

Florida Association of Mortgage Professionals

*2014 Annual Trade Show
Rosen's Shingle Creek Resort
September 4 - 5, 2014
Orlando, Florida*

Exhibitor Guidelines



FAMP Headquarters

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FAMP Contact Information

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2014 FAMP Annual Trade Show

Note: Receipt of these guidelines must be acknowledged and returned to FAMP

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Receipt of these guidelines must be acknowledged by signing page 15 and returning it to FAMP Headquarters no later than August 28, 2014.

FAMP Headquarters via Fax at 850-942-4654

Or

Email: Melissa@myfamp.org or Frank@myfamp.org

General Show Information

The 2014 Show Decorator is Freeman

Please refer to your online exhibitor kit for exhibitor services.

Exhibitor Badges/Passes System

Exhibiting companies receive passes as follows:

Single Booth (10x10) receives – 2 complimentary exhibitor badges

Double Booth (10x20) receives – 4 complimentary exhibitor badges

Quad Booth (20x20) receives – 8 complimentary exhibitor badges

If you purchased additional badges your total number of badges will be reflected in our system.

Reprints for badges are available at \$10 per badge.

BADGES FOR SET-UP PERSONNEL

We will provide companies exhibiting with a set-up badge for personnel who will be going in and setting up the booth. This is a colored badge that can only be used during exhibit setup times. Times are listed below. Exhibit set-up personnel can pick up a setup badge at the Exhibitor Registration Booth. After the show opens, anyone planning on getting into the show must have a regular trade show badge. No one will be allowed in without a setup badge.

BOOTH SETUP TIMES:

Setup	Wednesday, September 3, 2014	3:00PM – 5:30PM
	Thursday, September 4, 2014	8:00AM – 12:30PM
Dismantle:	Friday, September 5, 2014	6:00PM – 8:00PM
Show Hours:	Thursday, September 4, 2014	2:00PM – 8:00PM
	Friday, September 5, 2014	10:00AM – 6:00PM

For security purposes, no one will be permitted on the show floor other than at the times posted above. If you need to enter the show floor after hours as posted, you must have permission from FAMP Show Management and sign in through Security to enter the show floor.

Booth setup must be completed on Thursday, September 4, 2014 by 12:30PM.

Exhibit Booth Staffing

As a courtesy to show attendees and other exhibitors, all exhibiting companies are expected to open their booths promptly and staff them throughout the show hours. *Exhibitor representatives may not stand in the aisles and must remain within the confines of their booth space.* Exhibitors may be asked by Show Management and/or the Fire Marshall to clear crowded aisles as a safety precaution.

Why Clear the Show Floor Prior To Opening The Doors?

Thursday afternoon is reserved for Fire Marshall inspection purposes. Final inspection of the show floor will be completed in time to allow exhibitors to enter and staff their booth before the show opens. Exhibitors will be admitted after the inspection has been completed. We will allow sufficient time for staffing.

Distribution of Material

Exhibitors may not distribute, or permit to be distributed, any advertising materials, literature, souvenir items or promotional materials outside the confines of exhibitor's own reserved space. This includes standing at the entrance, placing racks or other materials at the entrance, walking the aisles or standing near or in the food and beverage areas.

Exhibitors who wish to utilize "room drops" to promote their booth must submit a copy of the information to be distributed to FAMP Headquarters for approval. Refer to the FAMP Sponsorship Opportunities information for our "room drop" sponsorship.

Exhibitor Door Prizes

FAMP encourages Exhibitors to draw for door prizes. Our door prize policy is outlined below. Please read the following very carefully.

1. It shall be the responsibility of the exhibitor to promote their drawing. Due to the noise level during our show, we do not make or allow announcements. Announcements pose a distraction for exhibitors and raise the noise level during show hours. Post your drawing times at your booth.
2. It is the responsibility of each exhibitor to contact winners who do not return to the exhibitor's booth to collect their prize.
3. Door prizes may be given away toward the end of show on the day of the show.

Cancellation Policy

Please refer to our Exhibit Space Agreement for the cancellation policy.

