

2009 AARP

Life Festivals

Sponsor & Exhibitor Prospectus

Event Locations & Dates

San Antonio, Texas

Friday, May 15 – Saturday, May 16

The Henry B. Gonzalez Convention Center

Chicago, Illinois

Friday, June 5 – Saturday, June 6

Navy Pier

Estimated Participants

5,000 – 7,500 AARP members, prospective members,
their families and friends.

150 – 200 exhibitors at each festival.

Entry Fee

Free with AARP membership; \$10 all others

Friday Concert: \$10/ticket

AARP[®]
Lifestivals

The festivals bring together high-profile speakers, big name entertainers, and local and national merchants to engage with the African American and Hispanic communities; to address topics vital to the health & wellness and financial security of our audiences, perform in celebration concerts, and create a colorful marketplace for organizations to engage with the communities. AARP Life Festivals are community events where outreach, education, empowerment, and affirmation reside together in one place.

Each festival will provide an interactive exhibit floor where vendors can engage attendees with music, entertainment and interactive learning. The festive atmosphere is the perfect place where the entire family can gather together and celebrate as one community.

Join us in both San Antonio and Chicago to engage, educate, and empower two energetic and diverse communities.

About AARP Life Festivals
Celebrating and empowering communities by combining the vibrant art of learning and sharing... that's what AARP Life Festivals are all about.

AARP's success in serving our 40 million members is reflective of the commitment to serve their needs and their lifestyles. AARP Life Festivals offer your organization a unique opportunity to engage with the African American and Hispanic communities, two of the fastest growing 50+ markets nationwide.

About AARP

The largest membership association in the United States, AARP represents more than 40 million members age 50 and older. AARP is dedicated to improving the quality of life for older Americans by promoting their independence, dignity and purpose. AARP's vision is to excel as a dynamic presence in every community, shaping and enriching the experience of aging for each member and for society.

SPONSOR & EXHIBITOR INFORMATION

Why Sponsor at the Life Festivals?

Participating as a Premiere Sponsor at both Life Festivals, your company will receive a \$25,000 discount for each event in San Antonio and Chicago. The incentive is even greater if your company signs on as a Premiere Sponsor for both featured Life Festivals, and a third event—Vegas@50+. Every year, in a different city, AARP celebrates three action-packed days full of information, education, and entertainment with more than 25,000 of its members. In October 2009, we will celebrate in Las Vegas where AARP Presents Vegas@50+. Signing on as a Vegas@50+ Sponsor, your company will receive a greater discount for participating in all three events.

Major Sponsorship categories for the 2009 AARP Life Festivals include:

Premiere Sponsor: \$150,000

Concert Sponsor: \$75,000

Speaker Sponsor: \$35,000

Lifestyle Session Sponsor: \$10,000

Other Marketing Opportunities: \$500 - \$7500

(See chart below for pricing discounts)

	One Festival	Two Festivals	Two Festivals + Premier Sponsor of Vegas@50+*
Premiere Sponsor	\$150,000	\$125,000 each	\$100,000 each + \$50,000 discount on Vegas@50+
Concert Sponsor	\$75,000	\$60,000 each	\$50,000 each + \$25,000 discount on Vegas@50+
Speaker Sponsor	\$35,000	\$25,000 each	\$20,000 each + \$10,000 discount on Vegas@50+

*In order to receive the full discount, you have to sign up for all three events.
(See the Sponsorship Level Programs and Packages section for all opportunities and discounts.)

For more information regarding Vegas@50+, visit www.aarp.org/aarp/About_AARP/events/.

Why Be an Exhibitor?

It is an unparalleled opportunity to capitalize on AARP's reach and influence with people over 50 and the reputation we've earned in serving them. The AARP Life Festivals will provide a platform for your organization to market your products and services in front of two fast growing diverse audiences—the 50+ Hispanic and African American populations.

Reserve your space today at www.aarp.org/aarp/About_AARP/events/.

HOW MUCH DOES IT COST TO BE AN EXHIBITOR?

Exhibit Fees

Standard Exhibit Space Rates*

Cost Per Booth (100 sq. ft.)

	San Antonio	Chicago
Standard	\$500	\$600
Nonprofit	\$400	\$500

*Corner booth, add \$50 each.

WHAT WILL I RECEIVE AS AN EXHIBITOR?

