

General Conditions for Participation in Fairs and Exhibitions - International

(hereinafter referred to as „GCP-INTERNATIONAL“)
As per June 2023



In case of disagreement, the Special Conditions for Participation in Fairs and Exhibitions-International shall have priority over the General Conditions for Participation in Fairs and Exhibitions-International

1. Application

Applications to exhibit at a fair or exhibition ("EVENT") must be made on the official printed application form, which must be accurately completed and signed in a legally effective manner. Alternatively the application can be effected online by accurately completing and sending the online form and if need be additional confirmation of a link received by e-mail.

Such an application constitutes a contractual offer to NürnbergMesse GmbH ("NM") and cannot be endorsed with conditions and restrictions, particularly with respect to desired stand positions, which do not represent a condition for participation. By signing this form or sending the online form more specifically additional confirmation of a link received by e-mail, the General and Special Conditions for Participation are recognized as binding and included into the contractual offer by the applicant, who is also responsible and liable for adherence to the said conditions by persons employed by him at the event.

2. Admission / Stand space confirmation

Admission of exhibitors and listed exhibits is a matter for the sole discretion of NM, who will confirm same in a written or text form stand space confirmation (e.g. e-mail). The contract comes into force on confirmation of admission. Reservations or conditions stipulated in the application are invalid without the written confirmation of the NM. The admission to the IWA Pavilion requires a mandatory participation at IWA OutdoorClassics 2027. In the event of cancellation of the IWA OutdoorClassics 2027, the participation in the IWA Pavilion will also be canceled. The exhibitor shall remain obliged to pay cancellation fees on the value of the ordered stand rental fee as set out in clause 6.

If the content of the confirmation of admission differs significantly from the content of the application form, the contract is concluded in accordance with the confirmation of admission if the exhibitor does not object in writing within two (2) weeks of receipt. In this case, the organizer will be obligated to specifically inform the exhibitor of the two-week objection period and the consequences of the lapse of the prescribed period in the stand space confirmation.

A legal entitlement to admission does not exist. If the number of suitable applications received by the NM before the application deadline exceeds the amount of space available, admission will be decided at the discretion of NM. NM is also entitled to limit the listed exhibits.

Admission applies only to the listed exhibits, the exhibitors specified in the stand space confirmation and the space stated therein. Other items than those listed and admitted cannot be exhibited.

An exhibitor who has previously failed to settle his financial obligations to NM or settle them punctually may be excluded from admission.

If economic sanctions have been imposed by the EU, Germany, other EU/ EEA states, or the United States against the country in which the exhibitor has its registered head office or from which the exhibitor's products originate (e.g., due to wars that violate international law, war crimes or the like), the exhibitor may be excluded from admission completely or with respect to individual products to the extent that the organizer or other trade fair participants cannot be reasonably expected to tolerate an admission of the exhibitor. This shall also apply if the economic sanctions do not prohibit participation in the event.

3. Allotment of space, subsequent alteration of stand space

3.1 The space allotment will be done by the organizer in accordance with the product groups and arrangement of the event concerned and subject to the space available. Siting requests made in the application form will be considered as far as possible. Order of receipt of applications will not be the sole deciding factor for allotment of space.

3.2 The organizer is entitled to subsequently alter the shape, size, dimensions, and position of the stand space allotted to the exhibitor to the extent required for reasons of safety or public order, the more efficient utilization of rooms and areas, or to avoid gaps in the exhibition areas (e.g., due to cancellations) and insofar as such an alteration is reasonably acceptable to the exhibitor. The organizer must immediately notify the exhibitor of the necessity of such a measure and, if possible, offer an equivalent stand space. If the subsequent alteration results in a smaller stand rent, the corresponding proportion of the stand rent will be refunded to the exhibitor. Otherwise, the exhibitor will not be entitled to derive any further rights from a subsequent alteration according to item 3.2.

3.3 Exhibitors must accept that the location of other stands at the beginning of the fair or exhibition may have altered since the time of admission; no claim may be made on account of such alterations.