Events, Meetings, & Hospitality Suite Guidelines

Hospitality Suites and Company Meetings

Hospitality suite reservations must be approved through FAMP by the completion of a Hospitality Approval Form. Only registered exhibitors and sponsors may host hospitality suites. Once this form has been completed and approved, FAMP will notify the hotel of the approval. No Hospitality Suite or Company meeting will be approved which conflicts or competes with any FAMP scheduled event. Any company violating this policy will be prohibited from participating in future FAMP Annual Conventions and Trade Shows.

Limitation on Events (Outside FAMP Program)

Exhibitors may not host, support or participate in any event which competes or conflicts with any FAMP scheduled function (Convention or Trade Show). All company meetings or gatherings must be held at a time, which in no way conflicts with any function scheduled by FAMP. Any company which hosts a meeting or other gathering off property (off hotel property), will be expected to follow the same guidelines. Violation of this policy may result in said company being prohibited from participating in future FAMP Annual Conventions and Trade Shows.

Company meetings or functions, which will be deemed in violation of this policy, will be those meetings that include invitations to non-employees for the purposes of soliciting business.

Exhibitor Booth Rules and Regulations

Booth Display Rules and Regulations

Display regulations are in place so that each exhibitor has the same fairness and equity in sightline and exposure. FAMP uses the IAEE Guidelines for Display.

Booths that do not follow the regulations may be altered at the offending exhibitor's expense. To avoid costly and time-consuming on-site alterations, it is highly recommended that you review the booth regulations. You must adhere to the rules that apply to your exhibit type.

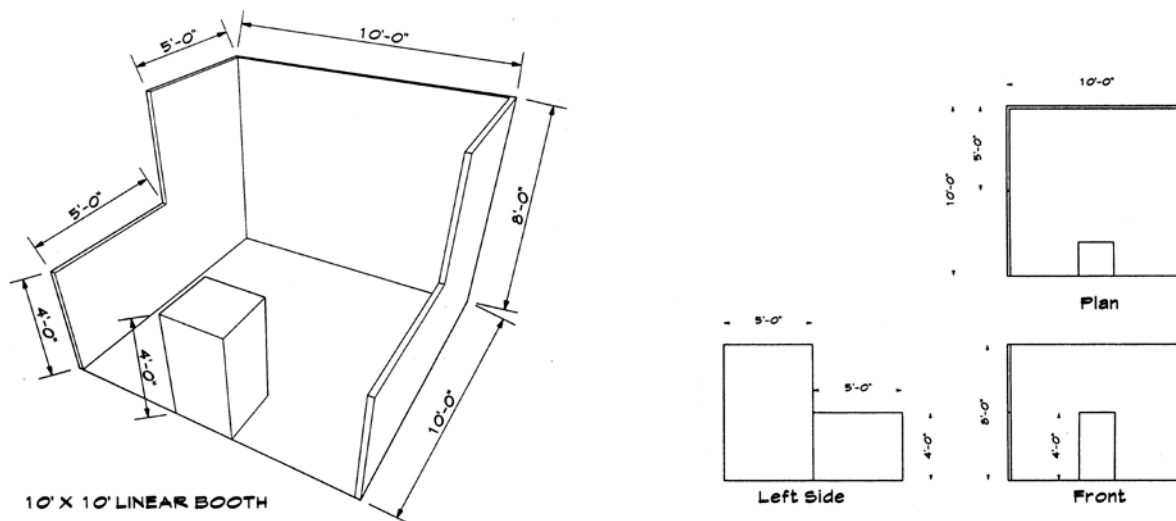
If FAMP considers that a booth presents an unreasonable obstruction-of-view of the other exhibits, the booth must be altered at the offending exhibitor's expense. Unsightly areas on the sides and backs of booths will be masked or draped by Show Management's authority and billed to the exhibitor. To avoid costly and time-consuming on-site alternations, it is recommended that you submit blueprints in advance for review by FAMP if you feel you may be in violation. Note that review by FAMP is for the purpose of identifying potential obstruction-of-view infractions only. This review in no way constitutes approval of the structural integrity of the booth.

If you are concerned in any way about meeting guidelines for your booth type, please feel free to call or submit blueprints to FAMP Show Management in advance for review.