- Complimentary registrations.
- Each booth includes an eight (8) foot high drape back wall and two three (3) foot high draped side rails (excluding island exhibits) and one 7"x44" identification sign is available for each contracted exhibitor area (excluding island exhibits).
- Ten (10) foot wide gray booth carpet
- One (1) six (6) foot long draped table
- Two (2) side chairs and one (1) wastebasket
- Use of event logo (subject to AARP approval)
- Listing of booth number with company name and contact information in the event guide and AARP Website.

The U.S. population is comprised of over 93,000,000 people age 50 and over.

Baby boomers (born during 1946 – 1964) have an estimated spending power of over \$1 trillion.

Sixty-three percent of the general 50+ population prefer to take a vacation with family and friends.

Did you know that 200,000 of the 430,000 50+ residents in San Antonio, Texas, are Hispanic?

Sponsorship Level Programs and Packages

1) **Premiere: \$150,000 each**

(see chart for discount pricing)

- Program development
- Name above the title (e.g., “Sponsoring Company presents ...”)
- Recognition in all promotion, poster, print ad, broadcast spots and on website
- Logo placement on all banners and signage
- 50 x 40 space in Festival Marketplace
- Fifty tickets to Friday and Saturday night concerts
- Meet and greet reception with performers and speakers
- Inclusion in media outreach—interviews
- Two (2) commercial placements in any streaming or post-event broadcast or webcast
- Video presentation on screens before concerts and featured session
- Ad in Event Pocket Guide

2) **Concert Sponsor \$75,000 each**

(see chart for discount pricing)

- On-stage introduction of both Friday and Saturday night concerts
- Logo presentation in all promotion, advertising, marketing materials
- Fifty (50) tickets to both Friday and Saturday night concerts
- 40 x 30 space in Festival Marketplace
- Meet and greet reception with performers
- Two (2) commercial placements in any streaming or post-event broadcast or webcast of concerts
- Video presentation on screens before concerts
- Ad in Event Pocket Guide

3) **Speaker Sponsor \$35,000 each**

(see chart for discount pricing)

- On-stage introduction of headline speaker
- Logo presentation in all promotion, advertising, marketing materials
- Twenty (20) tickets to both Friday and Saturday night concerts
- One (1) commercial placement in any streaming or post-event broadcast or webcast of speaker presentation
- Video presentation on screens before Feature Session
- 30 x 30 space in Festival Marketplace
- Meet and greet with speaker
- Ad in Event Pocket Guide

Other Sponsorship Opportunities

Interactive Exhibit Floor Entertainment: \$7,500

Attendees may test their physical and mental skills on one of many unique “entertainment simulators”: Ski down a ski slope, hit a golf ball, drive like a NASCAR driver, and much more.

When you sponsor one or more simulators, you will receive:

- 200 – 400 square-foot exhibit space to incorporate into your exhibit
- Acknowledgement on AARP events Webpage
- Recognition in Event Pocket Guide

Event Bag Insert: \$2,500

The bag insert is a wonderful way to offer your brochure or promotional item directly to every registered attendee –at least 7,500-10,000 people. Reach every registered attendee directly with your promotions and giveaways—up to 7,500 attendees anticipated

Event Pocket Guide: \$150

Enhance your company’s presence by reserving ad space in our most widely used event amenity by attendees. Ninety percent of attendees ranked it the #1 source of information for event programs and sessions.

Shuttle Bus Wraps & Video: \$500+

Thousands of attendees will use shuttle buses throughout the convention, and thousands more will see your message as the buses journey throughout the city. Call 202-434-2767 for additional information.

— There are 1.3 million 50+ residents in Chicago, Illinois—1.3 million. About 325,000 residents in Chicago, age 50+ are African Americans.

— Maximize your message—engage, empower and educate this affluent 50+ market.

— Forty-five percent of African Americans in the 50+ population are more likely to take medication to reduce high blood pressure versus 39% of the general 50+ population.

— Seventy-four percent of baby boomers go online at least once a month.

