

Trade Shows and Conventions Rate Schedule

7/1/2019 - 06/30/2020

EXHIBIT HALLS / EXTERIOR SPACE

Exhibit Halls	Non-Exhibits Minimum Rental Per Event Day	Exhibits Minimum Rental Per Event Day	Net Square Foot Rate Per Event Day
Exhibit Hall A	\$12,250	\$24,500	\$0.41
Exhibit Hall B	\$12,250	\$24,500	\$0.41
Exhibit Hall C	\$12,250	\$24,500	\$0.41
Exhibit Hall D	\$16,300	\$32,650	\$0.41
Exhibit Hall E	\$9,200	\$18,400	\$0.41
Exterior Space	N/A	N/A	\$0.30

ARENA / ARENA LOBBY/ ARENA MEETING ROOMS

Arena Area	Non-Exhibits Minimum Rental Per Event Day	Exhibits Minimum Rental Per Event Day	Net Square Foot Rate Per Event Day
Arena	\$15,000	\$15,000	N/A
Arena Lobby	\$1,100	\$1,500	\$0.41
Arena Room #1	\$300	\$600	N/A
Arena Room #2	\$200	\$400	N/A
Arena Rooms 1-2	\$500	\$1,000	N/A
Arena Plaza	\$2,000	\$2,000	See Exterior Space
Grand Plaza Center Section	\$500	\$500	See Exterior Space
Grand Plaza East Section	\$500	\$500	See Exterior Space
Grand Plaza West Section	\$500	\$500	See Exterior Space
Grand Plaza	\$1,500	\$1,500	See Exterior Space

ACC NORTH

ACC North	Non-Exhibits Minimum Rental Per Event Day	Exhibits Minimum Rental Per Event Day	Net Square Foot Rate Per Event Day
Level 1	\$15,300	\$15,300	\$0.41
Level 1 North Half	\$10,200	\$10,200	\$0.41
Level 1 South Half	\$10,200	\$10,200	\$0.41
Level 2	\$15,300	\$15,300	\$0.41
Level 2 North Half	\$10,200	\$10,200	\$0.41
Level 2 South Half	\$10,200	\$10,200	\$0.41

SECOND LEVEL MEETING ROOMS / THIRD LEVEL MEETING ROOMS

Meeting Rooms	Non-Exhibits Minimum Rental Per Event Day	Exhibits Minimum Rental Per Event Day	Meeting Rooms	Non-Exhibits Minimum Rental Per Event Day	Exhibits Minimum Rental Per Event Day
201A	\$415	\$730	210A	\$415	\$730
201B	\$415	\$730	210B	\$415	\$730
201C	\$415	\$730	210C	\$415	\$730
201D	\$515	\$950	210D	\$515	\$950
201ABCD	\$1,760	\$3,140	210ABCD	\$1,760	\$3,140
202A	\$305	\$540	211A	\$305	\$540
202B	\$305	\$540	211B	\$305	\$540
202AB	\$610	\$1,080	211AB	\$610	\$1,080
203A	\$305	\$540	212A	\$305	\$540
203B	\$360	\$640	212B	\$360	\$640
203AB	\$665	\$1,180	212AB	\$665	\$1,180
204A	\$555	\$980	213A	\$415	\$730
204B	\$1,035	\$1,825	213B	\$415	\$730
204C	\$660	\$1,165	213C	\$415	\$730
204ABC	\$2,250	\$3,970	213D	\$515	\$950
205A	\$305	\$540	213ABCD	\$1,760	\$3,140
205B	\$305	\$540	303A	\$440	\$775
205AB	\$610	\$1,080	303B	\$440	\$775
206A	\$305	\$540	303C	\$440	\$775
206B	\$360	\$640	303D	\$440	\$775
206AB	\$665	\$1,180	303ABCD	\$1,760	\$3,100
207A	\$415	\$730	304A	\$440	\$775
207B	\$415	\$730	304B	\$440	\$775
207C	\$415	\$730	304C	\$440	\$775
207D	\$515	\$950	304D	\$440	\$775
207ABCD	\$1,760	\$3,140	304ABCD	\$1,760	\$3,100
208A	\$335	\$590	Ballroom A	\$2,400	\$4,225
208B	\$335	\$590	Ballroom B	\$2,400	\$4,225
208AB	\$670	\$1,180	Ballroom C	\$2,400	\$4,225
209A	\$335	\$590	Ballroom D	\$2,400	\$4,225
209B	\$385	\$680	Ballroom E	\$2,400	\$4,225
209AB	\$720	\$1,270	Ballroom ABCDE	\$12,000	\$21,125

RENTAL RATE

- All rental rates are based on a minimum rate or a net square foot rate, whichever is greater.
- For the purpose of calculating rental, the net square foot rate versus the minimum rate will be calculated for each hall, not in aggregate for multiple hall shows.
- Full room rental will be charged regardless of actual space used.
- One complimentary move-in and / or move-out day is provided for each paid exhibit event date contracted, based on availability. Full facility events may receive one additional day of move-in or move-out at no additional charge. Additional requested move-in and / or move-out days will be charged 50% of the minimum daily rate.