Booth Type Guidelines

LINEAR EXHIBIT – ONE OR MORE STANDARD BOOTHS (10x10) IN A STRAIGHT LINE. (SEE DIAGRAM)

- Linear booths may not have a backdrop or hard wall more than 8 feet in height.
- Displays may not exceed 4 feet in height in the front 5 feet of the booth within 10 feet of an adjacent booth.
- Corner booths may not have exposed back walls.
- The exhibitor must drape off unfinished back walls or logos on the back wall at their expense.
- The Fire Marshall strictly prohibits storage of excess literature, products or packing materials behind exhibit back drape. Exhibitors must place storage material in accessible storage (through official show contractor).
- No hanging or overhead signs are permitted.
- Exhibitor is responsible for carpet in their assigned booth space. FAMP requires that all booth floors must be carpeted.

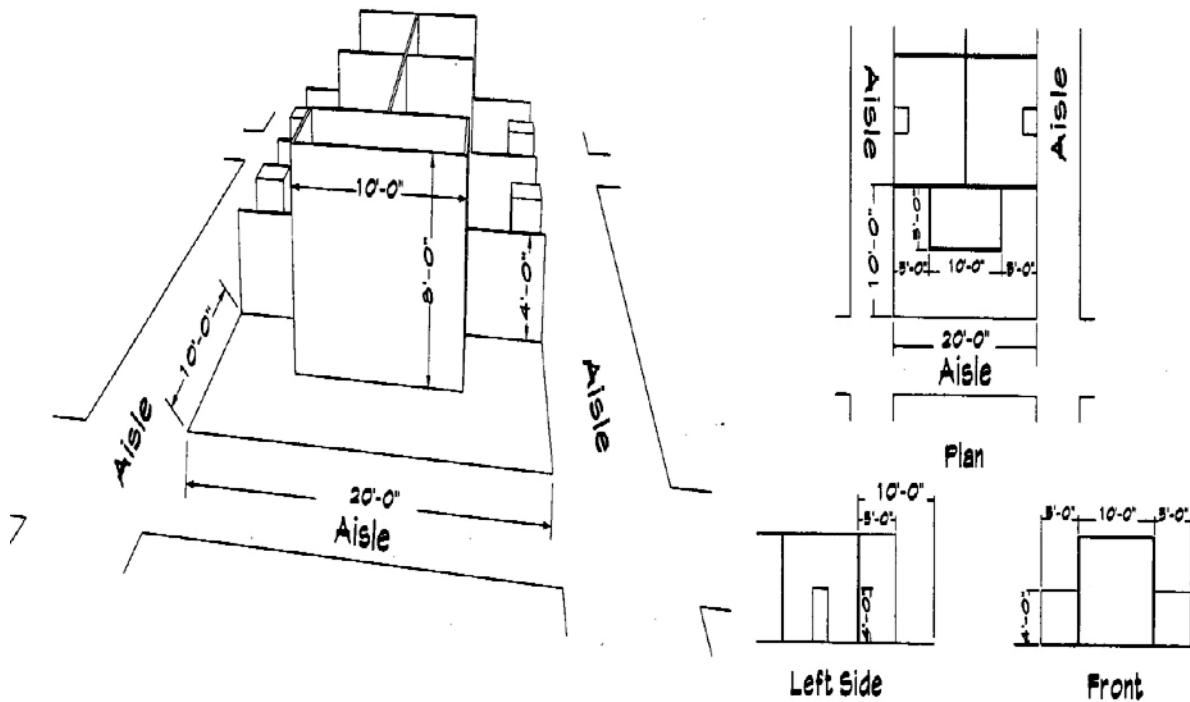


PENINSULA EXHIBIT – A PENINSULA BOOTH IS EXPOSED TO AISLES ON THREE (3) SIDES AND COMPOSED OF A MINIMUM OF FOUR BOOTHS. THERE ARE TWO TYPES OF PENINSULA BOOTHS: (A) ONE WHICH BACKS UP TO LINEAR BOOTHS, AND (B) ONE WHICH BACKS TO ANOTHER PENINSULA BOOTH AND IS REFERRED TO AS A “SPLIT ISLAND BOOTH.” (SEE DIAGRAM)

Dimensions

A Peninsula Booth is 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet is the maximum height allowance, including signage for the center portion of the backwall.