FLOOR PLAN SAN ANTONIO, TEXAS

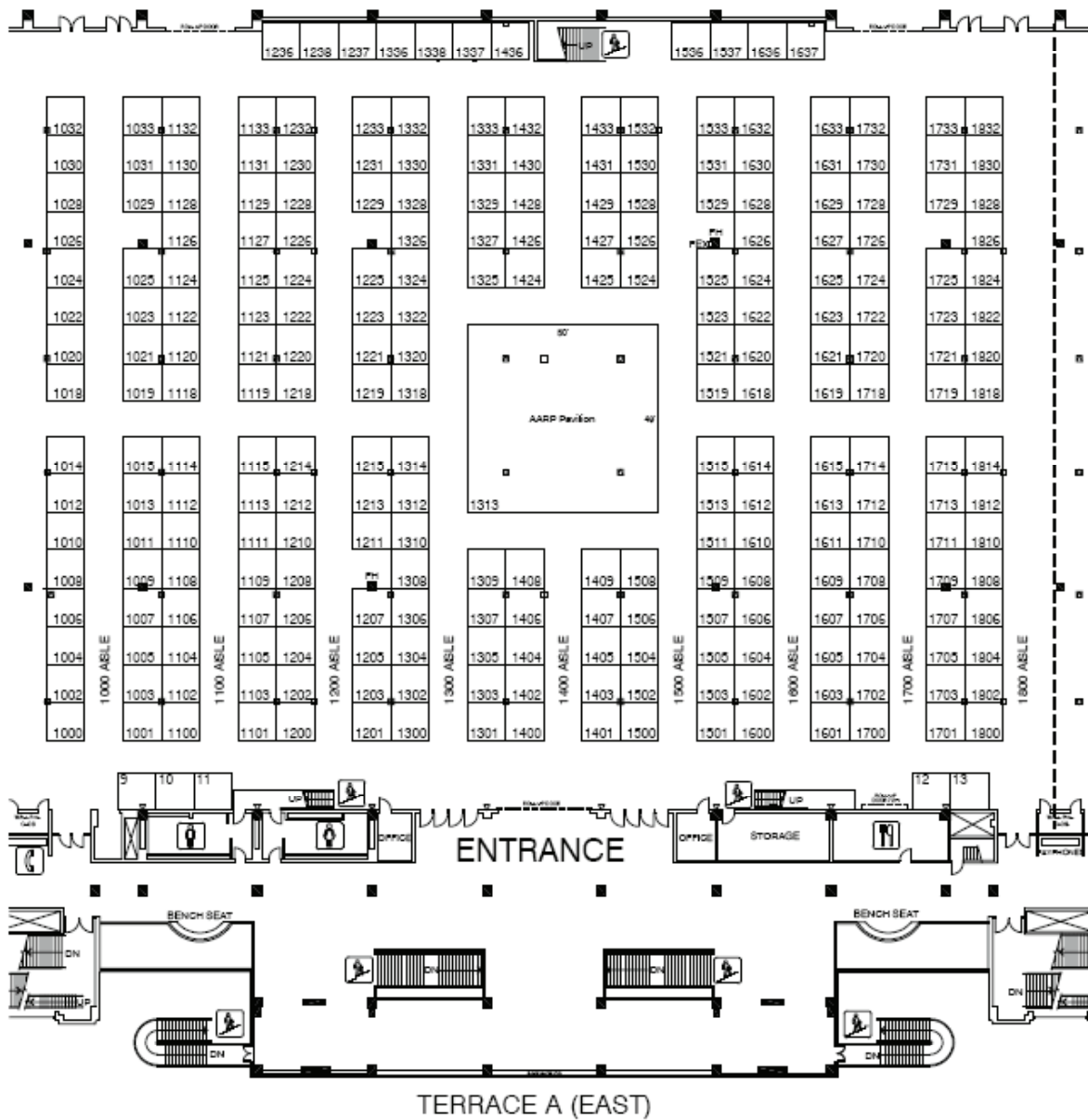


AARP® Lifestivals

May 15-16, 2009

The Henry B. Gonzalez
Convention Center • Hall A
San Antonio, Texas

FLOOR PLAN CHICAGO, ILLINOIS



AARP[®]
Lifestivals

June 5-6, 2009
Festival Hall A
Navy Pier Chicago

EXHIBIT FLOOR & EVENT SCHEDULE

SAN ANTONIO

The Henry B. Gonzalez Convention Center
200 East Market Street
San Antonio, TX 78205
210-207-8500
1-877-504-8895 toll free
www.sanantonio.gov/convfac/

Exhibitor Floor Schedule

Exhibitor “move in” starts

- Thursday, May 14, 9:00 p.m. – 12:00 midnight
- Friday, May 15, 9:00 a.m. – 11:00 a.m.

