



THE 17TH ANNUAL ELA CONFERENCE & ECO-MARKETPLACE

Staying Ahead of the Curve

March 3, 2011 at the MassMutual Center in Springfield, MA

Co-Hosts: Association of Professional Landscape Designers (APLD) • New England Wild Flower Society (NEWFS)
NOFA Organic Land Care Program (NOFA AOLCP) • Society for Ecological Restoration, New England Chapter (SER NE)

Exhibitor Registration Packet

Support the oldest Northeast conference that highlights all aspects of ecological, sustainable, and organic landscaping practices. Register (and pay in full) before December 15th as an ELA member and save. Make it a date!

Join us as an Exhibitor today!

Contact Trevor Smith
at 617-308-7063
or trevscape@comcast.net or
ELA at ela.info@comcast.net



Ecological Landscaping Association
841 Worcester Road, #326
Natick, MA 01760



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Reserve your space today!

ONE DAY ONLY! Thursday, March 3, 2011

ECOLOGICAL LANDSCAPING ASSOCIATION'S

17th Annual Conference & Eco-Marketplace at the MassMutual Center, Springfield, MA

The long, hot summer that we just experienced has become one more in a growing list of reasons to practice ecological landscaping. Landscaping industry professionals are eager to learn about the best products and services available to succeed.

ELA's Conference brings together a highly focused and motivated group of land care professionals. More than 85% of our Conference attendees are buyers or strongly influence purchasing decisions. The Conference schedule provides many opportunities to showcase your products and services; to expand your brand awareness; and to make great contacts that will improve your bottom line.

Join us as an exhibitor at the Ecological Landscaping Association's 2011 Conference & Eco-Marketplace and make your company part of the success story.

NATIONAL SPEAKERS

Our 2011 conference program offers many well known speakers who are experts and professionals in their fields. They will be covering topics such as Site Specific Land Design, Stormwater Gardens, Untangling Invasives, Ecology in Turf Management, Designing Gardens, Managing Trees, Compost Teas on Turf, Product Substitutions, Living Walls, Air Spading, and more!

We are excited to have three leading authorities scheduled for our Keynote panel discussion: "Introduced, Invasive, and Endangered Plants in the Landscape: Untangling the Roots of the Problem." Panelists include William Cullina, Jono Neiger, and Peter Del Tredici. Bringing together decades of expertise and unique perspectives on this important topic, this promises to be a lively and educational Keynote presentation.

ECO-MARKETPLACE SCHEDULE

The Eco-Marketplace is open Thursday, March 3rd from 8AM-6PM. Conference scheduling allows many opportunities for participants to visit and chat with exhibitors:

- program breaks
- continental breakfast and lunch in the exhibit hall

The Eco-Marketplace is the best place to meet and sell to people actively looking for a healthy and ecological approach to the landscape.

Join us as an Exhibitor today!

Contact Trevor Smith at 617-308-7063 or trevscape@comcast.net or ELA at ela.info@comcast.net

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Sponsorship Opportunities

ELA has once again put together a roster of some of the top professionals in the field of ecological landscape practices. We invite you to sponsor this year's event!

Thanks in advance, The ELA Conference Committee

Check off box on registration form!

For further information about available corporate and nonprofit sponsorship opportunities contact Penny Lewis at 603-490-2700 or email ELA at ela.info@comcast.net

Sponsor Level	Basic	Basic +	Sustaining	Supporting	Premier
ELA Membership		1 Professional	2 Professional	Company	Company
Complimentary Conference Registrations with Keynote	2	2	3	4	5
Marketplace Booth	Inline	Preferred Corner	Preferred Corner	Preferred Corner	Preferred Double Booth
Conference Program		1/4 Page	1/2 Page	Full Page	Full Page
Conference Signage			•	•	•
Website Logo & Link	•	•	•	•	•
Website Advertising				•	•
Months of E-Newsletter Advertising		1	3	6	12
Complimentary Tickets to all ELA Talks & Tours					2
Sponsor Fee	\$450	\$750	\$1,500	\$2,500	\$5,000

Responsibilities: Sponsors at all levels will agree to the following: share mailing list for one time event promotion use; post and distribute conference information in print & electronic media and on your organization's calendar of events; place a hyperlink to the conference web page on your organization's website.

