



START-UP ZONE EXHIBIT CONTRACT

99TH ANNUAL AAAE CONFERENCE & EXPOSITION

MAY 16-18, 2027 | PHOENIX CONVENTION CENTER | PHOENIX, AZ

THIS IS THE PLACE TO BE FOR TOMORROW'S INNOVATIVE COMPANIES!

At the 99th Annual AAAE Conference & Exposition, the Start-Up Zone is a designated area in the expo hall representing AAAE's commitment to supporting emerging technology and new entrants in the airport industry.

ELIGIBILITY Companies that are interested in securing a spot in the Start-Up Zone must meet the following criteria:

- Founded under 3 years ago
- Under 20 employees
- Under \$3M in funding
- Under \$1M in revenue
- Have not previously exhibited/sponsored at the AAAE Annual
- It is highly recommended that you have a minimum viable product (MVP) to showcase at your kiosk, but it is not required.

☐ BASIC PACKAGE \$4,200

- (1) complimentary exhibitor registration
- (1) product category
- Exhibitor profile on the event website and mobile app
- (1) standard 5 am electrical connection and powerstrip
- Listing in Start-Up Zone section of printed program
- Kiosk with logo
- (1) literature rack
- (1) stool

☐ PREMIUM PACKAGE \$5,300

- Basic package
- (1) additional complimentary exhibitor registration for total of 2
- (2) additional stools
- Access to attendee roster, if opted-in
- Listing in Start-Up Zone section of printed program
- Airport Angel sponsorship (value \$3,500)
- (1) standard 5 am electrical connection and powerstrip

ADD-ONS: (CHECK ALL THAT APPLY)

- ☐ Directory Upgrade Package A - \$200
- ☐ Airport Angel Sponsorship - \$3,500

START-UP ZONE AREA INCLUDES:

EACH KIOSK:

- Carpeting
- Individual kiosk with company name and lockable cabinet
- Power (5 amp and powerstrip)
- (1) Stool

ZONE FEATURES:

- **NEW! PRESENTATION AREA**
Each participant can present for 15-20 minutes each day. Schedule to come.
- **MARKETING**
Promoted on website, mobile app, & onsite signage

CONTACT INFORMATION

EXHIBIT Logistics Contact

Name _____ Title _____

Company Name _____

Mailing Address _____

City _____ State/Zip _____

Phone _____

Email _____

NOTE: Exhibitors receive a special discount on advertising in the conference issue of *Airport Magazine*. Contact Lisa C. Williams, CMP, CEM at lisa.williams@aaae.org for more information.

DIRECTORY Company Contact

Company Name _____

City _____ State/Zip _____

Website _____

METHOD OF PAYMENT (Payable in U.S. dollars drawn on a U.S. bank) Payment in FULL required with submitted contract

☐ Attached is my check payable to AAAE ☐ Please send me an invoice ☐ Please mail all checks to: AAAE, The Barclay Building | 601 Madison Street | Alexandria, VA 22314

I agree to the billing terms as selected above.

Signature: _____ Date: _____

By submitting this Exposition Space Application and Contract, the above-named company requests exhibit space for the Exposition to be held May 16-18, 2027, at the 99th Annual AAAE Conference & Exposition in Phoenix. The company agrees to pay AAAE for said space in accordance with the terms and conditions outlined herein and understands that, once accepted by AAAE, this document, together with the Rules and Regulations printed on the back hereof, constitutes a valid and binding contract between the company and AAAE. The company agrees to comply with all instructions, rules, and regulations set forth herein. Private events, meetings, and hospitality suites are permitted only for companies that are exhibiting or sponsoring and may not conflict with official conference events, programming, or exposition hall hours. I, the duly authorized representative of the above-named company, on behalf of said company, agree to all terms, conditions, authorizations, and covenants contained in this Exposition Space Application and Contract and the Rules and Regulations set forth on the back hereof.

PLEASE SIGN HERE TO INDICATE YOU AGREE TO THE CANCELLATION POLICY, RULES AND REGULATIONS, [CANSPAM](#), [GDPR](#) and [CODE OF CONDUCT](#).