Show Hours

- Friday, May 15, 12:00 noon – 6:00 p.m.
- Saturday, May 16, 9:00 a.m. – 6:00 p.m.

Show “move out” starts

- Saturday, May 16, 6:00 p.m. – 10:00 p.m.
- Sunday, May 17, 8:00 a.m. – 11:59 p.m.

Event Schedule

Friday, May 15, 2009

Registration: 12 noon – 7:30 p.m. West Registration

Marketplace: 12 noon – 6:00 p.m. Exhibit Hall A

Concert: 7:00 p.m. – 9:00 p.m. Ballroom A

Saturday, May 16, 2009

Registration: 8 a.m. – 7:30 p.m. West Registration

Marketplace: 9 a.m. – 6:00 p.m. Exhibit Hall A

Feature Sessions: 9:00 a.m. – 10:30 a.m.

Ballroom A: Carmen Marc Valvo

4:00 p.m. – 5:30 p.m.

Ballroom A: Sandra Cisneros

Concert: 7:00 p.m. – 9:00 p.m. Ballroom A

Entertainment and Speakers

Sandra Cisneros, author

Carmen Marc Valvo, designer



CHICAGO

Navy Pier
600 East Grand Avenue
Chicago, IL 60611
312-595-7437
1-800-595-7437
www.navy pier.com/events

Exhibitor Floor Schedule

Exhibitor “move in” starts

- Thursday, June 4, 8:00 a.m. – 12:00 midnight
- Friday, June 5, 8:00 a.m. – 11:00 a.m.

Show Hours

- Friday, June 5, 12:00 noon – 6:00 p.m.
- Saturday, June 6, 9:00 a.m. – 6:00 p.m.

Show “move out” starts

- Saturday, June 6, 6:00 p.m. 12:00 midnight
- Sunday, June 7, 8:00 a.m. – 11:59 p.m.

Event Schedule

Friday, June 5, 2009

Registration: 12 noon – 6:00 p.m.

Marketplace: 12 noon – 6:00 p.m.

LifeSessions: 1:30 p.m. – 3:00 p.m.
James Brown

LifeSessions: 4:00 p.m. – 5:00 p.m.
Session 1 – Dr. Reed Tuckson

Choir/Band Competition: 6:30 p.m. – 8:30 p.m.

Saturday, June 6, 2009

Registration: 9:00 a.m. – 10:00 p.m.

Feature Session: 10:00 a.m. – 11:30 a.m.

Grand Ballroom – Mellody Hobson

Marketplace: 9:00 a.m. – 6:00 p.m.

LifeSessions: 12:30 p.m. – 1:30 p.m. (theater capacity 200)

Feature Session: 2:00 p.m. – 3:30 p.m. Grand Ballroom

LifeSessions: 4:00 p.m. – 5:00 p.m. (theater capacity 200)

AARP Life Festivals

TERMS & CONDITIONS

1. General Exhibit Application Guidelines

These rules and regulations are incorporated to both AARP Life Festivals. The guidelines listed below may not address each and every exhibit/advertising situation. Each applicant must be judged on a case-by-case basis, on its own merits.

- A. **Conformity of Government Laws and Regulations.** All participants must conform to governmental laws and regulations and to the standards and policies of the Association.
- B. **Substantiation of Claims.** Any claim in an exhibit/advertising application will have to be substantiated to the satisfaction of AARP, as will reference to any scientific studies.
- C. **The AARP Logo and Use of Its Name.** The use of the AARP name, its initials, or the event name may not be used in any advertisement, promotion material, or follow-up mailings without the express written permission of AARP.
- D. **AARP Endorsements of Product & Services.** AARP endorses certain Member Services to meet specific needs and desires of AARP members. Exhibiting does not constitute an endorsement of any product or service.
- E. **AARP Reserves the Right to Reject Any Application.** AARP reserves the right to decline or reject any application, for any reason, at any time, without liability, even though previously acknowledged or accepted.
- F. **AARP Protects the Privacy of Its Members.** AARP is committed to offering members a choice about how personal information is used. The Privacy Policy is available at www.aarp.org/privacy.html or by calling 1-800-424-3410.