- If sponsorship is completed by January 28, 2011.
- Verbal & Session Recognition at the discretion of ELA, time and space permitting etc.
- Payment in US Dollars.

Advertise in the 2011 ELA Conference Program Guide

Expand your contact with ELA's conference attendees. Each attendee receives a Conference Program Guide at registration.

Advertisement submission **DEADLINE: JANUARY 28, 2011**

Ad Types & Sizes	Rates for Speakers & Exhibitors	Rates for Others
Full-page (7 1/2" x 10")	\$200	\$225
Half-page (7 1/2" x 4 5/8")	\$150	\$175
Quarter-page (3 5/8" x 4 7/8")	\$75	\$100
Business Card (2" x 3 1/2")	\$50	\$75

Ads may be oriented horizontally or vertically. Payment is in US Dollars



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Booth Floor Plan

Booth price is based on location; check the floor plan carefully to determine your preference and price.

Front booths: 101, 200, and 501, are reserved for SPONSORS (see Sponsorship Opportunities).

Corner booths: \$495*

In-Line booths: \$425*

All booths (other than sponsor booths) are available on a first-come, first-served basis. ELA reserves the right to alter space assignments to create the best overall event.

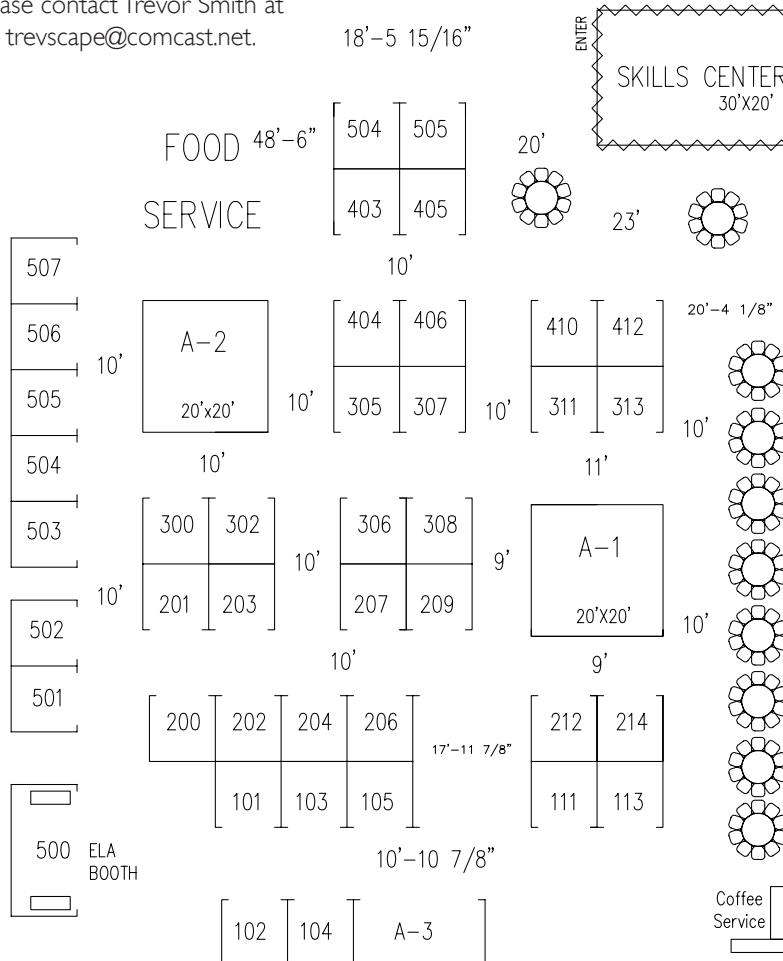
Enterprise Exhibitor Space: Limited space is available in the Eco-Marketplace for first time exhibitors who are startups or are new to the ecological end of the green industry. If interested—please contact Trevor Smith at 617-308-7063 or trevscape@comcast.net.

