory for the UW&GS to adhere to these obligations to assure complete legal compliance and maintain necessary insurance policy coverage for the continuance of the UW&GS.

### Events, Activities & Hospitality Suites

All requests for any Exhibitor events, activities and hospitality suites must first be approved by the UW&GS. Events may include: seminars, sessions, tastings, or receptions conducted at one of the UW&GS's contracted properties or off-property during the UW&GS dates. Exhibitor requesting a suite should notify the hotel if it will be used for hospitality. Industry-related events, entertainment and hospitality activities may not overlap with the UW&GS's scheduled program events. Such hospitality activities may only take place during the following times:

Tuesday, January 24      Before 8:30 am or 4:15 pm – on  
Wednesday, January 25      Before 8:30 am or 6:15 pm – on  
Thursday, January 26      Before 8:00 am or 4:15 pm – on

All other times are reserved for the UW&GS program. Exhibitor agrees to observe the above policy as a condition of exhibiting. Any event or other form of planned presentation that is scheduled other than during these approved hours will be regarded as an exhibit booth sharing contract violation.

Non-exhibiting suppliers will not be permitted to host events or hospitality functions at any UW&GS contracted hotel, or at any other facility or location. If a non-exhibiting supplier violates this policy, the company risks being excluded from this event in the future.

### Change in Management or Ownership

The UW&GS shall not assume any responsibility or liability for a company's changes that potentially impact the company's organizational structure. Such changes may include lawsuits or similar legal activity between companies or legal changes such as mergers, acquisitions, bankruptcy and/or liquidation including auctions. The UW&GS also shall not assume any responsibility for change such as when an individual marketing representative changes employment and/or is party to organizing a new or different company.

### Indemnity

Exhibitor agrees to indemnify, hold harmless and defend Unified Wine & Grape Symposium, LLC, its members the American Society for Enology and Viticulture and the California Association of Winegrape Growers, the City of Sacramento, the Sacramento Convention & Visitors Bureau, the Sacramento City Public Facilities Financing Corporation, the Official Services Contractor (Freeman), Action Motivation, Inc. (AMI) and their respective directors, officers, members, agents and employees (collectively "Indemnitee"), from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including attorneys' fees and costs), on account of personal injury, death or damage to or loss of property or profits arising out of or resulting in whole or in part from any act, omission, negligence, fault or violation of law or ordinance by Exhibitor or its officers, directors, employees, members, partners, agents, sub-contractors, or invitees. Where booth sharing occurs, the primary contracted Exhibitor agrees to indemnify Indemnitee for all acts and omissions of by any persons or companies sharing booth space. Such indemnification by primary contracted Exhibitor extends to the acts and omissions of any officers, directors, employees, members, partners, agents, sub-

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contractors, or invitees of companies or persons sharing booth space. For manufacturer's representatives or distributors, the primary contracted Exhibitor agrees to indemnify Indemnitee for all acts and omissions of by any persons or companies it represents. Such indemnification by primary contracted Exhibitor extends to the acts and omissions of any officers, directors, employees, members, partners, agents, sub-contractors, or invitees of companies it represents. This indemnification shall include but not be limited to liabilities, damages, actions, costs, losses, claims and expenses (including attorneys' fees and costs) arising from the following:

Any injury, death, loss or damage to persons, property or profits while at the Sacramento Convention Center, the UW&GS trade show or any UW&GS seminars, events or activities including but not limited to any of the following:

1. Any condition of the premises, any building or any improvement at the Sacramento Convention Center, the UW&GS trade show or any UW&GS seminars, events or activities;
2. Any matter connected with Exhibitor's participation in or use of the UW&GS services or facilities;
3. Any matter connected with Exhibitor's business, occupation, product or services;
4. Exhibitor's use of or publication of any information in any UW&GS publications and written materials;
5. Exhibitor's use, posting or publication of any information on any internet website owned, maintained, sponsored or hosted by the Unified Wine & Grape Symposium, LLC;
6. Exhibitor's actual or alleged slander or liable of a person or entity that disparages the person, entity or their goods, products or services; or
7. Exhibitor's violation or alleged violation of any anti-trust, copyright, unfair business practices, unfair competition, consumer protection, privacy or false advertising laws.

Such indemnification by Exhibitor shall apply to all claims against Exhibitor and/or Indemnitee for any and all acts or omissions of Exhibitor and/or Indemnitee including negligence in any form, whether active or passive, *except* for the sole negligence or wilful misconduct of Indemnitee.