3.4 Exchanging the allotted space with that of another exhibitor or transfer to a third party, even only in part, is not allowed without the permission of NM

4. Joint exhibitors

Stand spaces are hired only as complete spaces and only to one contractual partner. Exceptions may be made to this rule, if necessary. If several exhibitors wish to share a stand space, they must name a representative in their application form who is authorized to act on their behalf in negotiations with NM.

5. Co-exhibitors

5.1 The use of the stand space by another company with its own products and personnel (hereinafter referred to as „CO-EXHIBITOR“) requires a

separate application and admission by NM. Admission of one or more co-exhibitors is subject to a special fee.

5.2 Responsibility for ensuring that co-exhibitors fulfil all their commitments shall rest with the principal exhibitor, if applicable, in addition to the co-exhibitor.

6. Stand rental fee, lien

Stand rentals and terms of payment are shown in the SPECIAL CONDITIONS FOR PARTICIPATION (SCP) - INTERNATIONAL. Payment of the stand rental must be made in accordance with the dates laid down before the allotted space may be occupied. Complaints about the invoice can only be considered if they are submitted within 14 days of invoicing. NM is entitled to exercise its right of lien and sell any distrainted property on the open market after written notice of intention. No liability will be accepted for damage to seized items unless deliberate or caused by gross negligence.

7. Withdrawal of application, cancellation of part of stand space

In case the exhibitor withdraws his application, cancels part of the stand space or does not participate in the event, NM is entitled to use the hired stand space or the cancelled part of the space for other purposes and re-let to third parties. The exhibitor shall remain obliged to pay cancellation fees on the value of the ordered stand rental fee as set out in clause 6. In detail, reference is made to SCP-International.

8. Cancellation of admission

NM may cancel confirmation of admission and re-let the space elsewhere in the following cases:

- The stand is obviously not occupied by the exhibitor in good time before the event (specified in SCP-International).
- The exhibitor fails to pay the stand rental fee at the agreed time and allows a period of grace granted by NM to laps without result.
- An application to commence insolvency proceedings against the exhibitor's assets is lodged or rejected for lack of assets, or insolvency proceedings have already been commenced.
- The conditions for stand space confirmation are no longer fulfilled by the registered exhibitor or NM receives knowledge of grounds which would have justified exclusion if they had been disclosed earlier.
- The exhibitor infracts NM's site regulations.

NM reserves the right to assert claims for damages in such cases. The exhibitor has no entitlement to claim damages.

9. Cancellation of rental exhibition stands and other services

Once admission has been confirmed, the exhibitor must pay charges even if he withdraws his application, does not exhibit or downsizes the stand space. NM also reserve the right to assert claims for damages.

If the exhibitor cancels the order for rental exhibition stands and/or other services, a cancellation fee is payable. In detail, reference is made to SCP international.

The exhibitor retains the right to prove that the requested compensation for costs incurred is too high.

10. Exclusion of exhibits

NM and any trade show co-organizer are entitled to demand the removal of items which have not been listed in the application form or prove to be dangerous, a cause of annoyance or otherwise unsuitable, or which can be proved to be a violation of industrial property rights. If this demand is not complied with, the said items will be removed by NM or the trade show co-organizer at the expense of the exhibitor. If a violation of industrial property rights by an exhibitor is proved (e.g. on the grounds of a valid court ruling against the exhibitor), NM may exclude the exhibitor from participating in a subsequent event.

11. Stand assembly, equipment and design

Stands must conform to the overall layout of the event. NM reserves the right to forbid the erection of stands which are in this respect unsuitable or inadequate or to alter them at the exhibitor's expense. Stands must be properly equipped and manned by qualified personnel at the specified times for the entire duration of the event. Stand fitting must be completed at the latest by the end of the period allowed for stand assembly and stands cleared of any packing materials. Removal of exhibits or dismantling of stands before the end of the event is not permitted. Names and addresses of exhibitors must be clearly displayed on the stands. In case of discrepancies, the SCP-INTERNATIONAL prevail over the GCP-INTERNATIONAL. The approval of NM is needed if stand constructions exceed the specified height limits for stands. Consent is also needed for particularly heavy exhibits. Fixing to the hall floor is not permitted. After the official closing of the event or after a measure according to 12.1 or 12.3 was taken that did not involve a continuation of the event, basic items, insofar as these have been provided by NM, must be returned undamaged and in their original condition.

