EXHIBIT I

RULES AND REGULATIONS
OF THE
PENNSYLVANIA CONVENTION CENTER

Welcome to the Pennsylvania Convention Center!

This manual of rules and regulations is your guide to having a successful event at the Pennsylvania Convention Center (referred to as the "PCC").

To assist you in planning your event, an Event Coordinator will be assigned who will serve as your primary contact at the PCC. Your Event Coordinator will provide you with additional information regarding PCC policies and procedures. Your Event Coordinator will also supply you with a Plan of Operations Packet, including the guidelines for developing your Plan of Operation, a schedule of due dates and all other specifications required for your event. If you have any questions, please address them promptly with your Event Coordinator.

The rules and regulations contained in this manual are a binding part of the License Agreement between the Customer and the Pennsylvania Convention Center Authority (referred to as the "Authority"). This document cannot be altered in any way without a written agreement signed by the Authority.

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1. ACCESS BY AUTHORITY PERSONNEL

Authority personnel have full access to licensed areas at all times in the performance of their duties. The management of the Authority has the right to remove any person(s) from the PCC when necessary to ensure the safe and orderly operation of all or any part of the PCC, its equipment or an event.

2. ACCESS BY MINORS

In accordance with Pennsylvania state law, children under the age of sixteen (16) are not permitted on the exhibit floor or any area of the PCC where scaffolding or heavy equipment is in operation during move-in and move-out periods. The Customer is responsible for ensuring that exhibitors, all hired contractors and others servicing the event comply with this important safety regulation.

3. ADVERTISING

Prior written approval is required for the use of the logotype, trademarks, symbols or names associated with the PCC or the Authority, either directly or indirectly, in connection with any production, promotion, publication, public statement, public discussion, public service announcement or advertisement. For more information, see the Banners and Signage section of this document and the Photography and Logo Policy included in the Plan of Operations Packet provided by your Event Coordinator.

4. ANIMALS

Animals are not permitted on the premises of the PCC, with the exception of guide, signal or service animals or animals approved for use in conjunction with an exhibit, display or performance. Animals that are approved must be on a leash, within a pen or under similar control at all times. No animal exhibits are permitted on the carpeted areas of the PCC. The Customer, exhibitor or owner is responsible for obtaining all relevant permits and for attending to the sanitary needs of the animal(s). The Customer, exhibitor or owner is also fully responsible for the animal(s) while on the premises of the PCC.

5. AUDIO-VISUAL

The Authority's Audio Visual Services Department, the in-house production and presentation provider, exclusively operates the permanent sound systems and lighting systems in the Ballroom and Lecture Hall (Room #114). All other audio-visual services are provided by the Authority's Audio Visual Services Department on a non-exclusive basis. Please contact the Authority's Audio Visual Services Department for system access and for A/V equipment rental, such as microphones. If you choose to rent microphones from another source or if you need to arrange recording patches, there is a per diem access fee per room section.

6. BANNERS AND SIGNAGE

Banners, signs, notices or any form of advertisement may be placed only in locations and by methods approved by the Authority. The Authority will determine the duration of all approved signage based on the event activity in the building.

7. CELL PHONE USAGE

The use of cell phones while operating equipment or vehicles is strictly prohibited. It is the responsibility of the Customer, hired contractors and/or designees to comply with this important safety measure.

8. CLEANING, MAINTENANCE AND WASTE REMOVAL

A. The Authority will provide the following janitorial services as part of the License Agreement:
   1) During the course of an event the Authority will provide janitorial services for the PCC public concourses, rest rooms, meeting rooms and all common areas that are not used as exhibit space.
   2) In the exhibit halls and spaces used for exhibits, the Authority will clean and maintain restrooms, empty PCC trashcans, and attend to spills on the concrete floor. These services will be provided during move-in, show days and move-out.
   3) The Authority will also provide personnel to operate the PCC's trash compactors and trash trucks. Please note: Only personnel designated by the Authority can operate the trash trucks and compactors.
   4) The Authority, on behalf of the Customer, will arrange for trash removal from the PCC.

B. The Customer shall be responsible for the following additional services:
   1) In the exhibit halls and spaces used for exhibits, the Customer shall be responsible for maintaining the aisles prior to carpet installation, vacuuming carpeted aisles, emptying trashcans supplied by the decorator or others, removing trash from the exhibit floor and taking trash to the dumpsters and compactors.
   2) The Customer shall be responsible for cleaning show management and exhibitor booths.
   3) The Customer shall be responsible for removing trash generated by the event such as boxes, crates, pallets, packing materials, lumber, and all tape adhesives, remnants and residue.
   4) It is the Customer's responsibility to return exhibit halls and meeting rooms to the same condition in which they were received.