### Insurance

**A certificate of liability insurance for no less than \$1,000,000 U.S. per occurrence AND an additional insured endorsement must be provided to the UW&GS, LLC by September 3, 2010 (download a sample from [www.unifiedsymposium.org](http://www.unifiedsymposium.org) or refer to Exhibit C).** The certificate of liability insurance and additional insured endorsement must indicate aggregate coverage of at least \$2,000,000 U.S. and name the Unified Wine & Grape Symposium, LLC; City of Sacramento; Sacramento Convention & Visitors Bureau; and the Sacramento City Public Facilities Financing Corporation as additional insured. Exhibitor's insurance company must be located and licensed to do business in the United States. Please refer to page 18 if assistance is needed locating an insurance company who can provide you with the required coverage. If an Exhibitor's proposed booth sharing contract is accepted by UW&GS after September 2, 2011, then the insurance certificate and additional insured endorsement must be provided with the booth sharing contract and full payment of booth fees. Additionally, a completed and signed booth sharing contract must be submitted by each company sharing booth space as well as a certificate of liability insurance and additional insured endorsement. **Exhibitor's insurance shall be primary and non-contributory to any insurance held by UW&GS.** Insurance held by UW&GS shall be excess over Exhibitor's Insurance. Failure to meet these insurance requirements is a material breach of this booth sharing contract.

### Limitation of Remedies

Under no circumstances will UW&GS, its directors, officers, members, agents or employees be liable to any Exhibitor for special, contingent, incidental, consequential or punitive damages, including but not limited to loss of profits or income.

Exhibitor further agrees to limit the liability of any kind with respect to UW&GS including any negligence on the part of UW&GS, to a refund of booth fees paid by the Exhibitor for the 2012 trade show.

The sole liability of UW&GS and Exhibitor's exclusive remedies are stated in this section entitled "Limitation of Remedies" and the sections above entitled "Indemnity" and "Insurance."

### Official Services Contractor

A link to the Exhibitor Services Manual will be sent from our contracted Official Services Contractor, Freeman, to each contracted Exhibitor in November. A link to this manual will also be available at [unifiedsymposium.org](http://unifiedsymposium.org) in the Downloads section. This will include information about the marshalling yard, carpeting, furniture, labor, cleaning, drayage (shipping), electrical utility services, union jurisdic-

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tions and other services. A customer service phone number will be provided in the Exhibitor Services Manual provided by Freeman. It is expressly understood that Freeman is an independent contractor, is not the agent or the employee of the UW&GS, and that the UW&GS shall have no liability to the Exhibitor or any other person for the acts or omissions of Freeman.

### Use of Exhibitor Appointed Contractor (EAC)

Exhibitor who plans to appoint their own contractor (an EAC) must adhere to the following regulations as described in the Exhibitor Services Manual and accept full responsibility for their enforcement: (1) Exhibitor shall notify the Official Services Contractor and UW&GS in writing by December 9, 2011, of the name, address and telephone/fax numbers of the EAC. (2) The EAC must provide written statement that it indemnifies and holds harmless the UW&GS, LLC, Freeman, the City of Sacramento and Action Motivation, Inc. (AMI). (3) EAC must furnish a certificate of liability insurance to Freeman in the minimum amount of \$2,000,000 U.S. evidencing insurance for Commercial General Liability (CGL) covering all operations, workers compensation insurance as required by California law and automobile liability insurance covering all owned, hired and non-owned vehicles. EAC must also provide an Additional Insured Endorsement with the insurance certificate (i.e. CG-2026) naming the following 6 entities to its policy: **Unified Wine & Grape Symposium, LLC; Freeman; City of Sacramento; Sacramento Convention & Visitors Bureau, the Sacramento City Public Facilities Financing Corp., and Action Motivation, Inc.** (4) The EAC must notify UW&GS in writing by December 16, 2011, as to the names of all representatives working on the exhibit. (5) Upon arrival at the exposition site, all EAC service companies must check in with the Freeman Service Center. (6) No EAC may solicit business on the exhibit floor at any time. (7) All EACs must follow all move-in and move-out rules in a timely and professional manner and must perform work within the UW&GS's established deadlines.

### Union Jurisdictions

Union labor is required per collective bargaining contracts for the City of Sacramento. This applies to most of your exhibit material handling such as freight/drayage, electrical, plumbing and large equipment spotting. Information on labor and union jurisdictions will be included in the Freeman Exhibitor Services Manual.