2. Exhibitor Requirements

- All interested parties must submit the AARP Life Festivals Exhibit Space Application, complete with description of product/service information and literature to be displayed or sold.
- Payment must be received no later than 90 days before the start of the event.
- All exhibitors agree to maintain the appearance and function of their booth through the final hour of the Life Festival.
- Any cancellation received less than 120 days prior to the opening date of either Life Festival will be assessed fees in accordance with the Terms and Conditions of Agreement.
- By submitting and signing an application, all exhibitors agree to the Terms and Conditions of Agreement included in this event prospectus.
- Exhibitors are required to pay for booth enhancements beyond those included in "Exhibitor Amenities."

3. Substantiation of Claims

Any claim in an exhibit/advertising application will have to be substantiated to the satisfaction of AARP, as will reference to any scientific studies.

4. Unacceptable Exhibitors

AARP deems some industry sectors as unacceptable. These include:

- Guns, Firearms, Weapons
- Age-Related Membership Organizations that are recruiting members
- Personal Ads
- Political, Religious, or Public Policy Messages
- Tobacco and Related Products
- Wills and Trusts (Do-It-Yourself Type)

5. Special Requirements

AARP has a higher review standard for exhibitors and advertisers in certain categories.

Organizations offering services or products in these categories may be required to provide additional information and subject to additional requirements in order to participate in the Life Festivals. These categories include, but are not limited to:

- Auto Insurance – Business Opportunity or Franchise Sales
- Credit Cards – Financial or Investment Information or Offers
- Hearing Aids – Health Insurance
- Home Equity Loans – Homeowners and Mobile Home Insurance
- Life Insurance – Mail Order Offers
- OTCs, Vitamins, and Herbs – Personal Emergency Response Systems
- Pharmaceutical and Drugstore – Prescription Drugs
- Reverse Mortgages – Vanity Publishers

6. Cancellations

Exhibit space that has been assigned and confirmed in writing may be canceled, in total and/or in part, by written notice to AARP without cost to the exhibitor if received at least 120 days prior to the Event date. Cancellations received less than 120 days but more than 90 days prior to the Event date will be assessed a liquidated damages/cancellation fee equal to 50% of the value of the total exhibit fees for the portion of the space canceled, in total and/or in part. Cancellations received less than 90 days prior to the Event date will be assessed a liquidated damages/cancellation fee equal to 100% of the value of the total exhibit fees for the portion of the space canceled, in total and/or in part. If any exhibit is canceled by AARP without cause, all payments for such exhibit space will be refunded in full.

7. Insurance

The exhibitor shall, at its own cost and expense, obtain and keep in full force and effect during the life of the exhibit such insurance coverage as it is customary to maintain for its employees, agents, and such exhibit programs, including without limitation liability coverage of no less than \$1,000,000 for each occurrence, with combined single limit bodily injury and property damage. AARP shall be named as an additional insured in such policies of insurance. Exhibitor's application and signature warrants that it has current insurance coverage of the amount and kind described above. In addition, in its sole discretion, AARP reserves the right to request that an exhibitor furnish to AARP at any time a certificate of insurance evidencing coverage. The exhibitor shall provide 30 days' written notice to AARP prior to cancellation of insurance coverage. The exhibitor acknowledges that AARP does not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain appropriate insurance, including business interruption and property damage insurance, covering such uses by the exhibitor. All property of the exhibitor is understood to remain under their custody and control in transit to, within, and in transit from the confines of the exhibit hall. The exhibitor assumes all risk of loss or damage of any kind. AARP reserves the right to require additional insurance coverage as it deems appropriate.

8. Right to Relocate

Exhibitors should indicate their preference for space assignment on the exhibit space application. AARP will attempt to accommodate the preference of each exhibitor. However, AARP reserves the right to relocate an exhibitor, in its sole discretion, at any time.

