

Rules Governing Exhibits

Sponsor: The exhibits are sponsored by the Career Education Colleges and Universities, 1530 Wilson Blvd. Suite 1050 Arlington VA 22209. For convenience hereinafter, the sponsor is designated as “CECU” or “the Association”, or “the Management”.

Contract for Space: By submitting an application for exhibit space, the Applicant releases CECU and its agents from any and all liabilities to Applicant, its agents, licenses or employees that may arise or be asserted as a result of submission of an application or of participation in the Convention & Exposition. CECU determines the eligibility any company or product for exhibit and reserves the right to reject any application for exhibit space. Acceptance of an application does not imply endorsement by CECU of the Applicant’s product, nor does CECU warrant – either expressly or by implication – the efficacy of the products displayed at the exhibit. Booths must be staffed at all times during exhibition hours and **NO DISMANTLING OF BOOTHS** may occur before 2:00PM on June 12, 2022. There are no exceptions to this rule. **IF PREMATURE DISMANTLING OCCURS, as a penalty, the exhibiting company WILL NOT BE ABLE TO CHOOSE ITS SPACE FOR THE FOLLOWING YEAR’S SHOW UNTIL APRIL 1, 2023.**

Booth Assignment: Reservations for space will be made according to a priority system giving preference to firms which are Allied Plus and Allied Members of CECU. The initial mailings are restricted to such priority firms. Within the priority system, booth assignments are made on a first-come, first-served basis. In no way will CECU reject a booth selection at another exhibitor’s request. It is the responsibility of each Exhibitor to select their booth location to their satisfaction based on inventory available at time of selection. Once a booth location has been confirmed between an Exhibitor and CECU, any requests to change location will be accommodated with what space is available at the time the change request is made. All booths are clearly shown in the floorplan. Dimensions and locations of each booth are believed, but not warranted, to be accurate. In all cases, the width of the booth is given center to center of rails. For prefabricated displays, deduct four inches from width of booth of affiliated companies.

Shipments: Details where to ship all display materials and equipment will be included in exhibitor service kits. This kit will also include information on storing; delivering to booth; labor for installation of displays; removal and return of empty crates and cartons; pick-up at booth; and services offered; along with the applicable rates. The kit will be made available to each Exhibitor. All exhibits must be paid.

Rates and Payments: Remittance of the total rental price must be received by the Association no more than fifteen (15) days after the booth space(s) is reserved or the reservation will be cancelled. Checks should be made payable to the Career Education Colleges and Universities.

Failure to Occupy Space: Any space not occupied by 11AM on Wednesday, June 1, 2022 will be forfeited by the Exhibitor, and this space may be resold and reassigned or used by the Management as it sees fit, without refund, unless arrangements for delayed occupancy have been approved by CECU in advance.

Arrangements for Exhibits: Standard draped booth backgrounds and side rails, and uniform two-line signs, are provided (if requested) without additional charge. Booth backgrounds are eight (8) feet in height, and divider rails are thirty-three (33) inches in height. Standard booth size is 10’ x 10’. Note: The

2022 Career Education Convention is taking place within a hotel facility that has ballroom carpet in place. Additional carpet purchase per booth is not required for the 2022 Career Education Convention.

Peninsula Exhibits: These face three aisles. This type of exhibit must limit the length of the back wall to one-half the width of the space, centered or the length of the back wall can equal the width of the space if it no more than 33" in height. Exhibiting companies must comply with the Exhibit Construction Guidelines established by CECU.

Booth Furniture and Special Work: One six-foot (6') skirted table and two side chairs will be provided for each booth, at exhibitor's request. All table coverings, decorating and booth furniture will be provided on requisition to the official decorating contractor. Order forms and a brochure describing the services offered by said company, along with the applicable rates, will be sent to each Exhibitor in advance of the Convention. Orders for wiring or other electrical works, as well as other special services must be placed in advance of the Convention. Service order forms will also be provided to all Exhibitors.