### Photographs

The taking of photographs of other Exhibitors, their products or exhibits, other than those taken by the UW&GS's official photographer(s), is expressly prohibited at any time. Only Exhibitor may grant permission to have his or her exhibit and/or products photographed. The UW&GS and/or the Sacramento Convention Center assume no liability for any photographs that are taken in the exhibit areas at any time. The official UW&GS photographer's order form will be included in the Freeman Exhibitor Services Manual.

Exhibitor authorizes UW&GS and/or its official photographer to photograph Exhibitor, its employees, products and/or exhibits. Exhibitor expressly authorizes UW&GS to use any such photographs for any purpose including but not limited to use on the UW&GS website and in other publications to promote and advertise the UW&GS.

### Printed Material Distribution

Distribution of printed marketing material and/or publication by Exhibitor or by his or her agents is limited to the booth area rented in the exhibit areas, or in an approved hospitality suite. Such restriction also applies to distribution in the remainder of the Sacramento Convention Center and contracted hotel properties contracted for the 2012 UW&GS.

### Restricted Booth Activities

Exhibitor is permitted to demonstrate the company's equipment and to make formal presentations regarding the product line(s) and/or service(s) in the booth. Attention-getting devices in the form of entertainment or amusement are strictly prohibited. The exhibit must be staffed during all open hours. Packing or removal of equipment, materials, etcetera will not be permitted during official show hours. Exhibitor may not advertise or display goods or services other than those designated in the Booth Sharing Contract/Application and either manufactured, distributed or sold by the Exhibitor. Exhibitor will not be permitted to use loud noises such as video presentations with high volume, bells, sirens and buzzers, dart games, or other activities that may extend into the aisle and/or compromise the safety of anyone in the vicinity. The use of illuminated signs is also not permitted in order to avoid interference with neighboring booths and the UW&GS's activities. Exhibitor agrees that UW&GS, in its sole discretion, is authorized to instruct Exhibitor to limit or completely stop Exhibitor's unsafe practices and/or use of devices creating noise, light and/or visual images. Exhibitor's failure to comply with such instructions will be considered an exhibit booth sharing contract violation. Raffle drawings are acceptable within a booth, but no public address system will be available for such Exhibitor activities.

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### Demonstrations

As a matter of safety and courtesy to others, Exhibitor should conduct sales presentations and product demonstrations in a manner which assures all personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of Exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitor should establish a minimum setback of three (3) feet and/or install hazard batteries as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

### Selling on the Floor

Selling on the floor is not permitted in terms of actual exchange of product for payment. No price tags or other forms of listed sales prices are to be present in any form in any booth. This is to comply with existing I.R.S. income tax regulations governing exhibitions organized by tax-exempt associations. All product presentations of any form may only be conducted by contracted exhibitors. If the UW&GS becomes aware of any selling on the trade show floor and Exhibitor ceases to stop selling after repeated requests by UW&GS, Exhibitor understands that the opportunity to apply for booth space in future years may not be offered by the UW&GS.

### Smoke-Free Ordinance

The City of Sacramento has a smoke-free ordinance, which prohibits smoking within the Sacramento Convention Center or in hotel public access areas.

### Violations

Exhibitor shall be liable for the adherence to these Rules and Regulations by all of its officers, directors, agents, employees, guests and invitees. Violations of these Rules and Regulations may affect the rights to participate in and the eligibility for booth selection priority at future UW&GS trade shows. The UW&GS reserves the right to restrict and/or dismiss at any time any exhibit which it deems undesirable and any Exhibitor and any of its officers, directors, agents, employees, guests and invitees if such Exhibitor or any of its officers, directors, agents, employees, guests and invitees do not adhere to the Rules and Regulations or if any of them display any behavior deemed unacceptable by the UW&GS. No refund will be made in such cases. Any objections or complaints regarding other exhibitors and/or official exhibitor services contractors should be reported immediately to show management at show site. Exhibitor agrees to be bound by the broad authority and discretion granted to UW&GS by this section.

### Cancellations

Exhibitor is encouraged to telephone or fax UW&GS to cancel reserved booth space. However, the cancellation is not effective until UW&GS receives notice in writing by fax, mail or e-mail. The reasons for cancellation must be included in the written notice. The date the cancellation is received in writing will be the official cancellation date.

### Communication Authorization

Exhibitor understands and authorizes the use of Exhibitor's contact information as provided to the UW&GS including name, address, telephone, fax, email and website which has been or will be provided by the UW&GS to contractors such as Freeman for communication and marketing of their goods and services in regard to this specific trade show. This contact information is also posted on the UW&GS website and printed in the Program & Exhibit Directory which makes information available to the general public. The UW&GS cannot be responsible for or control any undesired contact or communication experienced by Exhibitor. Exhibitor authorizes the use of its information as described in this section.