9. Booth Activities

All business activities of the exhibitor must be within the contracted exhibit space of the exhibitor. No exhibitor may use their display to attract any Event registrant to an off-site location for an event or activity during the official Event hours, without prior written consent from AARP. The distribution of products and/or literature, including refreshments and foods, will not be permitted without prior written approval from AARP. No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the Event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of AARP. AARP reserves the right, in its sole discretion, to cancel or reject the use of exhibit space if such space is used to display material of any nature that AARP determines is not in the best interest of the Event or not in compliance with the exhibit rules and regulations. Exhibitors may only display products and/or services sold in their regular course of business. Subject to prior written approval by AARP, the identification of an article from a non-exhibiting company or organization required for operation or demonstration in an exhibitor's display shall be limited to the usual and regular name plate, imprint, or trademark under which same is sold in the general course of business.

Sales: Sale of merchandise and/or services will be allowed in the designated section of the exhibit floor if and only if, prior to the opening of the show, AARP is provided a copy of exhibitor's Seller's Permit, or similar document(s), as required by the applicable governmental jurisdiction(s). A "sale" is defined as the exchange of a property, product, or service for an agreed sum of money by which cash, debit card, or credit card numbers are exchanged for purchase of the property, product, or service. **Odor-Producing Items:** Items that may be deemed offensive by AARP are prohibited. Such items may include, but are not limited to, scents, preparations, foods, paints, animals, and plants. **Powered Vehicles:** Exhibitor assumes all responsibility for ensuring that vehicles comply with all laws, rules, ordinances, and regulations that govern their display and operation.

Crowd Control: It is the responsibility of the exhibitor to monitor and maintain orderly lines and groups so as not to obstruct or interfere with nearby exhibits or create any safety and/or security risks. **Drawings and Contests:** It is the exhibitor's sole responsibility to ascertain the information necessary and to comply with all convention center regulations and local, state, and federal laws governing such activity. In addition, any sweepstakes, drawings, contests, and/or game of chance offering free prizes must be approved in writing by AARP prior to distribution or the sweepstakes will be removed. **Food and Beverage Distribution:** Subject to AARP's prior written approval, the distribution of food and/or beverages in the exhibit booths is allowed. However, it is the exhibitor's sole responsibility to comply with all convention center regulations and local, state, and federal laws governing such activity. Food samples and/or beverages must be from the exhibitor's product line. All food and beverages, other than those from the exhibitor's product line, must be ordered through the exclusive caterer at the convention center.

10. Occupancy of Space

It is the responsibility of the exhibitor to occupy and adequately staff the exhibit space throughout the official dates and times (subject to change) of the Event.

San Antonio Show Move-In:

Henry B. Gonzalez Convention Center

Move In Dates: Thursday, May 14, 2009 9 p.m.-12:00 midnight.

Friday, May 15, 2009 - 9:00 a.m. - 11:00 a.m.

Show Dates: Friday, May 15, 2009- 12:00 noon - 6:00 p.m.;

Saturday, May 16, 2009- 9:00 a.m. - 6:00 p.m.

Show Move-Out: Saturday, May 16, 2009- 6:00 p.m. - 10:00 p.m.;

Chicago Show Move-In:

Navy Pier

Move In Dates: Thursday, June 4, 2009- 8:00 a.m. – 12:00 midnight; Friday, June 5, 2009- 8:00 a.m. – 11:00 a.m.

Show Dates: Friday, June 5, 2009-12:00 noon – 6:00 p.m.; Saturday, June 6, 2009- 9:00 a.m. – 6:00 p.m.

Show Move-Out: Saturday, June 6, 2009 - 6:00 p.m. - 12:00 midnight; Sunday, June 7, 2009- 8:00 a.m.- 11:59 p.m.

Exhibit Installation and Removal: All exhibits must be completely installed, and all packing cases must be off the floor by 10am on the day of the show to allow for inspection of exhibits, unless prior permission is granted by AARP. No work will be allowed between when the exhibits open and the close of the show each day. Dismantling of exhibit booths prior to the end of the show is strictly prohibited. All exhibits must be completely removed by the end of the official move-out time. No exhibitor may dismantle, or in any manner alter, a display subsequent to the inspection until the exhibit closing on the final day. AARP may evict and/or deny an exhibitor the opportunity to participate in future AARP-sponsored events for failing to comply with this provision.

11. Inspection of Exhibits

Exhibits must be available for inspection by AARP by 10 a.m. on the final day of exhibit installation. AARP may elect in its sole discretion to schedule exhibit inspections in advance or after this date and time to accommodate the needs of AARP and exhibitors.