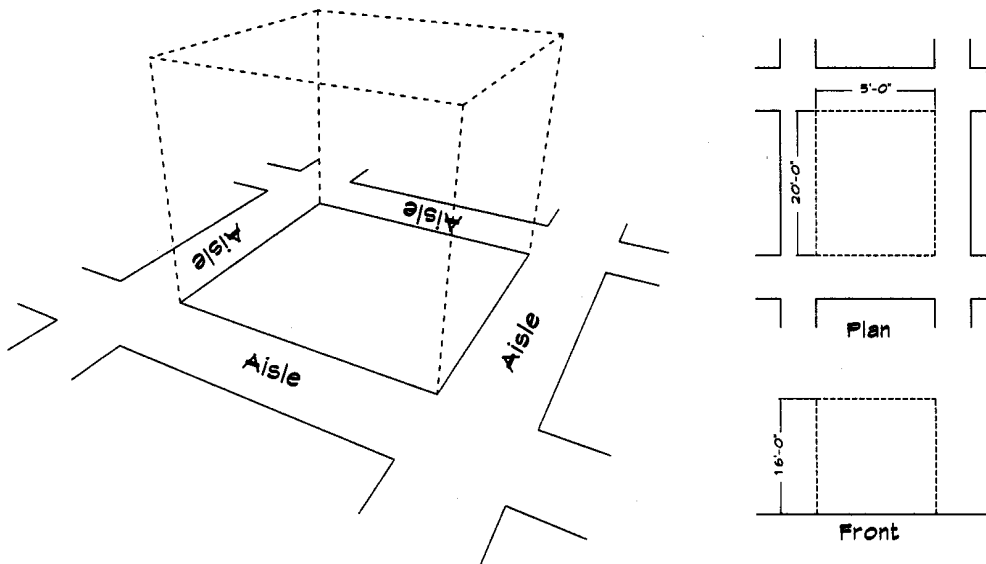
See diagram on the following page.



Island Exhibit– A booth with aisles on all four sides. (SEE DIAGRAM)

ISLAND BOOTHS MAY NOT EXCEED 20 FEET IN HEIGHT

- Hanging signs may not exceed 20 feet in height
- Because islands are physically separated by aisles from all neighboring exhibits, full cubic content use of the floor space is permitted
- Companies that have island booths that permit attendees to walk beneath a ceiling should contact the show decorator to review fire and safety regulations.
- All multi story exhibits must have drawings available for inspection by show management, the installation and dismantling contractor and the government authority and facility during the time of construction.
- For all displays where an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor.
- Exhibitor is responsible for carpet in their assigned booth space. FAMP requires that all booth floors must be carpeted.



FAMP Good Neighbor Policy

Important: Please be considerate of others when designing your booth; every exhibitor has the right to be visible! If you think you will encounter a problem on-site with a neighbor, call FAMP Show Management to discuss your options. Please be considerate of others in your planning and setup. All booths, regardless of size or type, should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. This is particularly important along shared walls and borders between islands and linear booths.

Booth Carpet

Carpet and/or alternative floor covering is required in all booth spaces if the exhibit hall facility is not carpeted. (Please note that Rosen Shingle Creek Resort IS CARPETED). The carpet must cover all visible areas of the booth floor. Carpet may be ordered from the FAMP Official Show Decorator or may be brought in by the exhibitor. It is understood and agreed that all registered exhibitors must abide by the FAMP policy regarding booth carpet and/or floor covering. Any exhibitor violating our policy will, at their expense, be required to pay for rental and installation of carpet from the official show decorator.

Hanging Signs

Hanging signs are permitted for Island Booths only and may not exceed 20 feet in height. Hanging signs are NOT permitted in linear or perimeter booths. Companies that occupy split island/peninsula booths must position hanging signs at least 5 feet forward from the back wall. All hanging signs must fall within the height guidelines of the booth they occupy.

Covered And/Or Double-Deck Exhibits

Covered and or double-decker exhibits are permitted for booths greater than 400 square feet and in an island configuration.

Designs for covered and double-deck exhibits must be approved by a certified structural engineer and the Orange County Fire Marshals office prior to exhibit installation. They also must be submitted to Show Management for approval. FAMP does not approve the structural integrity or quality of a design.

All multi-story exhibits must have drawings available for inspection by show management, the installation and dismantling contractor and the governmental authority and facility during the time the exhibit is being erected.