### Disclaimers

**Alcohol Consumption:** No one under 21 years of age will be permitted in the exhibit areas or sessions where alcohol is being provided unless accompanied by a parent or legal guardian. Identification by a photo i.d. may be required at any time during the UW&GS as deemed necessary.

**Copyrights & Trademarks:** Reproduction of any part of the UW&GS in any form, including the UW&GS logo and other graphics, electronic publication or presentation, without advance written consent from the UW&GS or presenting speaker (when applicable) is strictly prohibited. All presentations of any form are exclusive and released only to the UW&GS and its audio recording contractor. Any participant presenting any material for which copyright and/or trademark laws apply is solely responsible for adhering to such laws.

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**Endorsement:** The UW&GS provides a forum for the presentation, discussion and publication of research and technological developments for the promotion of education in winemaking, grapegrowing, marketing and finance. The UW&GS does not endorse the products, services, views or opinions of either its members, exhibitors, speakers or other delegates. No endorsement by UW&GS of any kind should be inferred.

**Entire Agreement:** These Rules & Regulations with the 2012 Contract/Application for Exhibit Space and Exhibit Contract Instructions constitutes the entire agreement between the Exhibitor and UW&GS.

**Errors & Omissions:** The UW&GS is not responsible for incorrect listings or typographical errors that may occur in any of the UW&GS publications, materials and/or its website.

**Intellectual Property Rights:** Unified Wine & Grape Symposium, LLC retains exclusive intellectual property rights including to all printed material, art, content or other images, the sponsorship program, program presentations, and the trade show. Any editorial use or commerce conducted other than as agreed to with the UW&GS LLC representatives in writing is a direct abuse and violation of intellectual property rights held by the Unified Wine & Grape Symposium, LLC. These restrictions also pertain to any sales or promotional use of any audio, visual, or other technological reproduction or capturing of any aspect of the UW&GS unless written authorization from the UW&GS is obtained in advance.

**No Liability for Acts of God, Natural Disasters & Other Causes:** UW&GS shall not be liable for loss or damage that results from Acts of God, natural disasters, weather conditions, labor disputes, distribution of utility services, public authority, public enemy and acts of terrorism or war. If any of these events occur, UW&GS reserves the right, in its sole discretion, to modify, reschedule, or cancel the UW&GS trade show and/or any associated events without obligation to anyone.

**Presentations:** The UW&GS has developed a program which includes invited speakers. The UW&GS has received confirmation from all speakers at the time of publication but is not responsible for any changes or cancellations that may occur. No refunds will be made in this regard.

**Registrant Database:** The UW&GS creates a database of all registrants, including Exhibitor representatives. This data is included in our Directory of Registrants which is provided to contracted Exhibitors and available for sale upon request. Exhibitor authorizes the use of its information in this database and the Directory of Registrants.

**Severability:** If a court of competent jurisdiction holds any provision of this agreement to be illegal, unenforceable, or invalid in whole or in part for any reason, the validity and enforceability of the remaining provisions, or portions of them, will not be affected.

## GENERAL INFORMATION

### Facility Ceiling/Door Dimensions & Floor Load

#### Ceiling Height:

Hall A - 30', Hall B - 30'; Hall C–E - 19'  
3rd Floor Ballroom - 25'; Outdoor Terrace/Tented Pavilion and West Lobby - 8'

#### Floor Load:

Exhibit Halls A–E - 350 lbs. per sq. ft.  
3rd Floor Ballroom, Outdoor Terrace/Tented Pavilion and West Lobby - 150 lbs. per sq. ft.

#### Freight Door Dimensions:

17'8" wide x 15'6" high

#### Freight Elevator Dimensions:

7' wide x 16' long x 9' high

#### Freight Elevator Maximum Weight Allowed: (Weight distribution approval required by Sacramento Convention Center and the Official Services Contractor.)

15,000 lbs.

#### West Lobby Access Door Dimensions:

5'6" wide x 7'8" high

#### 3rd Floor Ballroom and Outdoor Terrace/Tented Pavilion Access Door Dimensions:

5'10" wide x 7'8" high

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### Labor & Drayage/Shipping

The Official Services Contractor's service manual will include shipping, labor and other services, information and rates. Material shipped to the Sacramento Convention Center will only be accepted after the published shipping dates and must be addressed c/o Freeman. Please follow shipping instructions in the Freeman Exhibitor Services Manual carefully.