Payment: 50% of payment is due with application. Balance must be paid **in full** by January 15, 2011. After January 1, 2011 remit 100% of fee due.

If paid in full before January 2, 2011 your business name will be listed in the January issue of the ELA on-line Newsletter.

*Payment is in US Dollars.

Cancellation Policy: In the event that an exhibitor cancels all or part of the exhibit space contracted for, the exhibitor must do so in writing and will be obligated to pay ELA fees based on the following cancellation schedule: prior to December 31, 2010 50% of registration due; January 1, 2011 or after, 100% of registration due.



If you sell or market any of the following products and services, you should consider exhibiting:

- fertilizers
- minerals
- irrigation supplies
- rain barrels and water collection systems
- plants
- native groundcovers
- xeriscaping supplies
- seeds
- lawn equipment for aeration
- compost tea
- gloves
- tools
- bio-assay equipment
- IPM and pest control products and services
- remediation/restoration consultation and materials
- erosion control
- landscape/horticultural books and magazines
- certification and training programs for professionals
- hardscaping for water penetration and ground water cycling
- green roof plants
- membranes and materials
- mulch
- compost
- bagged and bulk soils
- soil and compost testing labs
- drought resistant turf
- alternatives to turf and artificial turf



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Exhibitor Registration

EXHIBITOR SETUP Wednesday, March 2, 3-9 PM & Thursday, March 3, 6:30-7:30 AM

Please return this registration form with 50% deposit by December 31, 2010 with balance paid by January 15, 2011.

After January 1, 2011 remit 100% of fee due with registration to:

Trevor Smith, Ecological Landscaping Association, 11 Harvard Street Arlington, MA 02476.

If paid in full by January 2, 2011 your business name will be listed in the January issue of the ELA on-line Newsletter.

COMPANY		CONTACT PERSON	
ADDRESS			
CITY	STATE	ZIP	
TELEPHONE	E-MAIL		
PRODUCT TYPE			
DESCRIPTION of COMPANY (or include promotional material):			

Yes, I want to be a sponsor! Yes, I want to advertise in the conference booklet!

Booth Location & Price: Booth price is based on location; check floor plan carefully to determine your preference and price.

Front booths 101, 200, and 501 are reserved for SPONSORS (see Sponsorship Opportunities). **Corner booths** are \$495, and In-Line booths are \$425. In-line booths are limited—reserve early!

All booths (other than sponsor booths) are available on a first-come, first-served basis.

Payment: 50% of payment is due with application by December 31, 2010. Balance must be paid in full by January 15, 2011. After January 1, 2011 remit 100% of fee due. **Payment is in US Dollars.**

If paid in full before January 1, 2011 your business name will be listed in the January issue of the ELA on-line Newsletter,

Location Preference: ELA reserves the right to alter space assignments to create the best overall event.

Cancellation Policy: In the event that an exhibitor cancels all or part of the exhibit space contracted for, the exhibitor must do so in writing and will be obligated to pay ELA fees based on the following cancellation schedule: prior to December 31, 2010 50% of registration due; January 1, 2011 or after, 100% of registration due.

Booth Location	Cost	5% ELA Member A-\$24.75 B-\$21.25	5% Full Payment by 12/15 A-\$24.75 B-\$21.25	5% More than 1 booth A-\$24.75 B-\$21.25	Number of Booths	ELA membership \$75.00	Total
A / Corner	\$495*	—	—	—	X	+	=
B / In Line	\$425*	—	—	—	X	+	=
GRAND TOTAL							

*Payment is in US Dollars.