Signature: _____ Date: _____



No exceptions to these policies are permitted. Violations may cause such individuals or organizations to forfeit the privilege of sponsoring, exhibiting, advertising and attending the Event and future AAAE events.

SPONSOR RULES AND REGULATIONS

AAAE accepts registration regardless of race, religion, sexual orientation, sex, physical disability and national or ethnic origin. This includes but is not limited to admissions, employment, and educational services.

CONFLICTING EVENTS & "IN CONNECTION WITH" (ICW) FUNCTIONS | AAAE prohibits any attendee or organization, including the Sponsor, from holding any promotional, social, meetings, or educational events, during the official dates and times of an 99th Annual AAAE Conference & Exposition event without prior approval from AAAE. In order to host an outside event, sponsors must comply with the following:

- Register all functions with Show Management that you intend to hold in the general vicinity of the host city on the Event dates or during the two days leading up to or following the Event.
- Provide Show Management an advance copy of all invitations or announcements of your Function.
- The dates and times of such Functions may not conflict with events (sessions, meals and receptions) on the official Event agenda.
- Any such gatherings should be convened primarily for the benefit of attendee (with at least two-thirds of invitations going to attendees), and such functions may not charge a fee.
- No exceptions to these policies are permitted. Violations may cause such individuals or organizations to forfeit the privilege of sponsoring, exhibiting, advertising and attending the Event and future events.

NETWORKING EVENTS | AAAE prohibits any attendee or organization, including the Sponsor, from holding any networking events at official 99th Annual AAAE Conference & Exposition venues during the conference dates, regardless of whether the 99th Annual AAAE Conference & Exposition event occurs on a different day.

SPONSOR TERMS | AAAE reserves the right to list companies as co-sponsors of events or items. Contributions made to AAAE for the sponsorship program will be used to enhance the overall conference experience and help defray costs of the conference. Please note that the costs listed do not represent the full cost of the event or item.

PAYMENT OF SPONSORSHIP | No refunds, substitutions, or cancellations may be issued at any time for sponsorship. Forfeited payments or payments due for cancelled sponsorships MAY NOT be used toward registrations, a booth, advertising or any other AAAE Meetings.

CODE OF CONDUCT, GDPR & DATA PRIVACY | By signing this contract, you affirm that you comply with all [CANSAM](#), [GDPR](#), and [Code of Conduct](#) rules and regulations, and any personal information you receive will be handled in full compliance with these requirements.

EXHIBITOR RULES AND REGULATIONS

PURPOSE OF THE EXHIBIT | This Contract shall be deemed accepted by AAAE Management upon space assignment. AAAE Management maintains Priority Points for each Exhibitor based on past Exposition participation and total dollars spent by Exhibitor at the 99th Annual AAAE Conference & Exposition – including sponsorship dollars. Initial space assignment will begin May 2026 and will be based on Priority Points. Remaining space will be assigned to non-2026 exhibitors on a first-come, first-served basis. Although AAAE Management will attempt to fulfill Exhibitor's space request, space will be assigned by AAAE Management in its discretion and its decision shall be final. However, AAAE Management reserves the right to revise the exposition floor plan and/or reassign space assignments at any time.

ACCEPTANCE AND ASSIGNMENT OF SPACE | A space may be revoked or changed by Show Management at any time if payment is not in accordance with the payment schedule. Assignment of space will be determined by Show Management based on the earliest date a contract accompanied with full payment is received by AAAE. Show Management retains the exclusive right to revise the exposition floor plan and/or move assigned exhibitors as necessary.

PAYMENT OF EXHIBIT SPACE | Application will not be processed without the required deposit or payment. In order to receive the member rate, exhibitor's member dues must be paid in full both at the time of payment and at the time of the conference. In addition, any outstanding invoices to the American Association of Airport Executives, Airport Magazine, or any subsidiaries of AAAE must be paid in full at the time of the conference. Failure to pay within 30 days of contracting your space or within 30 days of invoicing, whichever is later, will result in termination of this contract. Exhibitors requiring an alternative payment arrangement must contact Show Management in advance of the applicable payment deadline. Any alternative payment plan must be approved in writing by Show Management.