### Freight at Show Site & Marshalling Yard

Location of the marshalling yard and scheduling information for bringing your equipment to and from the Sacramento Convention Center loading docks will be in the Exhibitor Services Manual emailed to you by Freeman, the Official Services Contractor. The loading dock will be staffed during your move in and move out to coordinate with the marshalling yard and to assist you in any way possible. All Exhibitors requiring access to loading docks will be routed to the Sacramento Convention Center from the marshalling yard.

### Security

Contracted, uniformed security personnel will be provided on a twenty-four hour basis beginning Sunday, January 22 until the exhibit areas are vacated on Friday, January 27, 2012. Neither the UW&GS, its members the American Society for Enology and Viticulture and California Association of Winegrape Growers, the Sacramento Convention Center, the City of Sacramento, Freeman Company, nor any of their officers, directors, members, employees, or agents, are responsible for any loss or damage to Exhibitor property. We strongly encourage Exhibitor to remove all electronic equipment, jewelry or other valuable items that can be hand-carried when you are not present in your booth. Exhibitors and their employees, agents and representatives shall have the sole responsibility of securing and safeguarding their property from loss or damage.

Access to the West Lobby will be prohibited without a badge.

### Registration & Badges

Exhibit area registration (Wednesday & Thursday) for your booth representatives is included with each booth rental. However, each representative needs to register separately for a badge using a promotional code. This code will be emailed to the contact person on file. Exhibit area registration includes the regional wine tasting on Wednesday and luncheon in the exhibit areas on Thursday. Session registrations can be purchased at the member rate. No one will be admitted to the exhibit areas without a badge.

If you represent multiple companies, such as in the case of a manufacturer's representatives or distributors, all participating companies will receive their own registration promotional code.

Badges will not be mailed. They will be available in the exhibitor registration area on the 3rd floor of the Sacramento Convention Center.

### Hotel Accommodations

UW&GS will offer a block of hotel rooms at several hotels at discounted rates. All hotels included in our block will be available on our website in October. Instructions for hotel reservations will be posted on our website. Our two headquarter hotels are listed below:

#### Hyatt Regency at Capitol Park

(Headquarters Hotel)  
1209 L Street, Sacramento, CA 95814

#### Sheraton Grand Sacramento

(Headquarters Hotel)  
1230 J Street, Sacramento, CA 95814

### Supplier Poster Presentations

A limited number of Supplier Poster Presentations as submitted will be displayed on the second floor stair landing in the east end of the convention center. If you are a UW&GS contracted Exhibitor and are interested in presenting technical information in a poster presentation, please submit a summary of your proposed presentation to UW&GS at [info@unifiedsymposium.org](mailto:info@unifiedsymposium.org) by December 2, 2011. Each exhibitor is limited to one (1) poster presentation. Poster dimensions should not exceed 4 feet by 8 feet (both vertical and horizontal presentations are accepted). The material presented should offer attendees the latest information on products or technology. Please include the name of the representative who will be setting up the presentation and the company name, address, telephone and fax numbers. The UW&GS Program Committee reserves the right to determine which proposed presentations will be accepted as part of our 2012 program. Posters must be setup for display by 9:00 am on Tuesday, January 24. Exhibitors may not be present at their poster or distribute material from this location. However, you may post a message on your presentation directing attendees to your booth.

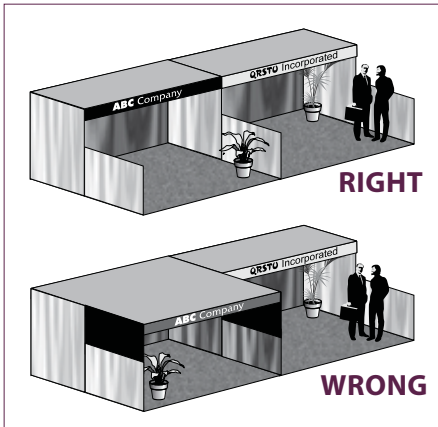
# 2012 BOOTH CONSTRUCTION REQUIREMENTS

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A walkthrough will take place by show management on Tuesday, January 24, 2012. Any booths not meeting the Rules and Regulations of the Booth Sharing Contract/Application by this point in time will be in violation of show standards. A reminder notice stipulating required action will be posted at applicable booths. This includes exceeding booth height and width restrictions as specified on the booth construction diagrams below.

Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



### STANDARD BOOTH

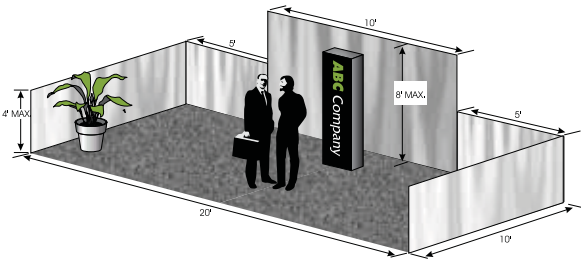
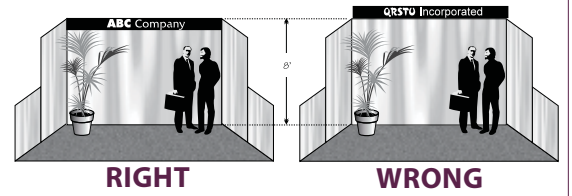
**Definition:** One or more standard units in a straight line. If over four (4) feet high, to be confined to area within five (5) feet of the backline.

**Depth:** All display fixtures over four (4) feet in height and placed within ten (10) lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within five (5) feet of the backline.

**Intent:** Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also 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. The limitation on display fixtures over four (4) feet and within ten (10) lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

**Height:** All standard booths will be confined to a maximum height of eight (8) feet.

**Intent:** Any portion of an exhibit extending above the eight (8) feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.



### PENINSULA BOOTH

**Definition:** Peninsula booths may not exceed the back wall height of eight (8) feet in the center ten (10) feet. Booths may also not exceed the back wall height of four (4) feet in the outer five (5) feet. Peninsula booths are defined as two or more booths on the end of a row of booths.

**Intent:** Each exhibitor is entitled to a reasonable sight line from the aisles.

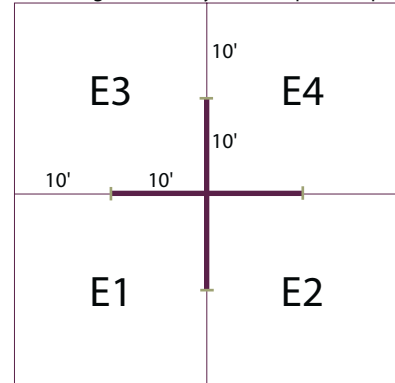
### ISLAND BOOTH AND LARGE MACHINERY AREAS

**Definition:** Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Large Machinery Areas are designed for the use of exhibitors who represent a piece of machinery that would be unable to fit into a standard booth space without violating the booth construction requirements.

The eight (8) foot height limitation does not apply to Island Booths and Large Machinery Areas. Full use of the floor space is permitted; however, any back walls or drapes set along the outer booth perimeter may not be higher than four (4) feet. If you elect to use a more conventional type of booth display in a quad Large Machinery Area, the outer ten (10) feet of the common walls cannot exceed four (4) feet in wall height to maintain a sight line. Quad Large Machinery Areas will also have an eight (8) foot high back wall drape placed on the inner ten (10) feet of the common walls. Booth displays must be finished on both sides. The back side must be draped if your booth display is unfinished on the back.

**Intent:** Island booths are designed to allow for exhibitors to enjoy a greater presence at the show. Large Machinery Areas are designed for exhibitors who would be unable to display their product in standard booths. Please note that Large Machinery Areas are not designed to be used as conventional booth spaces.

Quad Large Machinery Area Drape Example:





## 2012 Unified Wine &amp; Grape Symposium Product and Service Code List

1. Accountants
2. Aerators
3. Alcohol Adjustment Concentrators
4. Analytical Services
5. Animal Repellents/Devices (Bird, Insect, etc.)
6. Architects
7. Automatic Control Equipment
8. Bacterial Cultures
9. Bag-in-Box Containers
10. Barrel Pallets/Racks
11. Barrels
12. Bird Alarms/Cannons
13. Bottle Washers
14. Bottles
15. Bottling Equipment
16. Boxes
17. Brokerage
  - a. Concentrate
  - b. Grape
  - c. Wine
18. Bungs
19. Cappers
20. Capsules
21. Case Packers
22. Cave Excavation/Caves
23. Centrifuge Repair Service
24. Centrifuges
25. Chemicals
  - a. Cleaning
  - b. Ingredients
26. Cleaning Equipment
  - a. Tank
  - b. Other
27. Communication Systems
28. Computer Software/Systems
29. Concentrators
30. Consultants
  - a. Enological
  - b. Financial
  - c. Managerial
  - d. Viticultural
  - e. Other
31. Contractors
32. Control Systems
  - a. Flow
  - b. Humidity
  - c. Level
  - d. Pressure
  - e. Temperature
  - f. Other
33. Conveyors
  - a. Belt
  - b. Pneumatic
  - c. Screw
34. Cooperage Supplies
35. Cork Printers/Inspection
36. Corkers
37. Corks/Closures
38. Crushers/Destemmers
39. Custom Winemaking Supplies
40. Dejuicers/Drainers
41. Desulfiting Services
42. Dusters
43. eCommerce
44. Engineers
  - a. Civil
  - b. Construction
  - c. Electrical
  - d. Mechanical
  - e. Process
  - f. Refrigeration
  - g. Structural
45. Enzymes
46. Equipment Fabrication
47. Fencing
48. Fertilizer
49. Fertilizer Applicators
50. Fillers (Champagne/Wine)
51. Filter Media
52. Filters
  - a. Conventional Membrane
  - b. Crossflow Microfilter
  - c. Diatomaceous Earth
  - d. Lees
  - e. Plate & Frame
  - f. Reverse Osmosis
  - g. Rotary Vacuum
  - h. Ultrafilters
53. Financial Services
54. Financing/Leasing
  - a. Equipment
  - b. Legal Services
  - c. Vineyard
  - d. Winery
55. Fining Agents
56. Flavoring Agents
57. Flooring
58. Foggers
59. Foilers
60. Forklifts
61. Frost Prevention Devices
62. Fungicides
63. Gases
  - a. Generators
  - b. Supplies
64. Gondolas
65. Grafting Equipment
66. Grape Inspection
67. Grape Packing Machinery
68. Grapevines/Rootstock
69. Growth Regulators
70. Harvesting Equipment
71. Heaters/Heat Exchangers
  - a. Shell/Tube
  - b. Scraped Surface
  - c. Spiral
  - d. Others
72. Herbicides
  - a. Post-emergent
  - b. Pre-emergent
73. Hoses & Fittings
74. Insecticides
75. Insulation Materials
76. Insurance
77. Ion Exchange Equipment
78. Irrigation
  - a. Drip
  - b. Sprinkler
  - c. Other
79. Label Approval
80. Labelers
81. Labels
  - a. Design
  - b. Printing & Paper
82. Laboratory Equipment
83. Lubricants (Food Grade)
84. Measurement
  - a. Composition
  - b. Flow
  - c. Level
  - d. Humidity
  - e. Pressure
  - f. Soil Moisture
  - g. Temperature
  - h. Vine Stress
  - i. Other
85. Mobile Bottling
86. Motif Ware/Gift Ware
87. Mowers
88. Nematocides
89. Netting
90. Oak Chips
91. Ozone
92. Packaging Materials
93. Paints & Seals/Protective Coatings
94. Palletizers/Depalletizers
95. pH Meters
96. Point of Purchase Display Materials
97. Presses
  - a. Membrane
  - b. Screw
  - c. Other
98. Pumps
  - a. Air Diaphragm
  - b. Centrifugal
  - c. Flexible Impeller
  - d. Progressive Cavity
  - e. Rotary Vane
  - f. Other
99. Receiving Equipment
100. Refrigeration Equipment
101. Riddling Equipment
102. Rotary Fermentors
103. Rotary Tillers/Cultivator
104. Safety & Protective Equipment
105. Sanitation Equipment
106. Scales
107. Seeding/Planting Equipment
108. Solar Equipment
109. Soil Testing & Analysis
110. Solid Waste Treatment
111. Sparkling Wine/Carbonation Equip
112. Spectrophotometers
113. Sprinkler Systems for Buildings
114. Suckering Machines
115. Tanker Transport
116. Tank Mixers/Agitators
117. Tanks
  - a. Fiberglass
  - b. Polyethylene
  - c. Stainless Steel
  - d. Wood
  - e. Other
118. Tasting Room Supplies
119. Tractors
  - a. Standard
  - b. Vineyard
120. Trade Associations, Institutions & Organizations
121. Trade Publication
122. Trailers
123. Trellises
124. Used Equipment
125. Valves/Pipes/Fittings
126. Vine-tying Supplies
127. Vineyard Management & Services
128. Vineyard Monitoring Systems
129. Vineyard Sprayers
130. Vineyard Supplies
131. Vineyard Tools
132. Warehouse Equipment
133. Warehousing/Shipping/Trucking
134. Waste Disposal/Treatment
135. Wastewater Treatment
136. Weather Monitoring Systems
137. Welding & Supplies
138. Wine Glasses
139. Wine Industry Expositions
140. Winery Services
141. Yeast Cultures & Nutrients
142. Other: \_\_\_\_\_

*Products in the "Other" category will not be included in the Product Guide section of the program and the online product list.*

## 2012 CERTIFICATE OF LIABILITY INSURANCE & ADDITIONAL INSURED ENDORSEMENT REQUIREMENTS

Unified Wine & Grape Symposium

January 24–26, 2012 (Exhibits: January 25 & 26)

**Policy Coverage Dates: January 22–27, 2012**

Sacramento Convention Center, Sacramento, California, USA



Our ability to maintain our insurance as required coverage for this event necessitate that a certificate of liability insurance and CG 2026 endorsement be provided by Exhibitor. There will be a cost associated with each option below. Failure to meet these insurance requirements is a material breach of contract. Please review the Indemnity and Insurance sections in the contract.