Location Preference (ELA does reserve the right to alter space assignments to create the best overall event)

1 _____

2 _____

SIGNATURE

TITLE

By signing this space application and contract, I/we acknowledge that I/we have fully read and understand and agree to abide by the Rules and Regulations and all materials set forth herein.

50% deposit due by December 31, 2010 with balance paid by January 15, 2011. After January 1, 2011 remit 100% of fee due.



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Exhibitor Rules & Regulations

ELA is using these guidelines in order to produce a top quality event. Our attendees are highly motivated and are actively looking for accurate information on the products and services that will be available at this show. Please take a few minutes to review the following procedures.

Meals: Continental breakfast and lunch will be available in the exhibit hall for everyone (EXHIBITORS and attendees). Two general conference attendance badges are available per booth. **One keynote dinner is included.** Booth must be staffed when attendees are in the hall.

Exhibit set-up & take down: Wednesday, March 2, 2011 from 3:00–9:00PM and Thursday, March 3, 2011 from 6:30–7:30AM. The marketplace floor will be open to conference attendees from 8:00AM–6:00PM on Thursday, March 3rd. Take down of any exhibit will begin only after the show closes at 6:00PM Thursday, March 3rd, and permission is given by show management.

Marketplace Schedule: Booth representatives will be permitted to enter the Marketplace one hour before the scheduled opening time of the show.

This is a selling show. Cash and carry sales are permitted but not required. See details under #3, Use of Exhibit Space.

I. CONTRACT FOR SPACE:

By submitting an application for exhibit space, the applicant releases ELA and the MassMutual Center (MMC) from any and all liabilities to applicant, its agents, licensees or employees that may arise or be asserted as a result of submission of an application or of participation in this exhibit. Acceptance of an application does not imply endorsement by ELA of the EXHIBITOR'S products, nor does rejection imply lack of merit of product or manufacturer. ELA has sole right to determine eligibility of any company or product for inclusion in the marketplace and retains the right to rescind the contract at any time if the exhibit is deemed to be contrary to the best interests of the show. If such a determination is made before the marketplace final registration deadline all monies received from said EXHIBITOR will be refunded in full. If such a determination is made during the set up of the marketplace no monies will be refunded. Any questions about the EXHIBITOR'S product line should be discussed with show management (ELA) before the contract is signed. ELA has the right to move any EXHIBITOR'S location in the exhibit hall for any reason. This application for space constitutes a contract for the right to use the space assigned.

2. EXHIBIT BOOTHS:

Booths are 10'x10' and include 8' high back wall and 3' high

side drape, one 8' skirted table (uniform in color), two folding chairs, one wastebasket with liner and one ID sign (one line) with booth number. Additional accessories will be available directly from the show management company (SER Exposition Services). Information for ordering will be included in the EXHIBITOR'S manual sent upon receipt of the contract. **IMPORTANT**—No exhibit structure, material or sign may extend more than 8' in height on BACK line, nor exceed an 8' height from BACK line to 1/2 depth of booth. No exhibit structure, material, or sign may exceed 36" in height from aisle line to 1/2 depth of booth. No exhibit may obstruct the clear view of neighboring exhibits. All other furnishings, equipment, facilities, etc., will be provided by EXHIBITOR at its own expense and responsibility. Display exhibits exceeding table areas must be submitted to ELA for prior approval. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited.

A. EXHIBITOR understands and agrees that the space being rented by the EXHIBITOR is considered "AS IS, WHERE IS, WITH ALL FAULTS". The EXHIBITOR may make or undertake, at its sole cost and expense, only those changes, alterations, installations and decoration which are previously

agreed to in writing by ELA and the MMC. If any such changes are permitted, EXHIBITOR agrees to return and restore the rented space, at its sole cost and expense, to the same condition in which it existed prior to the EXHIBITOR'S occupancy thereof. If EXHIBITOR fails to return or restore said space or any other portion of the MMC space, ELA or MMC, at their discretion, may do any and all things necessary in a timely manner to return or restore the rented space to its original condition. EXHIBITOR agrees to pay in a timely manner, any and all costs, fees, expenses and charges for such work, or to promptly reimburse ELA or the MMC upon receipt of an invoice therefore.

