

RULES AND REGULATIONS

Ordering of space via a signed booking form for the above Exhibition binds Exhibitors and their Contractors to these Rules and Regulations.

1) The Event

The Event will be called the MCN Motorcycle Show 2010.

2) Organisers

The Exhibition will be organised by owners, Bauer Media (Specialist), Media House, Lynchwood, Peterborough Business Park, Peterborough, PE2 6EA (hereinafter 'The Organisers'). The appointed company acting on behalf of The Organisers is Expo Management Ltd, Olympus Avenue, Leamington Spa, Warwickshire, CV34 6BF to which all enquiries should be directed.

3) Dates and Opening Times

The Event will be held from Thursday 4th February - Sunday 7th February 2010 at ExCeL London. Opening times are;

Thursday 4 th February	1000 - 1700
Friday 5 th February	1000 - 1700
Saturday 6 th February	0900 - 1800
Sunday 7 th February	0900 - 1700

4) Exhibitor Eligibility

The Exhibition is open to any Company or Organisation directly involved in the manufacture, supply, operation or maintenance of motorcycles and their associated parts. The Organisers reserve the right to refuse participation to any Company or Organisation, which in their view does not meet these criteria. The term Exhibitor(s) in these Rules and Regulations and any other documentation issued in connection with the Event refers to any Company or organisation which has requested space at the Event and paid the deposit on that space and has had that booking formally accepted in writing by the Organisers.

5) Visitors

The Organisers will issue lapel badges to Exhibitors and their staff or representatives staffing their stand. No Exhibitor or Assistant will be admitted without such a lapel badge being shown. Badges must be worn at all times. In the event of any such badge being transferred or otherwise disposed of, it will forthwith cease to be valid and will not be replaced. The Organisers reserve the right at their absolute discretion to refuse admission to or to remove from the Exhibition any person at any time without incurring liability and without assigning any reason thereof. Any exhibitor found to be transferring badges will be charged for their FULL ALLOCATION OF EXHIBITOR BADGES. Each badge will be charged at the cost of a full adult visitor ticket.

6) Stand Types

Stands are available in 2 types:

a) **Open Stands** - Designated sites only. Carpet, walling and electrics must be ordered from contractors. Note: NO dividing walls will be supplied on open sites. Exhibitors taking Open space must adequately divide off between their neighbouring stands. When building your stand all walls including the rear must be finished to a high standard to the floor. Failure to do so will result in the organisers finishing the walls and exhibitors being charged. Exhibitors laying their own carpet on open sites MUST use the correct NEC approved carpet tape (Stikatak Eurocel, Code B7 – 38x50). Exhibitors not using the correct tape will be charged dilapidations after the show to remove the tape at £14.00 + vat per m²!

No exhibitor is permitted to have a blank wall exceeding 3m in length facing a gangway. Any wall which does face a gangway or another exhibitor must be finished to the floor to a high standard. TARPAULIN IS NOT ACCEPTABLE, exhibitors erecting tarpaulin will be asked to remove it.

Details of open stands with drawings must be sent to organisers by 27th November 2009. Construction of stands will not be permitted without the approval of the organisers.

b) **Shell Stands**: Up to 3, 2.5m high walls, front fascia with standard name sign, carpet and one 5ft fluorescent light. Deletion of fascia boards and alteration of shell scheme stands is not allowed. Note: Power sockets must be ordered and paid for as a separate item.

Height of Stands: Unless written authority is obtained from the Organisers then the maximum height of any Open stand will be 4 metres. With written authority the maximum height for Open stands will be 6m. All exhibitors MUST submit stand plan designs. Shell scheme exhibitors MUST NOT build above the shell height of 2.5m.

Any stand over 4m including any raised platform or floor area above 600mm is classed as a complex stand and as such full structural calculations need to be submitted.

PLEASE NOTE: There will be a cost of £160.00 plus VAT for ALL Open stands whose stand designs are complex structures. Complex structures require a Structural Engineers report. Cheques must accompany all plans in order for a Certificate of Structural Integrity to be issued. A second Certificate of Structural Integrity (Construction Stage) will be issued onsite. (A cost of £200.00 + VAT applies to sign off of any double decker stands).