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Damage caused through negligence or not immediately notified at the time of occurrence must be indemnified by the exhibitor. Exhibits which still remain on the stands after the end of the period allowed for dismantling may be removed and stored at the exhibitor's own expense.

- 12. Cancellation, change of place or time, interruption, closure of the event**
- 12.1** After contract formation, the organiser may cancel the event in full or in part, change the location or time, or shorten, discontinue, interrupt or close the event if it is impossible to hold the event at the event location and/or at the event time in full or in part (according to Section 275 (1) - (3) German Civil Code (BGB)) or if there is a valid reason and the organiser or its vicarious agents are not responsible for the valid reason. The interruption includes the possibility of delaying the end of the event to compensate for the interruption in full or in part.
- 12.2** A valid reason within the meaning of Section 12.1. exists
- when there are sufficient indications that holding or continuing the event would entail an unacceptable, concrete risk to life, limb or health, or
 - when there are sufficient indications that holding or continuing the event would entail a concrete risk of considerable property damage, or
 - if holding or continuing the event would be considerably impaired in full or in part or if such a considerable impairment is likely by reason of a natural event, war, pandemic, epidemic, terror risk or attack, labour dispute, limitation of transportation, utility and/or communication connections, unexpected limitation of the usability of the event space, travel restrictions, official orders, official recommendations or restrictions, or force majeure. A considerable impairment exists when the event cannot be held as planned and for that reason the purpose of the event for visitors, exhibitors and organisers cannot be achieved or only with significant restrictions.
- 12.3** After contract formation, moreover, the organizer may also cancel the event up to eight weeks before the start of the event if more than 60% of rented stand space or more than 60% of registered exhibitors (including co-exhibitors) compared to the registration status at the time of general distribution of approvals/stand area confirmations are eliminated due to the refusal or cancellation of other exhibitors, so that the event can no longer represent significant parts of the industry and therefore the purpose of the event for visitors, exhibitors and organizers cannot be achieved or only with significant restrictions.
- 12.4** The organiser shall decide at its reasonable discretion whether a measure will be taken and what measure will be taken according to Section 12.1 or 12.3, also in consideration of the legitimate interests of visitors and exhibitors. If holding the event is completely impossible in accordance with Section 275 BGB, the organiser shall likewise always be entitled to cancel the event.
- 12.5** The organiser shall be obligated to immediately inform the affected exhibitors of a measure according to Sections 12.1 or 12.3.
- 12.6** If the event is cancelled before it begins according to Sections 12.1 or 12.3, the organiser and the exhibitor shall be released from their reciprocal contractual performance obligations. Any already paid stand rent and the remuneration for services agreed between the organiser and the exhibitor shall be refunded to the exhibitor.
- 12.7** If the event is discontinued, interrupted, shortened or closed after it has begun according to Section 12.1, the organiser shall be released from its contractual performance obligation from this time onward or for the period of interruption. The stand rent shall be reduced in the ratio of the discontinued event duration to the planned total duration of the event. Reduction of stand rent shall be excluded in the event of an immaterial shortening or interruption of the event of up to 15% of the event duration. If the interruption is compensated by a delay of the end of the event, the stand rent will not be reduced. Any overpaid stand rent shall be refunded to the exhibitor. Insofar as services agreed between the exhibitor and the organiser can no longer be provided due to the measure according to Article 12.7 sentence 1 (e.g. discontinuation) or insofar as the provision of the not yet provided portions of services has become pointless as a result of the measure, the exhibitor shall only owe the remuneration attributable to the provided portion of the services. In case of an impossibility for which the organiser or one of its vicarious agents is responsible, the organiser shall not be entitled to the remuneration insofar as the exhibitor has no interest in the already provided portion of the service. Any overpayment of remuneration shall be refunded to the exhibitor. The exhibitor shall owe the full remuneration for the service of individual stand construction as soon as the stand construction is completed.
- 12.8** If the event is shortened or if the place or time of the event is changed before it begins according to item 12.1, without the consent of the exhibitor, and if the exhibitor is consequently no longer interested in participating in the event, the exhibitor will be entitled to rescind the contract. The rescission may only be declared immediately, but at the latest within 14 days after notification of the change or shortening, to the organizer in text form. If the exhibitor declares the rescission in due time, item 12.6 shall apply accordingly. If the exhibitor does not declare the rescission in due time, the services agreed between the exhibitor and the organizer shall also be performed at the new date.