B. EXHIBITOR shall not injure, mar or in any manner deface or damage the MMC or any portion thereof and/or any of its contents, or cause or permit the same to be done. EXHIBITOR shall not drive or permit to be driven any nails, hooks, tacks, screws or other devices upon any portion of the MMC. EXHIBITOR will not utilize or permit to be utilized any tape, glue, cement or any other compound to fasten signs, banners or any other form of display or advertisement to any portion of the MMC.

3. USE OF EXHIBIT SPACE:

No EXHIBITOR may sublet, assign, or apportion any part of the space allotted, or rep-

resent, advertise, or distribute literature for the products or services of any other firm or individual except as approved in writing by ELA. The purposes of the exhibit are to inform and educate conference attendees about the ecological and sustainable characteristics and uses of the products and services the EXHIBITOR represents. Cash and carry sales are permitted, but not required. If products are for sale, it is mandatory that the EXHIBITOR have a sales tax number from the Department of Revenue, Commonwealth of Massachusetts. If already registered in the state, no further action is necessary. All exhibitors selling products are required to collect the sales tax and send it in to the state. Exhibitors who have questions regarding sales tax issues should contact: Mass. Dept. of Revenue or call 617-887-MDOR, 800-392-6089.

4. DISMANTLING:

Exhibits may not be dismantled before ELA's show management officially closes the show floor. Exhibits must be removed by the EXHIBITOR from the premises at the adjournment of the ELA conference. The premises must be left broom clean by the EXHIBITOR. EXHIBITOR shall be liable for all storage and handling and cleaning charges resulting from the failure to remove exhibit material from the exhibit hall prior to the conclusion of the dismantling period as specified by ELA.

5. BOOTH REPRESENTATIVES:

EXHIBITOR'S booth representatives shall be restricted to employees of the exhibiting companies who are actually working in the EXHIBITOR'S booth. ELA expects the conference attendees to have technical as well as general questions on products and services. All booth representatives shall be registered with ELA and wear "EXHIBITOR" badge identification furnished by ELA at all times. Registration information will be included in the EXHIBITOR'S manual sent upon receipt of the contract. ELA may limit the number of booth representatives at any time.

6. PROPER CONDUCT:

EXHIBITORS will employ no voice amplifiers of any kind. Sound level from any equipment of any kind must be kept within the confines of the booth and not add unduly to general acoustic inconvenience. No EXHIBITOR may use or demonstrate any equipment that is illuminated or noisy in any way as to be objectionable to surrounding exhibitors. Should the wording on any sign or area in EXHIBITOR'S booth be deemed by ELA to be contrary in any way to the best interests of the marketplace, EXHIBITOR shall make such changes as are requested by ELA.

7. MUSIC LICENSING:

EXHIBITORS using music

Continued on next page.

in their booth, either live or mechanical must provide ELA with a copy of the EXHIBITOR'S Licensing Agreement with licensing organizations. Further, should EXHIBITOR play music, EXHIBITOR agrees to indemnify and hold ELA harmless from any action brought against ELA by licensing organizations for the playing of such music.

8. REJECTED DISPLAYS: EXHIBITOR agrees that its exhibit shall be admitted and remain in strict compliance with the rules herein lay down. ELA reserves the right to reject, eject, or prohibit any exhibit in whole or part, or EXHIBITOR or its representative, with or without giving cause. If an exhibit or EXHIBITOR is ejected for violation of these rules or for other stated reasons, no refund shall be made.

9. DAMAGE TO PROPERTY: EXHIBITOR is liable for any damage caused by EXHIBITOR or its representatives to building floors, walls, or columns, or to the property of other EXHIBITOR. EXHIBITOR may not apply paint, lacquer, adhesive or other coating to building columns or floors or to standard booth equipment.