NET SQUARE FEET

- Net square feet is defined as total display area less aisle space and food services areas. Convention Center shall have the right to determine what, if any, exhibit space will qualify for exclusion from rental charges.

MEETING ROOM RENTAL

- All meeting rooms used for meetings will be charged according to the "Non-Exhibits" rates listed on the chart above.
- All meeting rooms used for exhibit purposes will be charged according to the "Exhibits" rates listed on the chart above.
- All areas used as meeting function space will receive a credit equal to 10% of the net amount charged to the Tenant for catered food and beverage served in the facility. This applies to all catered food and beverage only. This credit does not apply to areas used as exhibit space. The maximum credit cannot be greater than the total rent charged for meeting space per the contract.
- Business Centers or Concierge type services brought in by Tenant will be charged at the prevailing daily meeting room rate as listed.
- Trade Shows with exhibits will receive a credit against their total meeting room rental fees in the amount of \$4,900 per paid event day for Halls A, B, C and E and a credit of \$7,300 per paid event day for Hall D (if rental is paid on full Hall, otherwise a \$4,900 credit if wedge is not used) and a credit of \$3,275 per paid event day for ACC North (based on 100,000 square feet of each exhibit space)

ADVERTISING

- An exhibitor or sponsor advertising banners or signs which are hung or otherwise displayed in public areas of the Facility, for which Tenant receives a commission or any other financial benefit, shall be charged a rate of \$500 per sign or banner. The location, size and ad copy of signage is subject to prior approval by the Convention Center Executive Director or his appointed designee.

GENERAL SESSIONS

- For General Session meetings held in an exhibit hall, a maximum of 2,000 chairs is included in the rental. Additional chairs will be charged to Tenant at rates prevailing at the time of event.

SERVICES, FACILITIES AND EQUIPMENT INCLUDED IN RENTAL

- Designated show offices shall be provided to Tenant based on availability.
- Tenant or Tenant's contractor shall be responsible for the removal and proper disposal of all exhibit related trash including, but not limited to crates, lumber and bulk trash and the cleaning of aisle carpet or other floor covering installed by Tenant or Tenant's contractor throughout the term of the lease.
- Public address system in the Exhibit Halls and the Arena with one hardwired microphone.
- House lighting, ventilation, heat and/or air conditioning will be provided on event days. Facility will provide a minimum comfort level and work lighting on other days of tenancy. Additional cost for technician labor calls that begin at 7:00am or earlier and end after 11:30pm shall be charged to Tenant at rates prevailing at the time of the event.
- Meeting rooms shall be used for purposes directly related to Conventions or Trade Shows.
- Meeting Rooms shall not be assigned or sublet to others without the approval of the Convention Center Executive Director. If approval is granted, Tenant will be charged a daily rate for each room sublet per the applicable Meeting Room rate schedule. Tenant will also be responsible for any other meeting room related charges incurred.
- Meeting Room rental includes one standard initial theater, classroom or banquet-style set-up. Room re-sets will be charged at prevailing labor rates. Costs for additional equipment or personnel shall be charged to Tenant at rates prevailing at the time of event.

EVENT REQUIREMENTS AND STAFFING

- Event-related staffing, including but not limited to, security, ushers, crowd control, registered nurses, fire watch, and Box Office personnel may be required from Convention Center at the Tenant's expense. All event requirements must be approved by Convention Center management at least twenty-one days prior to beginning of tenancy.

ADDITIONAL SERVICES AND EQUIPMENT

- Food and beverage service is provided exclusively by ARAMARK Sports and Entertainment Services. ARAMARK offices are located in the Convention Center. Arrangements for these services shall be made through the General Manager of ARAMARK at (714) 765-8800.
- Exhibitor and Show telecommunication services; voice, data and internet access, wired and wireless data and internet service, networking and custom configuration services, cable TV and connectivity to such services is provided exclusively by Smart City Networks. Arrangements for these services shall be made through their office located in the Convention Center at (714) 765-8600.
- All Audio/Visual services can be provided through our preferred vendor, PSAV Presentation Services. Arrangements for their services may be made through their office located in the Convention Center at (714) 765-8667.
- PSAV Presentation Services is the exclusive rigging provider in the Arena, the Ballroom, Meeting Room, ACC North and all non-trade show events in the exhibit halls. Arrangements for this service may be made through their office located in the Convention Center at (714) 765-8667.
- Based upon availability, Convention Center can provide equipment within the limits of Convention Center's inventory at rates prevailing at the time of event (see Equipment and Services Rates Schedules). Arrangements can be made with the Convention Center's Event Manager.

PARKING

- The Convention Center reserves the right to charge a fee to all users of its parking areas at the rate prevailing at the time of event. Vehicles requiring more than one parking space will be charged at a higher rate. There are no in and out privileges and no guarantee regarding the number of spaces available to any specific event.

PROHIBITED ALTERATIONS / DECORATIONS

- Placement of self-sticking tape, glue, nails or other fasteners on any walls, carpets, furniture, railings or other property of the Convention Center is strictly prohibited without prior written approval of the Convention Center Executive Director. Any tape, adhesives or fasteners affixed by Tenant or any guest or agent of Tenant to Convention Center property will result in a charge to TENANT of up to \$250 per placement.