Exhibit Floor Covering

Carpet and/or alternative floor covering is required in all booth spaces if the exhibit hall facility is not carpeted (Please note that Rosen Shingle Creek Resort IS CARPETED). The floor covering must cover all visible areas of the booth floor. Carpet may be ordered from the FAMP Official Show Decorator or may be brought in by the exhibitor. It is understood and agreed that all registered exhibitors must abide by the FAMP policy regarding booth carpet and/or floor covering. Any exhibitor violating our policy will at their expense be required to pay for rental and installation of carpet from the official show decorator.

Booth Materials

Drape, carpet and all types of exhibit material must be fire resistant. Painting and spraying of toxic or flammable substances is prohibited, along with the use of flammable liquids, compressed air, dangerous chemicals and open flame. Crates and boxes may not be stored within the booth. Any items that cannot be secured out of sight within the booth must be placed in accessible storage. Material may not be stored behind the draping of the exhibit booth space. All electrical wiring must be covered or taped down. All fire hoses, aisles and exits must be kept clear and visible at all times. Electrical equipment must be installed, operated and maintained in a manner, which does not create hazard to life and property.

ADA Compliance

The American with Disabilities Act (ADA) applies to this event. The ADA requires that convention facility and services are accessible to those with disabilities. FAMP exhibitors must comply with ADA requirements. Necessary compliance efforts may differ with the nature of the exhibit. Please consult your own attorney regarding these requirements. Because ADA is very complex, FAMP staff cannot provide guidance in this manner.

Material Storage

Crates and boxes may not be stored within the booth. Any items that cannot be secured out of sight within the booth must be placed in accessible storage. Material may not be stored behind the draping of the exhibit booth space.

Security

An important service to all exhibitors is the guard service provided by FAMP on a 24-hour basis from move-in through the close of the show. Every reasonable precaution will be taken to protect property. However, neither FAMP, it's Official Contractors, nor the management of the facility are responsible for your property in the event of theft, accident, vandalism or other causes.

GENERAL SECURITY

General perimeter security (primarily for the purpose of badge and parcel checking) will be provided by FAMP, move-in through move-out. Exhibitors who will be working late are encouraged not to work alone.

BOOTH SECURITY

Because various personnel require access to the exhibit hall, it is not possible to provide guaranteed security regardless of the number of guard posts. Exhibitors are responsible for the security of their displays and personnel at all times. To facilitate this, we recommend private security. Security guard order forms are available in the Auxiliary Services section of this Service Manual.

Remember not to leave your booth unattended, particularly during move-in and move-out. Also, take inventory of your products during these times. Keep small portable products out of sight, under lock and key or take them with you when you leave the exhibit hall.

Equipment Passes

It is FAMP's policy to prohibit the removal of any equipment or materials (other than attendees carrying personal belongings) from the exhibit floor any time prior to move-out without first obtaining an equipment pass. Exhibitors who will be removing anything from the hall must first stop by the Exhibit Management Office to obtain an equipment pass. Equipment passes will not be needed after 6:00PM on Friday, September 5, 2014.

Stolen Property

FAMP encourages Exhibitors to exercise caution in leaving any materials or equipment in their booth, which may be easily picked up, disguised and/or hidden. This includes, but is not limited to, laptop computers, any valuable prizes or giveaways, small electronics, all business cards (leads) and other similar items. FAMP is not responsible for the theft or loss of any valuables. If an item is stolen from your booth, please report the incident to Security immediately. You should also notify the local law enforcement. FAMP is not responsible for lost or stolen items. Please ensure that all your items are properly insured.

Sharing Booth Space/Subletting Booth Space:

Exhibitors are prohibited from subletting their contracted booth space. The Exhibit Space Agreement submitted is between FAMP and the company who submits Agreement.

Shipment of Goods:

Exhibitor is responsible for the shipment and delivery of all exhibit equipment and materials to the Facility. Shipments should be addressed as stated in the *Exhibitor Service Manual*. FAMP is not liable or responsible for any incidents of loss, theft, damage or otherwise, of exhibit equipment and materials before, during or after the Conference.

Insurance: Exhibitor acknowledges that FAMP does not maintain insurance coverage for Exhibitor's property, employees, contractors, agents and other personnel.