12. Rejected Exhibits

If AARP determines an exhibit to be inappropriate or otherwise unsuitable, such exhibit must be altered, modified, or closed to conform to AARP's requirements. Any cost associated with alterations, modifications, or closure, and removal of display will be borne by the exhibitor. Such decisions shall be made in AARP's sole discretion.

13. Subleasing/Sharing Exhibit Space

Reassignment, subletting, and/or sharing exhibit space is strictly prohibited. No exhibitor shall assign, sublet, or share space allotted with any other company unless approval has been obtained in writing from AARP.

14. Default

Any exhibitor failing to occupy booth space for which the exhibitor has contracted will be held liable for such space at the full rental price. In the event the exhibit space is not occupied by 5:00 p.m. on the final day of exhibit installation, AARP shall have the right to use such space as it sees fit.

15. Floor Plan

The dimensions of the exhibit space, as shown on the floor plan, are believed to be accurate, but only warranted to be approximate.

16. Booth Requirements

All booths must be in full compliance with all fire department, show, and exhibit guidelines for the facility, city, county, and state of the Event, including all local, state, and federal laws.

Furnishings: Each booth will be equipped with an eight- (8-) foot-high drape back wall and 2 three- (3-) foot-high drape side rails. One 7" x 44" identification sign will be provided for each contracted exhibit area, excluding island exhibits, upon exhibitor request. All floor space in the booth exhibit area must be carpeted. It is the responsibility of the exhibitor to furnish the exhibit area in accordance with the exhibit rules and regulations. **Fire Prevention:** All booths must be in full compliance with all fire prevention regulations. **Standard Booth:** One or more booths measuring 10' x 10' in a straight line is considered a standard booth. Drape back wall is eight (8) feet high. Exhibit materials up to eight (8) feet high will be permitted. All display fixtures over three (3) feet in height and placed within ten (10) linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is within six (6) feet of the back wall. **Island Booth:** An island booth is surrounded by aisles on all sides and separated from all neighboring exhibits. Full use of the floor space is permitted. Exhibit materials up to sixteen (16) feet are permitted, where ceiling height allows. **Exhibit Signs:** A uniformly lettered, two-line (7" high x 44" long) sign, carrying the exhibitor's name and booth will be furnished without charge, upon exhibitor request. Provisions for all other signs are as follows: **Hanging Signs:** Island booths totaling 600 square feet or more will be permitted to hang identification signs to a maximum height of twenty (20) feet (where feasible and ceiling height permits) provided written approval is received from AARP sixty (60) days prior to the first day of exhibit installation. **Cross Section:** The maximum cross section (floor area covered) of any part or sweep of a rotating or hanging device is five percent of the exhibit area, or 100 square feet for large exhibits (2,000 square feet or more), and located no closer than ten (10) feet from any side line. **Flashing Signs and Strobe Lights:** In the absence of prior written permission from AARP, signs that flash and/or feature strobe lights will not be allowed on the exhibit floor. **Sound Devices and Noise:** Public address systems, sound-producing or amplifying devices that project sound beyond the exhibitor's space, or excessive operating noise that distracts from neighboring exhibits are expressly prohibited. AARP reserves the right to restrict exhibits that, because of noise or any other reason, may detract from the general character of the Event. **Lighter-Than-Air Balloons:** In the absence of prior written approval by AARP, lighter-than-air (e.g., helium, hot air, etc.) balloons are prohibited. **Animals:** No animals except those required for assisting persons with disabilities are allowed in the exhibit halls. Exhibitors must obtain prior written approval from AARP to use any animals for display or any other purpose in the exhibit hall.

17. Defacement of Building and Materials

Exhibitors are liable for any damage caused by them to the official Event building, facility, or booth equipment. Exhibitors may not use nails, screws, or fasteners of any kind or apply paint, lacquer, adhesive, or any other coating to building walls, columns, windows, doors, chairs, and/or floors.

18. Empty Crates/Storage Boxes

Exhibitors are not allowed to store empty crates and/or boxes in their booth during the Event. Crate and box storage behind booths or draped areas is prohibited. Empty crates will be stored by the general contractor and returned to exhibitors at the close of the exhibits on the final day of the Event. Labels (EMPTY stickers) should be attached to each storage unit.

19. Security/Risk of Loss

Exhibitors shall assume all risk of loss or damage of any kind to their individual display, its contents, personal belongings of its exhibit staff, rental items, etc.