12.9 If the event is cancelled, discontinued, interrupted, shortened, the location or time of the event is changed or the event is closed only partially (e.g. in relation to a certain hall), the legal consequences of Sections 12.6 to 12.8 shall only apply in relation to the exhibitors directly affected by the measure according to Section 12.1. The exhibitors in those parts of the event that are held without changes shall still be obligated to pay the full stand rent.

12.10 The exhibitor may not assert claims for damages or claims for reimbursement of expenses on the basis of a measure according to Sections 12.1 or 12.3; claims of the exhibitor based on impossibility according to Section 275 BGB for which the organiser or one of its vicarious agents is responsible remain unaffected by this – although subject to the limitations of Section 19.

12.11 Any further rights of the organiser based on frustration of contract according to Section 313 BGB remain unaffected by this Section 12.

13. Assembly and dismantling passes, exhibitor passes

Passes for exhibitors and workmen employed during the period of stand construction and dismantling will be issued to the applicant, if applicable. In detail, reference is made to SCP-INTERNATIONAL.

14. Advertising

Advertising of all kinds is allowed only within the stand space rented by the exhibitor for his own firm and only for products and/or services produced or distributed by him, insofar as these have been listed in the application form and admitted. The use of apparatus and equipment to achieve an increased advertising effect by optical and/or acoustic means requires the prior written consent of NM. Advertising outside the stand space rented by the exhibitor is only possible as part of the advertising and sponsoring measures offered by NM and approved by the trade show co-organizer. Advertising of a political nature is forbidden.

15. Photographs, drawings, films

NM and the trade show co-organizer are entitled to have photographs, drawings, videos and films made of the event, exhibits and exhibition constructions and stands and to use these for publicity or press purposes without exhibitors being able to object for any reason. This also applies to photographs produced directly by the press or television with the consent of NM and trade show co-organizer. For photographs, drawings and films of stands against payment, exhibitors must only use service contractors authorized by NM and the trade show co-organizer and in possession of a relevant permit. Only these service contractors may be commissioned before or after the official daily opening hours. Other service contractors are not admitted during these hours. Exhibitors are not permitted to produce photographs, drawings, videos and films of the stands and exhibits of other exhibitors.

16. Direct selling

Direct selling is not allowed unless expressly permitted by the SCP-INTERNATIONAL, in which case objects for sale must be marked clearly with their prices. Exhibitors are responsible for ensuring that they obtain the necessary permits from the relevant trade and health authorities and comply with regulations.

17. Cleaning

NM is responsible for general cleaning of the grounds and hall passages. Stand cleaning is the responsibility of exhibitors and must be completed daily before the opening of the event. Exhibitors have to use the service contractor engaged by NM for stand cleaning.

18. Supervision

Exhibitors are strongly recommended to make their own arrangements for the security of their stands and exhibition items and effect appropriate insurance cover. Valuable items which can be easily removed should be locked away out of the opening hours. Additional stand supervision is available at the exhibitor's own expense.

19. Liability, insurance, accident prevention

19.1 NM bears unlimited liability only in cases of intent or gross negligence and for damages due to loss of life, bodily injury or damage to health. In all other cases NM shall be liable only

- in the event of a breach of cardinal obligations. Cardinal obligations are obligations of fundamental importance for the proper execution of the contract and which the EXHIBITOR can expect to be regularly fulfilled;
- if NM is legally obliged to take out liability insurance cover or this is usually the case;
- if NM has claimed a special degree of trust or occupies a qualified position of trust.

In these cases, however, NM is only liable for typical foreseeable damage (hence not usually liable for consequential damage) and then only up to a limit of EUR 100,000 for each case of damage. The liability limitation applies only to businessmen, juristic persons under public law and special public assets. Moreover, liability due to slight or ordinary negligence is excluded. This liability limitation also applies to the conduct of NM's performing and vicarious agents.