PAYMENT SCHEDULE | 100% or balance of booth due by September 1, 2026 | 100% due at signing after September 2, 2026

CANCELLATION OR REDUCTION OF DISPLAY SPACE CANCELLATION BY EXHIBITOR | All space cancellations or reductions of space must be submitted in writing. The exhibitor will be obligated to pay AAAE fees based on the following schedule:

- Cancel prior to September 1, 2026: 0% of rental due
- Cancel from September 2, 2026 – October 1, 2026: 50% of rental due
- NO REFUNDS will be made for any cancellations after October 2, 2026.

CANCELLATION BY AAAE | AAAE will cancel an Exhibitor's exhibit space(s) for the following reasons:

- Payments are not made in accordance with set payment schedule.
- Exhibitor fails to occupy the assigned space five (5) hours in advance of the exhibit hall opening.
- Exhibitor fails to comply with the contract or the Rules and Regulations (as they may be amended from time to time).

AAAE reserves the right to keep 25% of booth space that is cancelled as part of a reduction in booth space. Companies reducing booth space must select a new booth location from available booths at the time of reduction. The above forfeitures will be effective even though the exhibit space no longer required by the withdrawing company may subsequently be rented by AAAE to another company. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of AAAE shall be to move the Exhibitor's booth space and payment to the next year, or return to each Exhibitor payment less a 25% administrative fee after the date of conference and move booth commitment to the following year.

In case the Exposition premises shall be destroyed or damaged, or if the Exposition 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, emergency declared by any governmental agency or by AAAE, or for any other reason this contract may be terminated by AAAE. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of AAAE shall be to return to each Exhibitor payment less a 25% administrative fee.

TERMINATION OF CONTRACT | AAAE reserves the right to terminate this contract immediately if an Exhibitor does not follow the Rules and Regulations, Duty of Care or Code of Conduct. AAAE also reserves the right to withhold from the Exhibitor possession of exhibit space if the Exhibitor fails to perform any material term of the contract or refuses to abide by these Rules and Regulations, Duty of Care or Code of Conduct. In the event of a default by the Exhibitor, the Exhibitor shall forfeit as liquidated damages the amount paid by it for the space rental, regardless of whether or not AAAE enters into a future lease of the space involved.

DOWNSIZING BY EXHIBITOR | An Exhibitor may be required to move to a new location if downsizing of exhibit space is requested. Exhibitor downsizing after October 2, 2026 will be financially liable for 25% of the portion cancelled.

FORCE MAJEURE | Should the premises in which the Expo is conducted become unfit for occupancy or substantially interfered with by reason of any causes not reasonably within the control of AAAE or its agents, the Expo may be canceled or moved to another appropriate location, at the sole discretion of AAAE. The parties shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within their control.

Causes for such action beyond the control of the parties shall include, but are not limited to: fire, flood, hurricane, tornado, severe weather, earthquake, explosion, accident, casualty, blockage, embargo, governmental restraints, acts of public enemy, riot or civil disturbance, epidemics, quarantines, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Convention Center, municipal, state or federal action, or act of God. Should AAAE terminate its agreement pursuant to the provisions of this section, due to event cancellation, AAAE shall refund in full the "Paid Exhibit Space Fees" to Exhibitors. In any case, refunds will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by AAAE through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

EXHIBITORS CANNOT SUBLET ANY PART OF THEIR ASSIGNED EXHIBIT SPACE | No Exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from AAAE. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the Exhibitor's display, with the exception of parent or subsidiary companies.