20. Exhibitor Registration and Admission Policy

Official exhibitor badges will be provided for exhibitor personnel staffing booths. Exhibitor personnel shall be restricted to the employees and agents of the exhibitor. All other persons shall be required to register and wear an appropriate badge while in attendance. Exhibitors may enter the exhibit hall one (1) hour prior to opening time and remain one (1) hour after closing time on show days, or as determined by AARP. During other hours, the exhibit area will be available to personnel of exhibiting firms with the express permission of AARP. The person to whom special permission is granted must remain in his/her exhibit area for the purpose for which special permission to enter the exhibit hall was given. Exhibitor personnel shall not enter exhibits of other organizations during non-exhibit hours without written permission from said exhibitor. Exhibitors receive six (6) event registrations (not including entertainment) for each 10' x 10' booth (100 square feet) and two (2) event registrations for each booth thereafter.

21. Official Contractors

AARP has designated official contractors on behalf of the Event and its exhibitors to perform specific services. AARP assumes no responsibility or liability for any services performed, or materials delivered, by the foregoing persons or parties.

22. Labor

Exhibitors must comply with all applicable local, state, and federal labor laws and applicable labor agreements.

23. Exhibitor-Appointed Contractors

Outside contractors of exhibitors must be registered with AARP. Any firms other than official show contractors must adhere to Event rules and regulations. Exhibitor-appointed contractors must submit to AARP certificates of insurance evidencing comprehensive general liability and property damage insurance with limits not less than \$1,000,000 and worker's compensation in full compliance with all laws covering the contractor's employees.

24. Liability and Indemnification

The exhibitor agrees to indemnify and hold AARP and its officers, directors, members, and employees, and all individuals or organizations performing services for them in connection with the Event, harmless from all claims, losses, damages, injuries, liabilities, judgments, or settlements, including reasonable attorney's fees, costs, and other expenses, any or all of them incurred on account of actions, negligent or otherwise, of the exhibitor or its employees or agents. Exhibitor agrees to indemnify and hold harmless AARP and its affiliated and related entities from all complaints, claims, causes of action, damages of any type or nature, including costs, expenses, and attorney's fees, that arise out of, or are related to, any product or service offered by exhibitor at the Event. The exhibitor releases AARP from liability for any expenses incurred or other damage suffered by the exhibitor if the Event is canceled because of a strike, riot, act of God, terrorism, threats of terrorism, a local, state, or federal government declared state of emergency, or any other cause beyond AARP's control. The exhibitor warrants that it is fully authorized and licensed to use (a) the name and/or the portraits or pictures of persons, living or dead, or things; (b) any trademarks, or copyrighted or otherwise private material; (c) any testimonials contained in any exhibit prepared by or on behalf of the exhibitor and that such exhibit is not libelous, an invasion of privacy, violation of any right of publicity, or otherwise unlawful as to any third party. Exhibiting at the Event does not constitute an endorsement by AARP or any of its affiliated or related entities of any product or service offered by exhibitor. Exhibitor agrees to address all complaints, claims, and causes of action, of any type or nature, with respect to any product or service offered by exhibitor at the Event, and that AARP, including its affiliated and related entities, has no duty, obligation, or responsibility to address in any manner any complaint, claim, or action that is in any way related to any product or service offered by exhibitor at the Event.

25. Smoking

No smoking is permitted in the exhibit hall.

26. Compliance with Laws and Event Rules

Exhibitor at its own expense shall observe and comply with all laws, statutes, ordinances, rules, and regulations of the Government of the United States, State, County, City, municipality and venue where the event occurs and the Event rules herein. Failure to comply with applicable laws and Event rules may result in AARP evicting the exhibitor and/or denying the exhibitor the opportunity to participate in future AARP-sponsored events.

27. Amendments and Interpretation of Rules and Regulations

All of the above rules and regulations are to be construed as part of all space applications. AARP shall have full power in the interpretation and enforcement of all rules and the power to make amendments thereto they consider necessary or make final decisions on points these rules do not cover for the proper conduct of the Event and its exhibits.

28. Photos/Video

AARP may take photos, video, etc., of booth, individuals at booth, staff and exhibit floor activity, etc., for use by AARP for promotional purposes. If you object to such photos, videos, etc., you must notify AARP in writing with submission of your application