7) Allocation of Stands

Application for space must be made on the official application form with the relevant deposit amount and must clearly state full details of goods to be displayed. If the application is accepted, a letter of confirmation will be sent to the Exhibitor from the Organiser. The balance is then payable no later than 11th December 2009. The Organisers reserve the right to allocate stand space at their discretion in the best interests of the majority of the Exhibitors and the public.

8) Payment of Stands

Once the Organisers are in receipt of a signed booking form, the Exhibitor is committed to the stand booking which is due for payment on the following schedule:

- With application - 25% of gross stand cost
- Before 11th December 2009 - balance of gross stand cost

If payment is not received within seven days of provisionally booking space, the Organisers shall be empowered to cancel the stand without prejudice to the Organisers' rights and to retain any amounts already paid and receive the balance of the costs of the stand already contracted by and confirmed to the Exhibitor. An Exhibitor cancelling their stand booking before 13th November 2009 once a signed booking form has been received will be liable to pay 50% of the stand costs including VAT. Cancellations after the 13th November 2009 once a signed booking form has been received will be liable for 100% of the total cost of the stand costs including VAT.

9) Cancellation or Alteration of Date, or of Times of Opening

In the event of ExCeL London not being available for the Exhibition in consequence of fire or other circumstances outside the control of the Organisers, or should it for any other reason be found impossible or inexpedient in the opinion of the Organisers to hold the Exhibition on the dates or at the venue specified, such as by reason of severe weather conditions, strikes affecting any of the preparatory work (stand fitting etc.), or any of the essential public services, or any other cause of breakdown in arrangements, a Parliamentary election, death of a Sovereign, a state war in which this country might be involved, riots, civil commotion or other public disturbances of other similar contingency, then the Organisers shall have no responsibility to any Exhibitor for any damage thereby caused and they reserve the right at their discretion to open the Exhibition later than the fixed time, close the Exhibition prior to the time fixed, or arrange to hold the Exhibition prior to or after the original dates and if necessary, to change the venue. If the Exhibition is held, albeit over a reduced period of days or hours of opening, or at a different venue, then the contract between the Organisers and the Exhibitors shall in no way be invalidated. If the Exhibition is cancelled completely then the Organisers will, within three months of the date of cancellation, refund to the Exhibitors' monies paid in respect of the stand rental, less any direct costs incurred by the Organiser, but shall be under no further liability to any Exhibitor.

10) Insurance

Neither the Organisers, their Contractors, nor ExCeL London are responsible for any loss including theft or damage to the property of Exhibitors or their Contractors or for injury to any persons within the boundary of the venue. Exhibitors are reminded that they are required to accept third party liability and produce evidence of suitable cover if required. It is also advised that exhibitors insure against abandonment.

11) Subletting of Stands

No Exhibitor may assign or sub-let or otherwise dispose of or part with the possession of the whole or any part of the stand allocated to them except with the prior written consent of the Organisers. Any exhibitor found to be subletting any or all of their stand may have their stand closed down for the remainder of the show and will be refused the opportunity to exhibit at future MCN shows.

12) Negotiations with Venue

No Exhibitor may enter into separate negotiations with ExCeL London with regard to this event. Any Subsidiary Company or Parent Company of an Exhibitor which does not have a stand of its own in the Exhibition and which hires separate facilities outside of Halls WILL NOT BE ENTITLED TO USE THE FACILITIES OF, OR TRADE WITHIN ExCeL London.

13) Revision of Layout

The Organisers reserve the right to revise the layout of the Exhibition at any time. Further, the Organisers retain the right to reallocate an Exhibitor to another site. No such action will be taken without consultation, but such decisions are final and non-negotiable.