BOOTH INSTALLATION, EAC, & SECURITY | Exhibitor shall provide to Show Management 30 days in advance, the name and title of the person in attendance at the expo and responsible for the installation, operation, and removal of the exhibit. Said representative shall be authorized to enter into such service contracts as may be necessary for which the Exhibitor shall be responsible. The Exhibitor Appointed Contractor ("EAC") will operate within its assigned Exhibitor's booth only and not solicit business from other exhibitors. Temporary badges will be distributed to the Exhibitor Appointed Contractors at designated security checkpoints - usually at the main door and/or loading dock. Valid ID and sign-in process is required. Temporary badges are only valid during set-up and tear-down hours. Children under 18 years of age are not permitted on the exhibit floor during installation and dismantle periods. They are also not permitted to attend the expo unless they have correct conference credentials and are accompanied by an adult. To assure maximum-security protection for open exhibits and merchandise, after-hours work and/or entertainment will not be permitted in the exhibit spaces unless permission is granted by Show Management. Any company wishing to admit personnel or other guests to its exhibit space before or after exhibiting hours must submit such requests in writing to Show Management no later than 30 days before the start of conference. The exhibiting company making the request may be liable for any security costs incurred by AAAE in connection with any after-hours request. Except when special permission is granted by AAAE, everyone must be out of the exhibit hall within one-half hour of the official closing time of the exhibits.

EXHIBIT DISPLAYS | All displays must be erected and completely set up for viewing at the designated time on the last day of exhibit installation, at which time Show Management will conduct an inspection. Set-up and inspection times are posted in the exhibitor online services manual. A representative for each Exhibitor is recommended to be in its exhibit space until the inspection of the exhibit space is completed. This will permit the Show Management to alert Exhibitor immediately if any violation exists. If no representative is available, a violation notification tag will be left in the exhibit space describing the violation. If Exhibitor does not correct violations within the prescribed time limit, Show Management will make the necessary corrections at the expense of Exhibitor.

Failure to correct the violation may result in penalties including, but not limited to, loss of priority points and removal of display from the show floor.

Exhibitor or its agents shall neither materially deface, injure, mark, nor in any material manner damage the premises and shall neither cause nor permit anything to be done whereby the premises shall be in any manner injured, marred, defaced or damaged. Exhibitor and its agents are responsible for leaving the premises in the same condition it was found.

Exhibitor or its agents shall neither drive or permit to be driven by any party acting by or through it, nails, staples, hooks, tacks, screws, or the like into any part of the premises; or to erect or cause to be erected any decorations or adhesives, including tape, that would deface the walls, ceilings, floors, facilities and equipment contained in the premises. Exhibitor or its agents shall not make or allow to be made any alterations of any kind to the premises or equipment therein. It is specifically agreed that the walls, floors, ceilings, or other areas of the building or its furnishings or fixtures are not to be painted or have permanent covering applied by exhibitor or its agents. Materials may be attached in or to the premises by means of cords, ropes or ribbons or in any other manner which will not mar, deface or damage the premises or its furnishings and fixtures, provided prior written consent of Show Management is obtained. Permission obtained by Exhibitor pursuant to this agreement does not relieve the Exhibitor of the duties imposed in this section. In accordance, with the requirement of this section, Exhibitor shall pay AAAE for the costs of repairs of all damages to the premises (except those caused by the Phoenix Convention Center, its agents, servants, contractors, and employees) caused by Exhibitor's use of the premises, normal wear and tear excepted.

Goods received after the opening of the expo must be delivered to the exhibit space at a prearranged time other than official exhibit hours. Goods and materials used in any display (except bona fide samples) may not be removed from the exhibit hall or any area before the expo has been officially closed without the prior approval of and an official pass issued by the Show Management.

Exhibitor will not be permitted to store packing crates and boxes in open areas of its exhibit space or behind its booth during the exhibit period. Any crates found during the inspection period will be "forced" if there are no booth representatives present. These crates, when properly marked, will be stored and returned to the exhibit space at the closing of the show by service contractors. It is the Exhibitor's responsibility to mark and identify crates. Crates not properly marked or identified may be destroyed. AAAE does not assume responsibility for the contents of crates or boxes improperly marked.

