

IMPORTANT INSTRUCTIONS

1. Please complete the entire Exhibit Space Application & Contract (Type or print legibly).

2. Make a copy of both sides of the Exhibit Space Application & Contract for your records.

3. Mail original application with payment to:

InterBev Beverage
NuernbergMesse North America
400 Interstate North Pkwy., Suite 710
Atlanta, GA 30339 USA

Tel: 770-618-5842
Fax: 770-618-5831
E-Mail: Info@InterBev.com
Federal Tax ID # 26-1181515

1 COMPANY INFORMATION (Info listed here will be printed in the 2015 Exhibit & Program Guide)

Company Name _____
Street Address _____
City _____ State/Province _____ Country _____ ZIP/Postal Code _____
Company Website _____ Company E-mail _____
Company Telephone _____ Company Fax _____
(Please list country codes and city codes if located outside the U.S. or Canada)

2 EXHIBIT CONTACT*

Name _____ Title _____
Street Address (if different than above) _____
Contact Telephone _____ *Contact Cell phone (for on-site purposes) _____ Contact Fax _____ Contact E-mail _____
*Will not be for publication use.

3 SPACE REQUIREMENTS

*Minimum booth size: 100 square feet

Our desired exhibit size: _____ feet (depth) by _____ feet (frontage) for total of _____ square feet*

Exhibit space configuration requested: Linear (Back-to-Back) Perimeter Peninsula Island Split Island

Our booth preferences are: 1st _____ 2nd _____ 3rd _____ 4th _____

4 ASSIGNMENT INFORMATION

To assist in the assignment of exhibit space, please list any companies who have product lines competitive with yours, if applicable.

1. _____ 2. _____ 3. _____ 4. _____

5 DIRECTORY/WEB SITE INFORMATION

Product Categories: Please refer to the Product Category list and enter up to six (6) category numbers that best describe your products to be exhibited.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

6 EXHIBIT COST

Please read the Exhibit Rules and Regulations (on reverse) regarding payment for space, cancellation policy and terms.

A. TOTAL COST is computed as follows:

Exhibit space _____ sq. ft. x \$ _____ * per sq. ft. = \$ _____

*RATE OPTIONS: (check one) ABA MEMBER - \$28.00 per sq. ft. NON-MEMBER - \$34.00 per sq. ft.

B. DEPOSIT REQUIRED: A 50% deposit must accompany the signed space application. Full payment is due by March 31, 2015.

Payment enclosed: \$ _____ For payment information see clause #2 on reverse side.

C. PAYMENT INFORMATION Please make checks payable to NuernbergMesse North America. Payments must be made in U.S. funds and drawn on a U.S. Bank. (U.S. Money orders preferred.)
Wire transfers acceptable in U.S. funds (fees apply).

Credit Card Information: Visa MasterCard American Express Check Enclosed Check to be Mailed on _____

Account number _____ Expiration Date _____ CSV # _____

Cardholder's Name (as it appears on card) _____ Cardholder's E-mail _____

Signature of Cardholder _____

Billing Address (if different from above) _____

7 AGREEMENT

We agree to abide by all the Exhibit Rules and Regulations which are on the back of this contract.

Print Name _____ Title _____

Authorized Signature _____ Date _____

MAIL ORIGINAL APPLICATION WITH PAYMENT TO:

NuernbergMesse North America, InterBev Beverage • 400 Interstate North Parkway, Suite 710 • Atlanta, GA 30339, USA
Tel: 770.618.5842 • Fax: 770.618.5831 • www.interbev.com • Email: info@interbev.com

NuernbergMesse North America is hereinafter referred to as "NMNA" or Show Management.

1. SPACE RENTAL CHARGE. The exhibit space rental charge is \$28 (USD) per square foot (sq. ft.) for members of the American Beverage Association (ABA) and \$34 (USD) per sq. ft. for non-members. To qualify for the member rate, exhibitors must be ABA members in good standing.