C. The Customer may hire the Authority to provide the services listed under B, 1-4 or the Customer may hire a cleaning contractor for these tasks. In either case, prevailing rates will apply.

D. Additionally, the Customer is responsible for the removal of all hazardous and medical waste in compliance with all applicable laws.

E. The Customer may also be responsible for the cost of removing an inordinate amount of trash generated by the event.

Please contact your Event Coordinator for additional information.

9. COMMON AREAS

All common areas of the PCC (including but not limited to the exterior, the entrances, public concourses, the Bridge, loading docks, marshaling facilities, etc.) that the Authority makes available to the Customer may also be made available to others for concurrent access and use as required by the event activity. The Authority will coordinate and schedule the use of the common areas in order to best accommodate all parties involved.

10. DAMAGES

All damages, except normal wear and tear, are ultimately the responsibility of the Customer. Please contact your Event Coordinator to schedule a "walk-through" on the first day of move-in to verify the condition of the facilities. The Customer will be informed of any damages that occur during the event via written reports and photographs (if possible) as soon as discovered. A final "walk-through" with your Event Coordinator is also advised at the completion of move-out.

11. DECORATIONS

Decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, painted surfaces, columns, fabrics, doors, windows or walls. Glitter is not permitted in the PCC. Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises. Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. All decorating materials must be constructed of flameproof material or treated with an approved flame proofing solution.

The Authority and/or the Philadelphia Fire Department may conduct safety tests.

The Authority further reserves the right to charge for the cleanup and removal of decorations and special effect items.

12. ELEVATORS AND ESCALATORS

The PCC has several freight elevators available for transportation of equipment. Public elevators and escalators are for passenger use only. Access to any elevator or escalator may not be blocked at any time.

13. EMERGENCY EVACUATION PLAN

In the event of an emergency evacuation, please follow the direction of security personnel or a staff member of the Authority who is wearing appropriate identification.

14. EMERGENCY MEDICAL SERVICES (EMS OR FIRST AID)

The Authority strongly recommends that the Customer provide, at the Customer's expense, certified first aid personnel during an event. Further, the Authority reserves the right to require the Customer to provide first aid, at the Customer's expense, based on the type of event.

The Customer must select an EMS provider from the PCC's approved list. All emergency medical service providers must be licensed by the Commonwealth of Pennsylvania and comply with all applicable City of Philadelphia ordinances, rules and regulations pertaining to special event emergency medical services. All personnel and equipment of said EMS providers must meet all state and local requirements and standards.

15. EQUIPMENT INVENTORY

The PCC equipment inventory (e.g., chairs, tables, etc.) is usually adequate to accommodate several simultaneous events. However, when PCC inventory is exhausted, the Customer is responsible for making arrangements for additional equipment at the Customer's expense. Special equipment such as staging and dance floors can be made available for an additional fee. There is also a charge for equipment used in exhibit areas. Elevated seats may be used in Exhibit Halls A, B, and C only. Please contact your Event Coordinator for details.

Please note: The Authority may restrict the use of its equipment if it deems that the intended use could present a personal safety hazard or result in damage.

16. FIRE AND SAFETY REGULATIONS

The Customer, hired contractors, exhibitors, and others attending the event must comply with all applicable federal, state and local fire and building codes as well all PCC rules, regulations, policies and procedures.

The Authority will strictly enforce all fire and safety regulations, including the playing of required public service announcements.

The Authority requires prior written authorization for the following:

1) Operation of any heater, barbecue, heat-producing or open flame devices, candles, lanterns, welding equipment, smoke-emitting devices, etc.
2) Use of lasers or X-ray equipment
3) Use of any compressed gases (e.g., L.P., propane, oxygen)
4) Use, handling, storage and disposal of hazardous materials and waste in accordance with all federal, state and local regulations pertaining to hazardous materials

For more information regarding fire and safety, please consult your Event Coordinator.

17. FIREWORKS (PYROTECHNIC DISPLAYS)

The use of pyrotechnic displays, such as fireworks, is prohibited.

18. FLOOR MARKING

The Authority requires that all booth number stickers, carpet tape and tape residue be removed from the exhibit floor before the completion of move-out. Please contact your Event Coordinator for more information.