**You may choose one option below:**

### 1 Current Commercial General Liability Insurance Policy

To utilize your current Commercial General Liability (CGL) insurance policy, we suggest contacting your insurance agent to obtain a quote for a certificate of liability insurance and additional insured endorsement form CG 2026. **We will only accept a CG 2026 for your endorsement.** [Click here](#) for sample.

If your insurance provider is unable to obtain a CG 2026 for your current Commercial General Liability (CGL) insurance policy, you must purchase a Single Event Liability Policy. Refer to option 2 below.

### 2 Single Event Liability Policy

We have identified the following event liability insurance providers. Their premium information is also included. If you wish to consider one of these providers, please click on the links for the insurance application.

#### 1. [Gales Creek Insurance Services](#)

Premium estimate of \$135 (US Dollars) per policy. Host Liquor Liability policies are also available for an additional premium (e.g. for Regional Wine Tasting associations).

#### 2. [K&K Insurance](#)

Premium of \$153 (US Dollars) per policy. To ensure this special premium rate, please use this application as it is specific to UW&GS exhibitors. Associations participating in the Regional Wine Tasting should note that this provider does not offer Host Liquor Liability policies.

There is no endorsement of these providers inferred by or business agreement with the Unified Wine & Grape Symposium, LLC. We receive no incentives or financial benefit from these providers.

**Please submit your Certificate of Liability Insurance with Additional Insured Endorsement CG 2026 to:**

Unified Wine & Grape Symposium, LLC

PO Box 1855, Davis, CA 95617 USA

Fax: (530) 753-3318

Email: [insurance@unifiedsymposium.org](mailto:insurance@unifiedsymposium.org)



**IMPORTANT DATES**

Unified Wine & Grape Symposium  
 January 24–26, 2012 (Exhibits: January 25 & 26)  
 Sacramento Convention Center, Sacramento, California, USA

**Exhibitor Materials**

- Friday, July 22, 2011 ..... End of Pre-Sales
- Monday, August 1, 2011 ..... Booth Invoice & Assignment Confirmations Emailed
- Friday, September 2, 2011 ..... Booth Payment Deadline  
 Insurance Deadline
- November 2011 ..... Exhibitor Services Manual Available
- Friday, December 2, 2011 ..... Supplier Poster Presentation Submission Deadline
- Friday, December 9, 2011 ..... Printed Program & Exhibit Directory Deadline  
 Sponsorship Deadline
- Friday, December 16, 2011 ..... Exhibitor Appointed Contractor (EAC) Deadline to Notify UW&GS
- Friday, January 13, 2012 ..... Booth Sharing Contract/Application Submission Deadline  
 Exhibit Voucher Order Form Submission Deadline
- Monday, January 16, 2012 ..... Pre-Registration Deadline

**Cancellation Time Line**

- On or Before Friday, September 2, 2011 ..... 100% refund
- On or Before Friday, November 4, 2011 ..... 75% refund if contracted booth space is reassigned
- After Friday, November 4, 2011 ..... no refund

**Installation Schedule**

**Large Machinery**

- Sunday, January 22, 2012 ..... 10:00 am–5:00 pm
- Monday, January 23, 2012 ..... 8:00 am–3:00 pm

**All Other Booths**

- Monday, January 23, 2012 ..... 3:00 pm–8:00 pm
- Tuesday, January 24, 2012 ..... 8:00 am–5:00 pm  
 (all crates must be available for removal by 4:00 pm)  
 (exhibitor may work in their booth until 8:00 pm)

**Dismantling Schedule**

**3rd Floor Ballroom, Outdoor Terrace/Tented Pavilion & West Lobby**

- Thursday, January 26, 2012 ..... 10:00 pm  
 (all exhibit materials must be packed and ready for removal no later than the time referenced above)

**First Floor (Halls A–E)**

- Friday, January 27, 2012 ..... 2:00 pm