2. PAYMENT. A signed space application and 50% deposit are required to secure booth space. Should the deposit not be received within 15 days of application date, Show Management reserves the right to release the reserved space. Full payment of the exhibit space is due March 31, 2015. Applications will not be processed or assigned without the required payment.

3. CANCELLATION OF CONTRACT. All cancellations or space changes must be made in writing. Any company canceling their contracted exhibit space prior to December 12, 2014, will receive a full refund. No refunds will be made for any company canceling their contracted exhibit space after December 12, 2014, even if that booth is resold. In addition, the exhibitor loses the right to use the complimentary exhibitor registrations and tickets granted by this contract. NMNA reserves the right to terminate this contract immediately, and to withhold from the exhibitor, possession of the exhibit space the exhibitor shall forfeit all space rental fees if (a) exhibitor fails to pay all space rental charges by December 12, 2014, or (b) the exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions.

4. ELIGIBLE EXHIBITS. NMNA reserves the right to determine eligibility of any company or product to participate in the Show. NMNA can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of NMNA, compatible with the educational character and objectives of the Show.

5. ALLOCATION OF SPACE AND ASSIGNMENT. Whenever possible, NMNA intends to make space assignments in keeping with the preferences as to location by the exhibitor. During the initial assignments, if two or more exhibitors request the same location, the ABA member and/or exhibitor with the earliest date of receipt will be given preference. NMNA reserves the right to make the final determination of all space assignments in the best interest of the Show.

6. SUBLETTING OF EXHIBIT SPACE. Exhibitors may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from NMNA. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint or trademark under which same is sold in the general course of business.

7. LIABILITY. Neither NMNA, its members, nor the representatives and employees thereof, NaylorCMG, its official service contractors, McCormick Place nor its representatives and employees will be responsible for injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibitor's contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each exhibitor shall assume their own risk of any injury, loss or damage, and the exhibitor, by signing this contract, hereby assumes such risk and expressly releases the organizations and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the exhibitor shall be the exhibitor's responsibility.

8. EXHIBITOR INSURANCE. The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$2,000,000. Such insurance shall name NMNA as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the hall.

9. DISABILITY PROVISIONS. Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

10. DAMAGE TO PROPERTY. The exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to another exhibitor's property. The exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

11. LABOR. Exhibitors are required to observe all contracts in effect between service contractors, McCormick Place, and labor organizations.

12. INSTALLATION. Exhibit installation in McCormick Place depends on the location of your exhibit space. Move-in dates will be published in the Exhibitor Service Manual.

13. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from InterBev Beverage Show Management. All arrangements for delivery, during non-show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with the General Contractor. No deliveries may be made during show hours.

14. ADMITTANCE DURING NON-SHOW HOURS. Booth personnel will not be permitted to enter the exhibit floor earlier than 8:00 am each day of showing and will not be permitted to remain on the exhibit floor after the official closing of the show each evening. Exhibitors that require additional time must obtain permission in writing from InterBev Beverage Show Management prior to the show day.

15. INSTALLATION AND DISMANTLING PERSONNEL. Each exhibitor may provide their own exhibit furnishings, and may specify their own independent contractor for the installation and dismantling of the exhibit. The exhibitor is responsible for ensuring that any exhibitor-appointed contractors supply, upon request, a valid Certificate of Insurance, naming NMNA and the official show contractor as additional insured, with a minimum of \$2,000,000 liability coverage, including property damage. Exhibitors using companies other than NMNA's official contractors must submit a completed application for use of a non-official contractor and evidence of insurance as described in the application for use of a non-official contractor. Non-official contractors must check-in at the Show Security station upon arrival to secure temporary installation and dismantle badges. All property of the exhibitor and exhibitor's contractors is understood to remain under its custody and control in transit to, within, and in transit from the confines of the exhibit hall.