DISPLAY RULES AND REGULATIONS | Show Management subscribes to and incorporates the Guidelines for Display Rules and Regulations developed by the International Association for Exposition Management as part of the overall rules and regulations. These specifically cover, among other things, maximum heights, line of sight restrictions and construction designs. A copy of the IAEE rules and regulations are included in the AAAE Exhibitor Online Services Manual that is provided online to each Exhibitor.

- Due to facility ceiling heights changing year after year, height of hanging signs will be published in the AAAE Exhibitor Online Services Manual.
- Maximum height of island booth is 16 feet; however, a signage for the booth/exhibit tower may be used in lieu of a hanging sign. Sign tower cannot exceed 20 feet.
- Carpet of entire booth area is required. This includes under trucks and other equipment.
- Product height cannot exceed the max height noted above. "Product" is defined as anything the exhibiting company sells or services.
- If displaying a tall product, no signs, logos, lights (unless an integral part of the product) or other attention getters can be mounted anywhere on the product unless it is under 8 feet on inline booth and island booths.
- Exhibitors at the ends of an inline section must cover the end of the back panel in such a way so that the backside of rear display panel is not visible to passing attendees. No storage boxes or crates should be visible.
- Island booths 400 sq ft must have at least a six (6) foot opening on each side; this opening must have a height from floor of at least 8 feet.
- Island booths larger than 400 sq ft must have at least a six (6) foot opening every 30 feet; this opening must have a height from floor of at least 8 feet.
- All go-bo lighting must be approved by management. Under no circumstance should any portion of the gobo design extend beyond the perimeter of the booth (i.e. aisles, surrounding walls, etc.). Care must be taken to ensure residual glare from the projector doesn't disturb surrounding exhibitors. • Vehicles must follow facility rules which will be in the Exhibitor Online Service Manual. General rules are battery cables must be disconnected, maximum fuel is ¼ tank or 5 gallons whichever is less, gas cap locked or taped securely shut, must have protective covering under motors, drive train, and tires.
- All vehicles (cars, trucks, or trailers) must occupy a 20' wide island space.
- The exhibitors entire display, the vehicle (including trailer hitches), and exhibitors, must be located within the confines of the defined exhibit space.
- End caps/Peninsula booths are not allowed.
- Banner stands and bow flags, must not exceed 10' in height and must be displayed in booths, not in aisles and top of stand or flag must be within foot print of booth. Staff Management must receive all requests for variations in the rules and regulations in writing at least 60 days prior to the first move-in date. Sketches and/or engineering drawings illustrating the variation should accompany such requests when appropriate. No variation of any kind will be permitted without the prior written approval of the Show Management. Response will be in writing from Show Management. Verbal response or lack of response does not constitute approval. Any and all disputes of these rules must be taken up with the Show Management.

NOISE, LIGHTING AND CONTENT | Show Management reserves the right to regulate and/or restrict exhibits to reasonable noise and lighting levels and to suitable methods of operation and display of materials. If for any reason an exhibit and/or its contents are deemed objectionable to other exhibitors, attendees or Show Management, the exhibit shall be subject to removal at the Exhibitor's sole expense, and Show Management shall not be liable for refund of exhibit space rental fees or exhibit equipment rental fees, except at its sole discretion. This includes people, things, conduct, or poor professional demeanor, which, in the sole judgment of Show Management, is detrimental to the Event. Exhibitor must display goods manufactured or dealt in by them in its regular course of business, unless otherwise approved by Show Management.

USE OF EXHIBITOR-APPOINTED CONTRACTORS | Exhibitors choosing to use labor services other than those provided through the Official Service Contractor must, by March 26, 2027, provide the Official Service Contractor with a certificate of insurance, verifying that their contractors have at least \$1,000,000 in general liability coverage and at least the statutory minimum in workers' compensation coverage. Exhibitors using non-official contractors must supply these contractors with all necessary information regarding installation and dismantling, material handling, etc. Neither the Official Service Contractor nor AAAE can supply exhibitor service kits to non-official contractors.

EXHIBITOR INSURANCE | Exhibitors receive liability insurance, meeting all AAAE Annual Conference & Exposition requirements, which is included in the exhibitor booth space fee. This service is provided by Rain Protection Insurance.