14) ExCeL London Fire, Health and Safety and Working Regulations

Exhibitors MUST abide by ExCeL London's and the Organisers' fire, health and safety and working regulations and are reminded that these extend to the material used in stand construction and labour working on the Exhibitors' behalf within the Halls. Remember that you are bound by the Health and Safety at Work Act of 1974 in respect of any direct employee or sub-contractor working on your stand during build-up, the show open period or breakdown. The onus is on the Exhibitor and its Contractors to acquaint themselves fully with these Regulations. Copies may be obtained from the Organisers. Any person working on site during the tenancy period who is found not to be adhering to these regulations will be asked to leave the halls. This may result in them being prevented from exhibiting at the show.

Where inflammable materials are to be shown, the appropriate precautions must be taken such as the provision of sand trays etc. Naked lights must not be used during the period of the Exhibition. The quantity of any inflammable material must be restricted to the minimum quantity required for demonstrations and the appropriate regulations of the relevant authorities must be complied with. All material used for the interior of stands must be thoroughly fireproofed. Failure to do so may result in the removal of all offending fittings.

Where motorcycles or other petrol engines are exhibited, the petrol tanks should be drained, or, when this is impractical, contain the minimum possible amount of fuel. Filler caps must be visibly sealed with tape (e.g. masking tape). All batteries must be disconnected. Under no circumstances may any engine be started during the Exhibition unless approval is obtained in advance by the Organisers.

15) Gangways

All gangways, fire protection equipment access areas and exits MUST be kept clear at all times. No one may open or shut any of the main vehicle access doors.

16) Annoyance to Other Exhibitors or Visitors

The Organisers reserve the right to prohibit any activity, which in their opinion is causing annoyance to other Exhibitors or Visitors. This includes the use of microphones, buzzers, sirens, bells, video films, music (live or recorded), flashing lights, over bright lights, lasers or smoke machines. Such activities must only take place within the boundary of an Exhibitor's stand. Presentations, which lead to the crowding of aisles, walkways and entrances, are not permitted. Where neighbouring stands cannot mutually agree on a satisfactory level for such activities the Event Manager will act as an arbiter. The Event Manager's decision is final and non-negotiable.

Exhibitors are NOT PERMITTED to allow personnel or staff to roam the exhibition on behalf of on them to distribute literature or any other promotional items. Any "staff" found to be giving out leaflets or other items anywhere but on their own stand may be escorted from the show and this exhibitor may be refused the opportunity to exhibit at future MCN shows.

Any promotional staff that are used on an exhibitor stand MUST BE DRESSED APPROPRIATELY for a family show.

17) Trading

Where an Exhibitor wishes members of a dealer or agent to staff or work from their stand, these persons are considered by the Show to be temporary staff of the Exhibitor and are therefore bound by the Rules and Regulations of the Show. The Exhibitor MUST issue them with an Exhibitor's Pass. They may only trade from the stand of the Exhibitor who has provided them with a pass. Stands must be manned at all times.

Restocking of stands will be permitted only between the hours of 0830 and 0930 on weekdays and 0800 and 0830 on weekends.

Installation

Exhibits may be sent in at Exhibitor's sole risk up to the day of the opening exhibition. All cases and goods for the Exhibition must be carriage-paid and bear the name and stand number of the Exhibitor. The organiser's cannot be held responsible for any items delivered to the show.

The Organisers may remove from any stand or from the Exhibition building at any time without notice and without incurring liability; any article or exhibit not specified on the official application or which contravenes any of these conditions.

Display

Every exhibit must be open to the public view at all hours during which the Exhibition is open.

If any exhibit at any time is not in accordance with the preceding Terms & Conditions the Organisers shall have the right to remove any covering and expose the exhibit without responsibility for loss or damage occasioned thereby.

The movement of exhibits during show open times is only permitted with the approval of the organisers.

Every Exhibitor must ensure that a sufficient number of responsible members of staff are in attendance at the stand at all times when the Exhibition is open.

No draws, lotteries or raffles are allowed without the permission of the Organisers.

No stand or exhibit may be photographed, drawn, copied or reproduced without the prior consent in writing of the Organisers. ANYONE FOUND TRADING NOT IN POSSESSION OF AN EXHIBITOR'S PASS, OR TRADING ANYWHERE OTHER THAN THE NOMINATING EXHIBITOR'S STAND, WILL BE REMOVED FROM THE EXHIBITION.