Booth Activities and Boundaries

No portion of an exhibit may extend into the aisles or exceed the booth dimensions of the assigned booth. Exhibits/Displays/Equipment may not extend into aisles at any height level. Logos, flashing lights, lasers and the like may not be used outside the contracted booth (i.e., exhibitors cannot shine logos onto ceiling or facility wall.)

Booth activities deemed too disruptive must be discontinued at Show Management's discretion.

Age Requirements

No one under the age of 16 is permitted on the exhibit hall floor at any time. There are no exceptions to this policy. Prohibited hours include show hours, setup and tear down hours. The hotel has childcare available for anyone needing it. Childcare costs are the responsibility of the individual requiring the service.

Balloons

Helium-filled balloons and/or helium tanks are not permitted in any area of the facility unless they are the product displayed. The Exhibitor will be charged the cost of removing helium balloons from ceilings.

Celebrities

Exhibitors planning on having a celebrity in their booth must notify FAMP in writing of the time and purpose of the appearance. Exhibitors must arrange their booth in such a way that the attendees are discouraged from standing in the aisles.

Motor Vehicles

Motor Vehicles for display are permitted subject to the following criteria:

- No more than one gallon of fuel is permitted per vehicle.
- Tanks cannot be refueled or emptied inside the Center.
- Fuel tanks must be equipped with a locking gas cap.
- Battery cables must be disconnected and the ends taped.
- During non-show hours, vehicles must be locked.
- A properly tagged set of keys to each vehicle must be left with security prior to display.
- No repairs or alterations may be made on vehicles.
- Exhibitors must provide fire extinguishers, in appropriate numbers and classifications.

All motor vehicle displays MUST be pre-approved by Show Management prior to August 18, 2014.

Pets/Animals

No animals, except guide dogs, are permitted in the facility. If animals are being considered for use in the booth, show management must first be advised and a decision whether to allow the activity will be made on a case-by-case basis.

Distribution of Food & Beverage

Food & Beverage services are provided exclusively by the facility for all functions held on site. The facility retains the rights to all food and beverage service. Menus are available in the Exhibitor Services of this Exhibitor Service Manual. No food or beverage, including marketing giveaways, is permitted to be brought into the facility with out prior written consent from the facility's catering department.

Helium

Helium-filled balloons and/or helium tanks are not permitted in any area of the facility unless they are the product displayed. They shall not be part of a giveaway. Any exhibitor having balloons at their exhibit will be responsible and charged for the cost of removal from ceilings.

Literature Distribution

The distribution of publications, samples, promotional materials and printed matter of any kind is restricted to the confines of each company's exhibit space. Brochures, fliers or any printed materials

may not be distributed or left in public areas, in the exhibit hall, in the food areas of the show floor, lounges, cafes or restrooms. Any materials found in public areas will be removed and the company may be penalized for the distribution of materials outside of the FAMP's specified methods of distribution. Repeated violations will result in the company's removal from the show.

Suitcasing

The Florida Association of Mortgage Professionals maintains a policy of protecting our registered exhibitors and sponsors. This policy includes prohibiting "Suitcasing" by non-exhibiting companies on the exhibit floor or conference facility during the Annual Convention and Trade Show.

Suitcasing is defined as any activity designed to solicit or sell products or services to convention and/or trade show attendees at any meeting, conference or event without the proper authorization by show management (FAMP).

Please note that while all meeting attendees are invited to the exhibition (trade show), any attendee who is observed to be soliciting business in the show aisles, public spaces, in another company's booth or found to be in violation of any portion of FAMP's Floor Security Policy will be asked to leave immediately. No admission refunds will be provided.

Please report any violations you may observe to show management or staff immediately. FAMP (Show Management) and staff will actively patrol the show floor, functions, meeting space and public areas.

Model/Hosts/Hostesses

Exhibitors are responsible for the actions of their models/hosts/hostesses. Models/hosts/hostesses must remain in the exhibitor's contracted exhibit space. Models/hosts/hostesses must have admission badges to be allowed on the show floor. If you are using a modeling agency, please make sure the agency has the appropriate license to work.

Smoking

Smoking is prohibited in the facility at all times.

Solicitation

Solicitation of tips or special payments of any kind is prohibited. Any attempt to solicit a gratuity by a contractor employee for any service should be reported to FAMP Show Management immediately.