16. CONFLICTING EVENTS DURING SHOW HOURS. The exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the exhibit hall and meeting rooms during the hours of all Education and Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by NMNA. If an exhibitor cancels their exhibit space, they will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

17. DISMANTLING. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 2:00 pm, Thursday, June 11, 2015. Every exhibit must be fully staffed and operational during the entire Show. The deadline for the dismantling and removal of displays will be at 10:00 am, Saturday, June 13, 2015. At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of NMNA, and all charges will be applied to the exhibitor.

18. BADGES. Official show badges will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by anyone other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors will be granted an allotment of (1) Exhibits Only badge per 25 sq. ft. of contracted exhibit space. Badges needed in excess of this allotment must be purchased at the Exhibits Only rate of \$300 (USD).

19. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models, are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with NMNA, no part of McCormick Place and its grounds may be used by any organization other than NMNA for display purposes of any kind or nature. Within the public convention center property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.

A. Attire. Representatives should be conservatively attired to maintain the professional and business-like climate of the Show.

B. Sound. Videos or movies relating to exhibitor's equipment will be permitted, provided projection equipment and screen is located on the rear one-third of the booth, and all viewers must stand or sit within the booth. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring exhibitors.

C. Lighting. In the best interest of the Show, NMNA reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.

D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be suitably decorated at the exhibitor's expense. All exhibits must be carpeted.

E. Noise and Odors. In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisy operating displays, or exhibits producing objectionable odors be allowed.

20. MUSIC LICENSING. Exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including but not limited to, any music performance agreement between NMNA and ASCAP or BMI for meetings, conventions, trade shows and expositions. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and be prepared to present InterBev Beverage Show Management with a copy of such license or grant no less than (30) days prior to the start of the Show.

21. DISPLAY REQUIREMENTS. Every exhibit must be fully staffed, operational and furnished to include carpet during the entire exhibition. Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined in the Exhibitor Service Manual.

22. POSITIONING EQUIPMENT IN RELATION TO AISLE. To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.

23. RELOCATION OF EXHIBITS. NMNA reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the exposition.

24. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in McCormick Place for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. The official service contractor will store all cartons, crates, containers, and packaging materials. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

25. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of the exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

26. FOOD SERVICE. All arrangements for food and beverage service other than product sampling must be made with the official caterer at McCormick Place.

27. FAILURE TO HOLD SHOW. Should any contingency prevent holding of the exposition, NMNA may retain such part of the exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees shall be refunded. However, exhibitors will not be reimbursed if the exposition is canceled, postponed, curtailed or abandoned due to an act of war, act of God, epidemic, insurrection, terrorist act, or radioactive contamination.

28. EXCLUSION OF LIABILITY. In the event fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, acts of domestic or foreign terrorism, fire, violence, civil disturbance, building malfunction, inclement weather, epidemic, emergency declared by any government agency, or for any other causes beyond the reasonable control of Show Management including damage caused by visitors to the Event, other Exhibitors or persons acting on their behalf, the Exhibitor releases Show Management from all damages or claims for damages, including booth rental, sponsorships, or entrance fee refunds. Exhibitor also acknowledges general event attendance is an inherent risk associated with participation in expositions or trade show events. Exhibitor acknowledges Management neither presents nor implies attendance guarantees at InterBev Beverage. As such, in the InterBev Beverage fails to present sufficient attendance in terms of quality and/or quantity by any standards, the Exhibitor releases Show Management from all potential related damages or claims, including but not limited to booth rental, sponsorships, marketing, or entrance fee refunds. Under no circumstance shall Management be required to defend or indemnify Exhibitor for loss or damages caused or incurred by Exhibitor.

29. AMENDMENT OF RULES. NMNA reserves the right to make changes, amendments and additions to these rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by NMNA.

30. SHOW DIRECTORY. To be listed in the Show Directory, InterBev Beverage Show Management must receive the completed space application and payment in full by May 1, 2015.