Special Restrictions: (a) Exhibitors are prohibited from using amplifying equipment that might distract from or interfere with adjacent exhibits;

(b) Exhibitors must confine their activities and promotional items to the space for which they have contracted; aisles must not be blocked with personnel or exhibits. Request a copy of the exhibitor guidelines from the CECU Exhibits Manager if there is a question;

(c) Exhibitors must not display their booth materials in a manner which blocks the view of adjacent Exhibitors unless verbal permission from adjacent Exhibitors is received Request a copy of the exhibitor guidelines from the CECU Exhibits Manager if there is a question;

(d) Exhibitors will not be permitted to use strolling entertainment nor to distribute samples or souvenirs except from their own booths;

(e) Exhibits must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any benefit. CECU reserves the right to request additional information as needed;

(f) Exhibits will not be accepted if they conflict with or appear to violate CECU policy, the CECU Code of Conduct or its Articles of Incorporation and Bylaws, or if the Exhibit is deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature;

(g) Exhibits shall not, in the reasonable opinion of CECU, be prejudicial or defamatory to the image and/or reputation of CECU and/or its members;

(h) The Exhibitor and the product or service being offered shall be clearly identified in the Exhibit;

(i) Exhibitors who use costumed persons or mannequins should be sure that their manner of appearance and dress are such as not to offend even the most critical. CECU Show Management reserves the right to make determinations on appropriate exhibitor/presenter attire. If for any reason an exhibit and/or its

contents are deemed objectionable by Show Management, the exhibitor may be asked to alter the attire of its employees, booth staff and/or models. If necessary, the exhibitor may be asked to remove the individual(s) in question at the exhibitor's sole expense. Exhibitors with questions about compliance with these guidelines should consult with Show Management in advance of the show;

(j) Fire laws must be strictly enforced. Aisle and fire exits cannot be blocked by exhibits;

(k) Exhibits which, in design or operation, are objectionable in the opinion of the Management will be prohibited;

(l) No work of an excessively noisy nature will be permitted in the exhibit hall while business meetings are being conducted in an adjacent meeting space;

(m) Exhibitors are prohibited from scheduling any private functions, cocktail parties, events, or other hospitality during exhibit hall hours or at any time that would conflict with association events;

(n) Exhibitor may not sublease exhibit space;

(o) Exhibitors are prohibited from hosting food/beverage from their booth unless otherwise preapproved by CECU staff. This includes both through hotel catering and/or directly by the exhibiting company.

Admission: CECU shall have sole control over all admission policies at all times. All persons visiting the exhibits will be required to register and wear an appropriate badge while in attendance at the onsite CECU registration desk. Children under the age of 16 years old nor animals are not permitted on the exhibit floor. During non-exhibit hours, attendance will not be allowed entrance to the hall without being accompanied by exhibit personnel. All persons registered for the Career Education Convention must adhere to all rules and regulations put forth by the convention management team and stated in the exhibitor rules and regulations as well as the attendee registration terms and agreement.

Cancellation and Refunds: In the event of cancellation of the Convention due to fire, strikes, government regulation or other causes beyond CECU control, CECU shall not be liable for failure to hold the Convention as scheduled, and CECU shall determine the amount of exhibit fees to be refunded. In the event of cancellation by the exhibiting company, 50% will be retained by CECU if notice of cancellation is received in writing before April 1, 2022, and no refund will be made for cancellation after April 1, 2022.

Compliance with Laws: Exhibitor shall comply with all federal, state and local laws as well as rules and regulations of hotel hosting the event. Exhibitor will ensure that its exhibit complies with the Americans with Disabilities Act.

Penalties: Violations of these rules may be cause for termination of the agreement, removal of Exhibitor from show, and loss of fees paid.

Insurance: CECU requires every exhibitor include CECU as “additionally insured” on their policy. In addition every exhibiting company must carry the following coverage and provide a certificate of insurance on or before April 15, 2022: General Aggregate \$2,000,000 Each Occurrence \$1,000,000 Exhibitor Insurance for the CECU Convention is available through Rainprotection.net. For detailed coverage information and pricing visit rainprotection.net.

Amendments: CECU, through its Management, has sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the Convention & Exposition.

Exhibitor Release of Liability and Indemnification: Exhibitor assumes all responsibility for any and all loss, theft or damage to Exhibitor’s displays, equipment and other property while participating in the event and on the premises of the Venue and hereby waives any claim or demand it may have against CECU, the hotel or its affiliates arising from such loss, theft or damage. In addition, the Exhibitor agrees to defend (if requested), indemnify and hold harmless Career Education Colleges and Universities, the Venue, and their respective parent, subsidiary and other related or affiliated companies, from and against any liabilities, obligations, claims, damages, suites, costs and expenses, including, without limitation, attorney fees and costs, arising from or in connection with the Exhibitor’s occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the Exhibitor or its employees, subcontractors or agents, except such as may arise directly from the sole gross negligence of CECU, Venue, and their respective parent, subsidiary and other related or affiliated companies