10. FIRE AND SAFETY REGULATIONS: EXHIBITOR agrees to comply with and accept full responsibility for compliance with federal, state, and municipal regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment. If any equipment or machinery is to be installed, or if fire or safety codes might in other ways be involved, contact Show Management.

11. ALCOHOLIC BEVERAGES: The use of alcoholic beverages in the Marketplace area by the EXHIBITOR is prohibited except by permission of ELA.

12. ATTENDANCE: ELA shall have sole control over admission policies at all times.

13. FAILURE TO HOLD THE MARKETPLACE: Should any contingency prevent holding of the Marketplace, this lease shall terminate. In such a case, ELA will limit the refund to be returned to the EXHIBITOR to the prorated amount paid for facility use and the EXHIBITOR waives any claim for damages or compensation beyond such and neither party

shall have any lull her obligation against the other.

14. EXHIBITOR REPRESENTATIVE'S RESPONSIBILITY: EXHIBITOR agrees to indemnify ELA. The MassMutual Center (MMC), members, officers, directors, agents, and employees of each of these entities and official show contractors against and hold them harmless for any claims arising out of the acts or negligence of the EXHIBITOR, his agents, or employees, or out of labor disputes.

15. INSURANCE, LIABILITY AND INDEMNITY:

A. EXHIBITOR agrees to indemnify, defend and hold harmless ELA, the Mass Mutual Center (MMC) and the Mass Convention Center Authority (MCCA) and each of their officials, officers, agents, employees, successors and assigns, collectively (here-in after, the indemnified "Parties") from and against any and all claims, demands, defense costs, liability, expense, or damages (direct or indirect) of any kind or nature arising out of or in connection with EXHIBITOR'S use and/or occupancy of the MMC, or arising out of any act or omission of EXHIBITOR, or any of EXHIBITOR'S employees, agents, contractors, representatives, patrons, guest or invitees.

B. EXHIBITOR further agrees to assume all risk, and to indemnify, defend and hold harmless the Indemnified Parties from and against any and all claims, demands, defense costs, liability, expense or damages (direct and indirect) of any kind or nature arising out of or in connection with damage to or loss of any property belonging to EXHIBITOR or EXHIBITOR'S employees, agents, contractors, representatives, patrons, guest or invitees.

C. EXHIBITOR further agrees to indemnify the Indemnified Parties for damage to or loss of their property arising out of or in connection with EXHIBITOR'S use and/or occupancy of the MMC, or arising out of any act or omission of EXHIBITOR or any of EXHIBITOR'S employees, agents, contractors, representatives, patrons, guest or invitees.

D. Notwithstanding the foregoing, EXHIBITOR shall have no indemnity obligation with respect to any claim to the extent such claim arises out of the gross negligence or intentional conduct of the MMC, MCCA

or ELA, or either of their employees. General liability and fire insurance is the responsibility of the EXHIBITOR. ELA assumes no risk, and by acceptance of this agreement the EXHIBITOR expressly releases ELA. The MassMutual Center (MMC), members, officers, directors, agents, and employees of each of these entities, and official show contractors of and from any injury to itself or employees while in the trade show quarters. EXHIBITOR agrees to hold ELA, The MMC and official show contractors harmless for damage to the EXHIBITOR from any cause whatsoever or from any action of any nature by ELA including damage to his business by reason of failure to provide space for his exhibit, or failure to hold the trade show as scheduled, except as provided herein.

EXHIBITORS must obtain insurance coverage at their own expense for property loss or damage up to \$1,000,000.00, liability for personal injury and workers compensation. Show management requires a certificate of insurance demonstrating same no later than January 15, 2011.