19. FLOOR PLANS

Detailed floor plans are required for exhibit halls, registration areas, meeting spaces and special activities scheduled in the PCC. Preliminary floor plans should be submitted for approval prior to confirming exhibit space sales to avoid unnecessary confusion later. Preliminary floor plans should be submitted to the Authority at least ninety (90) days in advance of the first move-in day. Please refer to the Floor Plan Approval Guidelines included in the Plan of Operations Packet. Your Event Coordinator can also assist you if you have questions.

20. FOOD AND BEVERAGE SERVICES (ARAMARK)

All food and beverage services in the PCC, including the operation of the Food Court, all concession stands and coat check are provided through ARAMARK, the Authority's exclusive food service provider. All catered food and beverage services must also be ordered from ARAMARK.

21. FLOOR PROTECTION

The PCC Floor Protection Policy is included in the Plan of Operations Packet provided by your Event Coordinator. This policy details the actions required to protect the PCC carpet, marble, tile and terrazzo floor surfaces. This policy specifically addresses the methods of conveyance, materials and equipment required to protect the PCC front of house flooring.

22. FREIGHT DELIVERIES

The Authority does not accept shipments of event-related freight or materials. All freight must be delivered to the official show contractor or directly to the Customer during the term of the License Agreement only. Under no circumstances will the Authority accept C.O.D. deliveries. For additional information, please refer to the Deliveries document included in the Plan of Operations Packet or contact your Event Coordinator.

23. GRAND HALL USE

The Grand Hall is one of the most dramatic locations for events in our complex and is often the site of high profile social or meeting functions. Due to the proximity of the Grand Hall to the Market Street entrance and the Marriott Hotel bridge, the Authority may require Customer assistance in permitting, limiting, or restricting access through the Grand Hall to accommodate persons attending other events and to ensure the safety of all guests. For these reasons, the Authority will coordinate and schedule the use of the Grand Hall.

The use of the Grand Hall for exhibits is prohibited unless prior written approval is granted by the Authority.

24. KEYS AND LOCK CHANGES ("RE-CORES")

Keys are available and locks can be changed (i.e., "re-cored") on most meeting rooms upon the Customer's request. All requests for keys should be made through your Event Coordinator and all keys must be returned by the last day of move-out. There is a per room charge for this service.

"Re-cored" rooms are under the control of the Customer. The Customer is responsible for the daily locking and unlocking of these rooms and making all arrangements for servicing these rooms for catering, cleaning, etc. It is the Customer's responsibility to make sure these rooms are locked and secured. The Authority bears no responsibility for any loss that may occur.

25. HELIUM BALLOONS

Helium balloons may not be distributed in the PCC. However, Helium balloons may be used if permanently attached to authorized displays and approved through your Event Coordinator. If helium balloons become detached from the display, the labor cost to retrieve the balloons will be charged to the Customer. A deposit may be required prior to installation.

26. INSURANCE

Verification of insurance is required by your License Agreement and must be provided to the Authority at least thirty (30) days before the first day of move-in. Failure to provide evidence of appropriate insurance may result in a delay or cancellation of the event.

27. LABOR SUPPLIER (ELLIOTT-LEWIS)

Elliott-Lewis is the labor supplier authorized to provide show labor at the Pennsylvania Convention Center. It is the PCC's policy that all temporary show labor must be provided by Elliott-Lewis (exclusive of the Authority's contracts with companies such as ABM/Team Clean, MNM and ARAMARK).

28. LICENSES AND TAXES

All producers of events as well as individual exhibitors and/or other vendors, who conduct sales during an event, are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes.

State Tax & Licensing contact:
Thelma Stott
Licensing Specialist
PA Dept of Revenue
1400 Spring Garden St. #201
215.560.2357

City Tax & Licensing contact:
Joseph W. Kots, CPA
Chief, Department of Revenue
City of Philadelphia
Municipal Services Building, #480
Philadelphia, PA 19102
215-686-6501

General Business Tax contact:
Frank Barclay
PA Dept of Revenue
1400 Spring Garden St., #201
Philadelphia, PA 19130
215-560-2485

Online business tax information: www.revenue.state.pa.us

Online business license/tax application: www.pa100.state.pa.us

29. LIGHTING, HEATING, VENTILATION AND AIR CONDITIONING

Generally, full house lighting and adequate levels of heat, ventilation, or air conditioning will be provided during show days from one hour prior to the published start time of the event until closing each day.

Energy conservation is of prime concern. Practical levels of lighting, ventilation, heat or air conditioning will be maintained during move-in and move-out periods. A utility charge may be assessed for special requests beyond the times noted here.

30. LOADING DOCKS

The management of the Authority, in its discretion, will allocate dock space as necesarry to best accommodate all event activity.

