

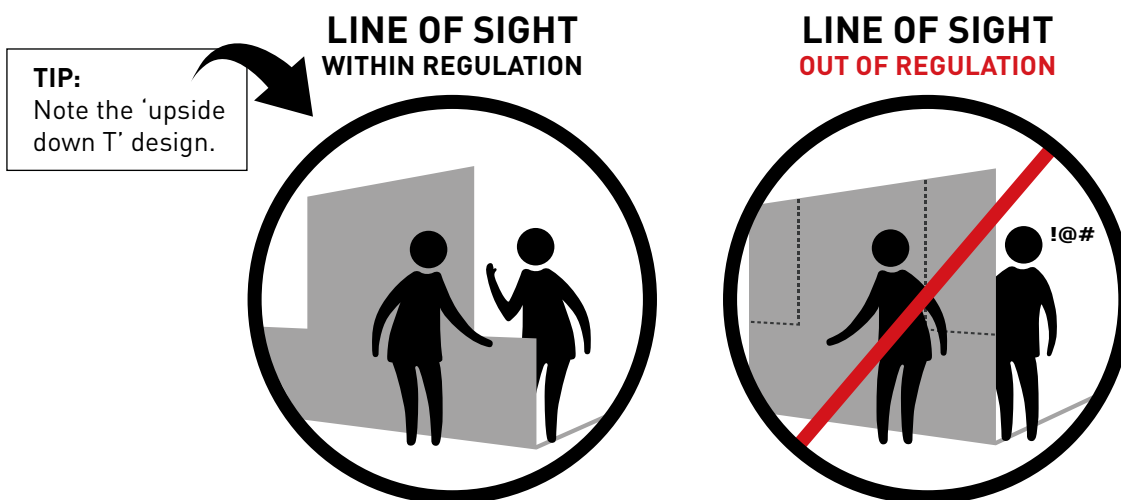
GOOD NEIGHBOR POLICY

In order to provide all PRI exhibitors with effective access to buyer traffic, exhibits must adhere to PRI booth design regulations that protect line-of-sight for all exhibitors.

BEWARE — OUT OF REGULATION: PENINSULA EXHIBITS WITH A SOLID BACK WALL OVER 4' IN HEIGHT THAT STRETCHES FROM AISLE TO AISLE AND BLOCKS LINE OF SIGHT ACCESS TO LINEAR EXHIBITS BEHIND THE WALL.

PRI requires all peninsula exhibitors to uphold the following “Good Neighbor Policy”:

1. Every peninsula exhibitor must submit a peninsula exhibit drawing to PRI. No exceptions.
 - a. The schematics must demonstrate that the exhibit is designed according to the PRI booth guidelines.
 - b. For any special accommodations, exhibitors must request in advance a variance from the guidelines and receive written approval for the variance from PRI.
2. **Every peninsula exhibitor must submit a peninsula booth drawing, and get approval no later than November 10.**
3. If an exhibitor constructs an out-of-regulation booth without approval from PRI, one of the following actions will take place:
 - a. Exhibitor will comply with PRI booth guidelines by modifying their peninsula booth design on-site during move in.
 - b. Exhibitor will completely disassemble their peninsula exhibit and choose not to exhibit in the show. The exhibitor will forfeit booth fees and booth location in following year’s show.
 - c. For any out-of-code booth design that remains out of code through the duration of the current show, the exhibitor may be penalized with loss of seniority points. PRI management will have sole discretion of future booth locations; and fines may be incurred.



Examples illustrate the peninsula booth backwall's line of sight guidelines.