SALES ON THE EXHIBIT FLOOR | No firm or organization is permitted to engage in direct sales or cash/credit card carry transactions within the exhibit area.

EXHIBIT FLOOR BEHAVIOR | 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 aisles. Both personnel are required to confine their activities within the Exhibitor's booth space. This includes physical incursions, as well as the use of sound or light. No helium balloons are allowed on the exhibit floor. Apart from the specific display space for which an exhibiting company has contracted with AAAE, no part of the exhibit hall, surrounding grounds of the convention center, hotel public space, or hospitality suites may be used by any organization other than AAAE for display or marketing purposes of any kind or nature. If audio-visuals or loud speakers are used, the Exhibitor agrees to comply with union requirements for the operation of the equipment. Sound presentations will be permitted if tuned to conversational levels and if not objectionable to neighboring exhibitors. AAAE reserves the right to restrict the use of glaring lights or objectionable light effects. No firm or organization is permitted to engage in direct sales or order-taking activities within the exhibit area.

ADVERTISING COLLATERAL | AAAE reserves the right to prohibit distribution of souvenirs, advertising matter, or any other materials. Distribution from anywhere other than within Exhibitor's booth is forbidden.

FIRE REGULATIONS | To ensure the safety of all participants, Exhibitors shall observe all state and local fire regulations. The cost for repairing any damages to the convention center or hotel caused by the exhibitor will be billed to the responsible Exhibitor. Nothing can be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, or furniture.

EXHIBIT SETUP | All displays must be fully set up and ready by 3 p.m. Sunday, May 16, 2027. After that time, any unattended booth with crated displays will be set up at the discretion of AAAE and all expenses will be charged to the exhibitor. The exposition will open promptly at 5 p.m. Sunday, May 16, 2027.

EXHIBIT TEARDOWN | Teardown of exhibit prior to the official closing of the exhibit hours is not allowed. This action will result in \$500 in fees and penalties including but not limited to banishment from future AAAE events. Dismantle times are posted in the exhibitor online services manual and must be abided by. The deadline for removal of all materials from the exhibit hall will be enforced. It is the sole responsibility of Exhibitor to have materials packed, identified and cleared for shipment at such time. Show Management reserves the right, with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store and clear the premises of any display material, goods, property or merchandise of an exhibitor who has failed to comply with the above requirements or may order such work to be done at the sole expense of the exhibitor.

CONFLICTING EVENTS & "IN CONNECTION WITH" (ICW) FUNCTIONS | AAAE prohibits any attendee or organization, including the Sponsor, from holding any promotional, social, meetings, or educational events, during the official dates and times of an 99th Annual AAAE Conference & Exposition event without prior approval from AAAE. In order to host an outside event, sponsors must comply with the following:

- Register all functions with Show Management that you intend to hold in the general vicinity of the host city on the Event dates or during the two days leading up to or following the Event.
- Provide Show Management an advance a copy of all invitations or announcements of your Function.
- The dates and times of such Functions may not conflict with events (sessions, meals and receptions) on the official Event agenda.
- Any such gatherings should be convened primarily for the benefit of attendee (with at least two-thirds of invitations going to attendees), and such functions may not charge a fee.
- No exceptions to these policies are permitted. Violations may cause such individuals or organizations to forfeit the privilege of sponsoring, exhibiting, advertising and attending the Event and future events.

SOCIAL FUNCTIONS | Any social function or special event planned by an exhibiting company and taking place during the Event **MUST BE APPROVED BY SHOW MANAGEMENT** and must not conflict with the Event schedule. Show Management reserves the right to limit or terminate any demonstration, hospitality, seminar or other such function if it violates Event rules.

NO SUITCASING OR OUTBOARDING | Any unauthorized person(s) who is observed to be soliciting business in the aisles or other public spaces, or as uninvited attendees in another exhibitor's booth, will be immediately banned from the Event and may face other penalties, such as revocation of membership if applicable. Likewise, known commercial activity conducted from a hotel guest room, meeting room or hospitality suite, a restaurant or any other public place in proximity to the Event by non-exhibiting companies, will be shut down. Those found to be involved with suitcasing or outboarding will no longer be welcome at future Events.