31. LOST AND FOUND

Show managers are encouraged to maintain their own Lost and Found. Upon the closing of each event, all unclaimed articles may be turned over to the Authority. Any item left on the premises over thirty (30) days will be disposed of by the Authority.

32. MICROPHONES AND PAGING

The Authority's Audio Visual Services department, the in-house production and presentation contractor, exclusively operates the permanent sound systems on the Authority's behalf. Please contact Audio Visual Services for sound system access and for A/V equipment rental such as microphones. If you choose to rent microphones from another source or if you need to arrange recording patches, there is a per diem access fee per room section. For more information please refer to the Audio-Visual section of this document or contact your Event Coordinator.

33. MOTORIZED EQUIPMENT AND POWERED VEHICLES

As noted in the PCC Floor Protection Policy provided in the Plan of Operations Packet, motorized equipment and powered vehicles are prohibited in the entrance vestibules, meeting rooms, 300-Level concourse and the Food Court. The policy specifically addresses the methods of conveyance, materials and equipment required to protect the front of house flooring (i.e., PCC carpet, marble, tile and terrazzo floor surfaces) and the actions required by the Customer, hired contractors and/or designees. For more information regarding the PCC Floor Protection Policy, please contact your Event Coordinator.

34. PARKING

No parking is permitted in loading dock areas or any location posted, "No Parking". Unauthorized vehicles will be removed at the owner's expense. Limited parking may be available for Customer use. Please consult your Event Coordinator.

35. PLAN OF OPERATION

As stipulated in the License Agreement, the Customer is required to provide the Authority, at least sixty (60) days before move-in, a Plan of Operation relating to the use of licensed areas in the PCC. The Plan of Operation must include all pertinent information necessary for the Authority to successfully service the event. Your Event Coordinator will provide you with a Plan of Operations Packet with guidelines for developing the Plan of Operation for your event.

36. PRE-EVENT MEETINGS

The Authority recommends a pre-event meeting for most events. The pre-event meeting is an opportunity for the Customer to meet with the Authority staff and the in-house contactors who

will be responsible for servicing the event. The show decorator and other contractors hired by the Customer should also attend this meeting.

The Authority may require a labor pre-event meeting based on the type of event.

37. RIGGING

The Authority's Engineering Services Department must approve all rigging prior to the move-in of an event. All drawings should be submitted four (4) weeks prior to the first day of move-in. Event Services can provide building drawings in various formats. Rigging limitations are printed on the PCC's drawings. No rigging can commence until a complete set of drawings have been reviewed and approved by Engineering Services.

The Authority's Personal Fall Protection Policy has also been included in the Plan of Operations Packet. This policy has been implemented to ensure the safety of all people working at the PCC. The Customer, exhibitors, hired contractors and all personnel working on-site must comply with this important policy.

38. ROOM SETUPS:

Capacities:

Please see the meeting room capacities chart located in the Appendix of this document. The numbers listed reflect maximum amount of seating allowed in each room. Capacities decrease with the addition of staging, dance floors, and/or audio/visual equipment. Check with your Event Coordinator to confirm room capacities prior to preparing room specifications for your event.

Setups:

1. Meeting Rooms: A one (1) time basic set-up is included in the rental of all meeting rooms. You may choose between theater, classroom, conference, hollow-square, u-shape, or banquet styles (6' round tables). Also included in the rental are: the use of a lectern; up to two pieces of riser staging; head table; skirted display table in the back of the room; and one (1) registration table at the entrance of the room. Any additional equipment such as pads/pencils, skirting or tablecloths for tables, additional risers, additional easels or lecterns can be provided to you for an additional charge. Any changes to the initial setup will result in a changeover charge.

2. Exhibit Halls: Additional costs will be incurred for use of the PCC's equipment on the exhibit floor, excluding any food and beverage areas. Additional costs may also be incurred for changes or additions. Consult your Event Coordinator or Sales Manager for additional information.

39. ROPE AND STANCHION

The Authority requires that rope and stanchion be set-up to create a protected walkway to ensure the safety of pedestrians in the Grand Hall or any public area of the Pennsylvania Convention Center. Please contact your Event Coordinator for additional information or assistance.

40. SAFETY AND SECURITY

The Authority maintains 24-hour security and internal patrols of the public areas and perimeter of the PCC. Exterior doors are controlled by the Authority and must not be propped open by anyone for any reason.

The Customer is responsible for controlling and providing security for the licensed areas and for the entrances and exits to the licensed areas (including but not limited to the exhibit halls,

meeting rooms, registration areas, loading dock areas, ramps, etc.). Security firms, hired by the Customer, must be selected from the PCC Approved Security Contractor List. Please refer to the Security Guideline Requirements also included in the Plan of Operations Packet.