18) Security

Although the Halls are covered by security personnel, exhibitors are reminded that neither the Organisers, their Contractors or ExCel London can be held liable for any theft or damage to any Exhibitor's stand, exhibits or property. Any instances of theft or damage MUST be reported to the Event Manager immediately.

19) Rubbish

Any items of rubbish must be placed in the gangways and clearly identified as rubbish. No rubbish may be placed in a gangway during the period commencing one hour before the show opens until it closes each day. No responsibility can be taken for material which is inadvertently removed as rubbish. The costs of removing excess quantities of rubbish or abnormal waste will be re-charged.

20) Music and Performing Rights

The use of recorded or published music and the use of video require licences by the Performing Rights Society and Phonographic Performance Limited. These forms are included in the Exhibitor's manual and must be completed and returned with the relevant fee to the Organisers.

21) Build Up

Stands must be capable of installation and completion within the specified build up times which are:

Monday 1st February -: Manufacturer & Open stands only 0800 – 1800hrs

Tuesday 2nd February -: Manufacturer & Open stands only 0800 – 2000hrs

Wednesday 3rd February: Access to all stand holders 0800 – 2000hrs

The above times must be strictly adhered to. If an Exhibitor requires late working in the halls on the above build up days, the exhibitor must liaise directly with the Organisers. If late working is permitted by the Organisers a charge will be incurred by the Exhibitor. **ALL STANDS MUST BE COMPLETED by 0800hrs on Thursday 4th February.** Exhibitors whose stands are not complete by the due time will be surcharged for not complying with this rule. No exhibits will be allowed into the Halls on 4th February or at anytime during the period the show is open without permission of the Organisers.

22) Breakdown / Removal of Stands

No Exhibitor may remove items on display from their stands before 1730hrs on Sunday 7th February. Breakdown commences at 1730hrs after the close of the Show and once visitors are clear of the hall. The Halls will be open until 2200hrs on Sunday 7th February and from 0800 – 1200hrs on Monday 8th February. Contractors/Support vehicles will not be allowed in the Hall on Sunday 7th February until permission is granted from the Organisers. Any exhibitor whose stand is not completely broken down and removed from the venue by 1200hrs on Monday 8th February will be charged £150.00 + vat per hour or part hour over this time.

23) Specific Stand Regulations

- a) To meet the requirements of the authorities, all materials used in the construction of the stands must be either non-combustible or painted with a fire retardant paint to satisfy the requirements of the British Standard Specification 476, Part 1, 1953, Class 2 (low) flame spread. All materials used in the decoration of stands or offices therein must be non-flammable and the Organisers reserve the right to order the removal of all materials used in contravention of this regulation.
- b) Stands, counters and other fittings to be erected by Exhibitors must not exceed 2.5m in height except where the permission of the Organisers in writing has been first obtained, nor in any way interfere with electric or water fittings.
- c) The Organisers will make provision for supplying electricity for exhibits and for the supply of water, if required, and Exhibitors may not connect to or otherwise interfere with electric or water fittings.
- d) Special regulations will be made in cases where Exhibitors use fire or gas and the Organisers in this respect will appoint a responsible officer.
- e) Under no circumstances must naked lights or dangerous oil lamps be used.
- f) No part of any structure, display or exhibit may extend beyond the borders of the stand. This includes mirrors, doors or flaps fitted to a vehicle exhibit.
- g) No material may be affixed to any part of the exhibition hall structure including the pillars, the walls, the roof structure or the floor.
- h) Any moving display, film or video must be positioned so that visitors can watch the display without blocking the gangways.
- i) Any motorcycles being displayed on stands that are interactive with the public should be fixed to the stand or be on its own paddock stand. Any bikes that have been cordoned off and are not in the public areas do not require such fixing or stands.
- j) Any displays which feature moving parts must be fitted with protective devices to ensure that no damage or injury to third parties and their property occurs and in accordance with ExCel London Regulations concerning Fire and Safety.
- k) Where shell scheme walls form a boundary to your stand you may fix displays to the panels provided such fixing is by means of double sided adhesive tape, Velcro or sticky pads or hooks, wire, and string. The use of adhesive, screws, pins, nails, etc. is prohibited and the costs of repairing damaged panels will be recharged.
- l) If sub contractors are being used to design your stand or construct displays on it, full details of the Company must be provided.