16. AMERICANS WITH DISABILITIES ACT: EXHIBITOR acknowledges its responsibilities under the Americans with Disabilities Act (ADA) to make its booth accessible to handicapped persons. EXHIBITORS shall also indemnify and hold ELA, the MMC, members, officers, directors, agents and employees of each of these entities harmless against cost, expense, liability or damage which may be incident to, arise out of, or be caused by EXHIBITORS failure to have its booth comply with the requirements of this Act.

17. LOTTERIES, CONTESTS: The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on the prior written approval from ELA.

18. RESTRICTIONS: ELA reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the Marketplace as a whole. It may forbid installation or request removal or discontinuation of any exhibit or promotion which, if contin-

ued, departs substantially from the description given advance approval. In the event of such restrictions or evictions, ELA is not liable for any refund of rental or other expenses. Advertising, displays, demonstrations, conferences, entertainment, convention registration, and hospitality rooms in the interest of business are not permitted except by firms that have rented space to exhibit.

19. OBSTRUCTION OF AISLES OR BOOTHS: Any demonstration or activity that results in the obstruction of aisles or prevents ready access to nearby EXHIBITOR'S booths shall be suspended for any periods specified by ELA.

20. INTERPRETATION AND ENFORCEMENT: These regulations become a part of the contract between the EXHIBITOR and ELA. All matters in question not covered by these regulations are subject to the decision of ELA and all decisions so made shall be binding on all parties affected by them as by the original regulations. The ELA event handbook also becomes part of the contract between the EXHIBITOR and ELA. All matters not covered by these Rules and Regulations, which are addressed in the ELA event handbook are incorporated into these Rules and Regulations as if set forth in full. The ELA event handbook is available on request.

21. UNION RESTRICTIONS: EXHIBITORS are required to observe all union contracts in effect between ELA, its official contractors, all venues and facilities, and various other organizations. ELA cannot take the responsibility for interference with the show caused by disputes involving union personnel and individual exhibitors.

22. SECURITY: The MassMutual Center (MMC) and its security staff will take reasonable precautions to safeguard EXHIBITOR'S property. The taking of these precautions shall not be construed as an assumption of obligation or duty with respect to the protection of EXHIBITORS properly. EXHIBITOR shall not hold ELA liable for any loss, damage, theft or destruction of EXHIBITOR'S property, and further shall indemnify ELA, the MMC, members, officers, directors, agents and employees of each of these entities and official

show contractors against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the EXHIBITOR in connection with the EXHIBITOR'S use of space.

23. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES: In the interest of the success of the entire conference, the EXHIBITOR agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference or exhibit hall during official exhibit or conference hours.

24. RESTRICTIONS OF ACTIVITIES: All EXHIBITOR'S activities must be confined to the contracted exhibit space. No solicitation or distribution of materials outside of exhibit space will be allowed.

25. FOOD SALES ON THE FLOOR: EXHIBITORS are prohibited from bringing in any food or beverage for sale at the event.

26. EXHIBITOR CANCELLATION: If, for any reason, EXHIBITOR is unable to take possession of all or part of the exhibit space contracted for, the EXHIBITOR must notify ELA of this fact in writing and will be obligated to pay ELA fees based on the following cancellation schedule: Prior to December 31, 2010 – 50% of registration due – January 1, 2011 or after – 100% of registration due.

27. REGISTRATION AND CONTRACT OBLIGATIONS: These Rules and Regulations are incorporated into the Agreement between EXHIBITOR and ELA as if set forth in full. These Rules and Regulations, the Agreement signed between the EXHIBITOR and ELA and the ELA event handbook are all contained within the agreement between ELA and the EXHIBITOR. No waiver, modification or amendment of the agreement, these Rules and Regulations and the ELA event handbook shall be in force or effect unless in writing and executed by both parties.

28. HELIUM BALLOONS: EXHIBITORS are prohibited from bringing in helium balloons unless a signed waiver is provided to them by ELA or the MassMutual Center (MMC). EXHIBITOR is liable for any and all expenses incurred if this policy is not followed.