PHOTOGRAPHY/RECORDING | Photography of any exhibitor booth is strictly prohibited at all times. Photography inside any exhibit space is limited only to the company that owns the exhibit space or to a photographer appointed and approved by AAAE and then only with exhibit owner's express permission. Violation of this photography policy will be subject to a penalty to be decided upon by Show Management including, but not limited to, confiscation of film or camera.

CODE OF CONDUCT, GDPR & DATA PRIVACY | The new European Union (EU) General Data Protection Regulation (GDPR) that went into effect on May 25, 2018 is compelling organizations across the globe to modify their data processing requirements. A key change is that individuals must provide consent to the collection of their personal information and they have expanded rights as individuals to control the use and storage of their personal data (e.g., name, organizational affiliation, address, phone, email). The collection of such personal data by AAAE is governed by our GDPR-compliant privacy policy and related policies and practices that are available on the AAAE. Exhibitor will adhere to the code of conduct.

LEAD RETREIVAL | Methods you employ at your exhibit booth and in all communications with attendees for securing sales leads (e.g., collecting business cards, holding prize drawings, scanning badges, e-invites) need to be transparent that the information collected is being used to market your goods and services to such attendees. You need to make your data privacy policy accessible and give attendees the proactive option to either opt in or opt out of providing their information without this affecting their ability to interact with your exhibit.

DAMAGES | AAAE, its members, the representatives and employees thereof, its Official Service Contractors, the Conference Center, the Hotel(s) and their representatives and employees will not be responsible for any injury, loss, or damage that may occur to the Exhibitor, or to the Exhibitor's employees or property from any cause whatsoever, unless such injury, loss, or damage is caused by the active negligence or willful act of one of the aforementioned parties. Exhibitor agrees fully to indemnify, defend, save, and hold harmless AAAE, its Official Service Contractors, the Conference Center, the Hotel(s) and their respective officers, directors, agents and employees from and against all claims, actions, and judgments (and all reasonable expenses incidental to the investigation and defense thereof, including reasonable attorney fees) based on or arising out of death or injury to person or persons or damages to property, including the Exhibitor's property or goods, caused by, or arising out of, the negligent use, occupancy, or activities of Exhibitor at or on the exhibit space or within the Exposition Hall; provided, however, that Exhibitor shall not be liable for any injuries, death, damage, or loss to the extent that such injury, death, damage, or loss is caused by the sole fault or sole negligence of AAAE, its Official Service Contractors, the Hotel(s) or their respective employees. Exhibitors shall carry public liability insurance (also known as general liability insurance) and workers compensation insurance, where applicable, with financially responsible underwriters, insuring Exhibitor against liability for bodily injuries (including wrongful death) and damage to property caused by Exhibitor's negligent use, occupancy or activities by Exhibitor at or on the exhibit space or within the Exposition Hall, the policy limits for the public liability insurance and workers compensation insurance thereof to each be a single limit of \$1,000,000.00 or more for any one occurrence, bodily injury and property damage liabilities. Exhibitor shall name American Association of Airport Executives as an additional insured on such policies of insurance to the extent Exhibitor is required to indemnify AAAE and shall submit certificates of such insurance coverage to AAAE.

SECURITY GUARDS | Security guards will be furnished, but the furnishing of such security shall not be deemed to increase the liability of AAAE, its members, the representatives and employees thereof, its Official Service Contractors, the Convention Center, the Hotel(s), their representatives and employees, nor to modify in any way the assumption of risk and release provided for above. All property of the Exhibitor is understood to remain under the Exhibitor's custody and control, in transit to, within and from the confines of the hall, subject to the Rules and Regulations of the Exposition.

AAAE RESERVES THE RIGHT TO MAKE CHANGES TO THESE RULES | Any matters not specifically covered herein are subject to decision by AAAE. AAAE reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the Exposition, with the provision that all Exhibitors will be advised of such changes.