- m) All machinery must be properly guarded and shall be stopped whenever required by the Organisers. No Exhibitor or contractor is permitted to use a forklift during show build, show open or breakdown. All lifting MUST BE DONE by the official lifting contractor
- n) Exhibitors are responsible and must make good or pay for all damage caused by their exhibiting. Under no circumstances must nails be driven into the floor or walls.
- o) Any walls which are facing onto another stand or gangway must be finished to a high standard to the floor. Tarpaulin is not acceptable. The Organiser will replace any walls, which are not finished to an acceptable standard, and any associated costs will be charged to the Exhibitor. Any wall facing onto a gangway MUST NOT exceed 3m in length without a break or opening.

24) Attractions

The Organisers reserve the right to change, amend or substitute other attractions for those announced in the prospectus or other publicity material and also change, amend or substitute exits and entrances from those shown on the plan.

25) Trolleys

Trolleys may ONLY be used during show build up and breakdown. Any exhibitor found to be using a trolley during show open will have it removed from their possession. Trolleys must not be used in the Boulevard at any point during the show including build and breakdown.

26) Outside Areas

The use of outside areas for exhibiting is strictly forbidden without prior consent of the Organisers.

27) Passes

Passes will be issued prior to the event to Exhibitors for personnel and vehicles for use during build up, open and breakdown periods. There will be a strict policy of monitoring all passes on site which will be restricted during build up, open and breakdown periods. This will assist in loading and unloading of vehicles on site.

28) Clubs & Voluntary Organisations

Clubs and Voluntary Organisations will be bound by the rules and regulations of the Show.

29) Indemnity

All equipment and goods brought into the Exhibition Halls will be at the sole risk of the Exhibitor. The Organisers cannot be responsible in any way for the safety of the exhibits. Whilst the Authorities at ExCeL London take all reasonable precautions, they cannot be responsible for any loss or damage.

The Organisers insure themselves for certain liabilities but they are not liable for any loss or damage arising from any deficiency of the premises of ExCeL London or any negligence or default of any official contractors or of any person employed on the premises whether by the Organisers, the Owners of the building, the official contractor or any other contractor of any Exhibitor, and it must be made quite clear that all Exhibitors should insure their exhibits against fire and other loss, and also cover themselves for the usual third party risks.

Exhibitors are also liable for any damage done in ExCeL London by them or any persons working for them and for any injury to persons or property resulting from their arrangements and the Organisers are not under liability to any Exhibitor for any damage caused by him to any other Exhibitor.

30) General Regulations

Exhibitors, their employees and agents shall conform to and comply with the whole of these Terms & Conditions together with such further regulations as the Organisers may issue from time to time.

31) Exhibitor's Manual

An Exhibitor's Manual will be published and issued to all Exhibitors. Extracts from the manual, where applicable, will also be supplied to appointed designers and contractors. Completion of necessary forms from the manual is compulsory to adhere to the Health & Safety regulations of the Show. It is also necessary to supply the organiser's with all information required for the continued planning of the show. Instructions contained within the Exhibitor's manual form part of these Rules and Regulations and are binding on all Exhibitors and their Contractors. The Organisers will endeavour to provide all facilities, features, advertising and promotions, special events etc., as described in the prospectus. However, the Organisers reserve the right to modify or withdraw this programme or part of the programme without prior notice.

32) Queries on regulations

Any queries on the Regulations should be addressed to the Event Manager, MCN Motorcycle Show, Olympus Avenue, Leamington Spa, Warwickshire, CV34 6BF.

33) Changes to the regulations

The Organisers reserve the right to change these Rules and Regulations without notice and on any matters arising, whether covered by the Rules and Regulations or not, their decision is final.

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