Sound

The use of devices for mechanical reproduction of sound is permitted, but must be controlled. Sound or any form of entertainment must not be projected outside the confines of the exhibit booth. Sound should not interfere with the activities of the other exhibits. Aisles must be kept clear at all times. Exhibits featuring performers or other attractions must be large enough to contain the audience within the exhibit. Approval by Show Management is required. Any exhibiting company who does not comply with a request from show management to reduce the noise level in their booth will be required to discontinue, cancel and/or remove the sound device, entertainment or noise source from their booth

immediately. FAMP will not be responsible for any charges incurred as a result of the removal or discontinued use of the source of the sound.

Fire Safety

The facility operates and staffs on a 24-hour basis the Command Center that monitors fire safety and all other safety features of the Center. The Command Center responds to all medical and non-medical emergencies. Use house phones for emergencies. Fire fighting and emergency equipment must not be blocked or impeded. This includes fire alarm boxes, fire extinguisher cabinets and any like areas or equipment.

- Electrical and telephone closet doors must not be blocked.
- Exit doors will not be blocked.
- No booth, banner, display or sign shall be erected in a manner that may interfere with the operation of the sprinkler system.
- All display material (canopies, drapes, foam core, tablecloths, burlap, scrim or similar materials) must be flame proofed by a person certified by the Fire Marshall. An affidavit of flame proofing shall be available for inspections.

The following items are strictly prohibited within the facility.

- LP tanks larger than 1 lb. or in aggregate more than 20 lbs.
- Open flames without Fire Marshall permit.
- Fireworks/Flash pots.
- Crate storage within occupied areas of the facility.
- Storage or use of any combustible fluid. Use of propane powered vehicles.
- Refueling materials.

Indemnification:

Exhibitor shall indemnify, hold harmless and defend FAMP, its board of directors, officers, agents, employees, parent, subsidiaries, affiliates, assignees, and successors ("Indemnities") from all losses, claims, liability, damage, actions and judgments recovered from or asserted against Indemnities or any one of them or expense including, without limitation, attorneys' fees and their litigation or arbitration expenses for (1) any bodily injury to or death of any persons, (2) any loss of, through theft or otherwise, or damage to property arising in any way in connection with the use and enjoyment of exhibit space, or (3) the use of patented, trademarked or copyrighted materials, equipment, devices, processes furnished to or used by Exhibitor or its employees, agents, representatives, contractors or personnel in connection with the Conference or the use of exhibit space. Such indemnification shall not be effective to the extent that damage or injury results from the sole gross negligence or sole willful misconduct of the Indemnities.



FAMP Show Management Notice to Exhibitors

PLEASE READ CAREFULLY AND RETURN THE SIGNED ACKNOWLEDGMENT

The Florida Association of Mortgage Professionals reserves the right to determine the eligibility of any company, product, or service, and the right to restrict, prohibit or evict any exhibitor, company or product, which in the opinion of the FAMP, detracts from the character of the Exhibition. In the event that such eviction occurs, FAMP will not be liable for the refund of any exhibit fees or any other costs incurred by the exhibitor. Violation of FAMP policies or the FAMP Exhibit Space Agreement may result in the loss of exhibitor priority and eligibility for participation in future FAMP Annual Conventions & Trade Shows.

All terms and conditions of our official trade show contract must be adhered to. As a condition for exhibiting, each exhibiting company shall agree that they, their employees and agents will observe all FAMP contractual terms and conditions, policies and regulations. Exhibiting companies will be held responsible for the actions of its employees and individuals associated with that company.

Exhibiting companies are responsible for informing their agents and/or employees of all FAMP policies.

Subletting or sharing of booths by more than one company is not allowed.

Please acknowledge that you have read these guidelines and agree to the terms above by signing and returning this page to the address below. Emails and faxes will also be accepted.

FAMP
1292 Cedar Center Drive
Tallahassee, Florida 32301
Phone (850) 942-6411
Fax (850) 942-4654

Email: Melissa@myfamp.org or Frank@myfamp.org

I have read and understand the FAMP 2014 Exhibitor Guidelines and agree to all terms and conditions included therein. I am the authorized company contact for the company listed below and agree that a copy of the Exhibitor Guidelines will be furnished to the on-site representatives in our booth.

Company: _____

Signature: _____

Print Name: _____

Title: _____

Date: _____