Please note: Firearms are prohibited on the premises of the PCC, inside the building and the surrounding grounds, except for use by authorized law enforcement personnel.

41. SMOKING

The Pennsylvania Convention Center is a smoke-free facility.

The Authority will strictly enforce all fire and safety regulations, including the playing of required public service announcements.

42. TIPS AND GRATUITIES

As stipulated in the Code of Conduct, Authority personnel, contractor employees and all union labor are not permitted to accept tips, loans, gifts, or any gratuity from the Customer, exhibitors, hired contractors or anyone attending an event.

43. TWO STORY BOOTHS

The Authority requires that plans for all two story exhibits (double-deckers) be submitted for approval prior to installation. All such plans must bear the stamp of a registered structural engineer and/or certified architect and be accompanied by a letter from the engineer and/or architect stating that the exhibit conforms to the current Philadelphia Building Code. Please contact your Event Coordinator for more information.

44. UNION LABOR

The Authority requires that certain tasks involving the set-up and/or breakdown of events be performed by union labor, also referred to as show labor. Elliott-Lewis is the labor supplier authorized to provide show labor at the Pennsylvania Convention Center. Any questions regarding the need or use of union labor should be brought to the attention of your Event Coordinator. Please also refer to the Labor Supplier section of this document for more information.

45. UTILITIES

Electrical Installations: Electrical services are provided on an exclusive basis through the Authority. All electrical equipment must meet applicable National Electrical Codes and City of Philadelphia requirements. Electrical fixtures and fittings must be UL listed and so marked. Terms and conditions governing electrical work are listed on the Electrical Service Order Form and the Electrical Labor Order, which are included in the Plan of Operations Packet. Please see your Event Coordinator if you require additional information.

Plumbing: Plumbing services in the exhibit halls for booths and displays (including water, drain, and compressed air), are provided on an exclusive basis through the Authority. Please refer to the Water and Compressed Air Service Order, which is included in the Plan of Operations Packet. Please see your Event Coordinator if you require additional information.

Telephones: Telephone services are provided on an exclusive basis through the Authority. Please refer to the Telephone Service Order, which is included in the Plan of Operations Packet. Please see your Event Coordinator if you require additional information.

Technology Services: Internet access, networking and wireless services are available on an exclusive basis by the Authority. Please refer to the DSL Internet and Networking Service Order,

which is included in the Plan of Operations Packet. Please see your Event Coordinator if you require additional information.

46. VEHICLE DISPLAYS

Any vehicle used in a display or exhibit must have all battery cables disconnected, ends taped and gas caps locked. The vehicle may only contain a maximum fuel level of one quarter (1/4) tank. Tanks cannot be refueled or emptied inside the PCC. The flooring under the vehicle must be protected from any leakage, spillage or other potential damage. During non-show hours the vehicle should be locked with an extra set of keys left with your Event Coordinator. It is ultimately the responsibility of the Customer to ensure that these measures are taken to prevent any potential damage or safety hazard.

Please refer to the guidelines for Display of Motor Vehicles and the PCC Floor Protection Policy provided by your Event Coordinator.

47. VIDEO

Video information and cable television are provided in specific locations throughout the building. Please contact the Authority's Audio Visual Services Department for further information regarding programming and use of the system during your event hours.

48. WALLS AND PARTITIONS

Only authorized personnel may operate portable walls and moveable partitions in meeting rooms and exhibit halls. Please contact your Event Coordinator for details.

49. WASTE REMOVAL

The Customer is responsible for the removal of all trash generated by the event such as boxes, crates, pallets, packing materials, lumber, tape adhesives, remnants and residue. The Customer is responsible for trash removal in the exhibit areas and waste removal from the PCC throughout the term of the License Agreement, from the first day of move-in through the last day of move-out.

Disposal of all hazardous and medical waste is also the responsibility of show management and must comply with all applicable laws. Please refer to the Requirements for Medical Testing/Waste Removal in the Plan of Operations Packet or consult your Event Coordinator for additional information.

50. WEIGHT LOADS AND RIGGING RESTRICTIONS

Information about floor load limits and rigging restrictions pertaining to ceiling height and/or weight is available through your Event Coordinator. It is ultimately the responsibility of the Customer to ensure that these limits are not exceeded. For additional information, please refer to the Rigging section of this document.

Note: *The Authority reserves the right to amend these Rules and Regulations and to determine, in its discretion, any matters not expressly covered herein.*