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19.2 The exhibitor/co-exhibitor or joint exhibitor is liable for any damage to persons or objects caused culpably by himself, his employees, his representatives or his exhibits and equipment.

19.3 The exhibitor is fundamentally obligated to obtain adequate insurance protection itself. It is recommended that the exhibitor take out exhibition insurance to cover the transport and sojourn risk. Such insurance can be arranged by the organizer under a framework agreement.

19.4 The exhibitor is obliged to fit the exhibited machinery and equipment with safety devices complying with the accident prevention rules of the appropriate professional associations. NM is entitled to prohibit the event or operation of machinery and/or equipment at its discretion.

20. Protection of industrial property rights

Protection of copyright or other patent rights of exhibits is the responsibility of the exhibitor. A six-months period of protection from the beginning of an event by reason of the law relating to the protection of inventions, samples and trade marks of 18 March 1904 (RGBl. page 141) only takes effect if the Federal Minister of Justice has published a relevant announcement in the Bundesgesetzblatt (Federal Law Gazette) for the event concerned (see SCP-INTERNATIONAL, exhibition priority).

21. Site regulations, contraventions

Exhibitors agree to accept the site regulations during the event in all parts of the exhibition center. The instructions of NM's and trade show co-organizer's employees, who possess official identity cards, must be complied with. Contraventions of the GCP-INTERNATIONAL and SCP-INTERNATIONAL or instructions within the framework of the site regulations shall entitle the organizer and/or trade show co-organizer, if such contraventions continue after warning, to immediate closure of the stand at the exhibitor's own risk and expense and without claim to compensation.

22. Place of fulfilment and jurisdiction

The place of fulfilment is Nuremberg, Germany. The same applies to the place of jurisdiction when the exhibitor is a merchant in his own right or a juristic person under public law or does not have a general inland place of jurisdiction. NM is also entitled to take legal proceedings against the applicant at the applicant's general place of jurisdiction.

23. Data protection notice

Personal data will be processed by the organizer as the controller within the meaning of data protection law, and where applicable by our ServicePartners, with due regard to the data protection regulations applicable to the support and information provided to customers and interested parties and the performance of the offered services (legal basis: Art. 6 para. 1 letter b EU-GDPR).

In accordance with the principle of data minimisation and data avoidance, only that data which is absolutely necessary for the aforementioned purposes will be processed. Personal data will of course be treated as confidential and protected as best as possible by means of appropriate security measures. Only authorised persons engaged in providing technical, commercial and customer administration support will have access to your data. Naturally, appropriate job processing agreements have been concluded to the extent legally required.

Personal data will be retained until the contractual relationship with the organizer is terminated and also until the data is no longer needed for other legal reasons (e.g. due to statutory retention periods).

Every exhibitor has the right to complain about this data processing to the competent data protection supervisory authority and may demand, subject to fulfilment of the legal conditions, information, rectification, erasure or restricted processing, object to the processing or assert his right to data transferability. NürnbergMesse GmbH or its data protection officer will be glad to answer any questions on this subject. You can find additional information on the subject of data protection, particularly including the relevant contacts, at www.nuernbergmesse.de/en/data-protection.

24. Data use for promotional purposes

The organizer has an interest in cultivating the customer relationship with its exhibitors and providing them with information and offers about its own similar events and services or those of its subsidiaries. Therefore, the data transmitted with the submission of the application (company name, address, telephone/fax number and e-mail address) will be processed by the organizer itself and where applicable transferred to its ServicePartners and subsidiaries and processed by them in order to transmit appropriate event-related information and offers by e-mail in accordance with Art. 6 para. 1 letter f EU-GDPR.

Objection to the transfer and use of data for purposes of direct promotion can be notified to the organizer at any time; this also applies to profiling if it is directly related to the direct advertising. Once the objection is notified, the data will no longer be processed for this purpose. The objection can be notified without observing formal requirements and without indication of reasons and without incurring separate costs aside from the customary transmission costs at basic rates.

You can find additional information on the subject of data protection, particularly concerning the exercise of your rights as a data subject and relevant contacts, at www.nuernbergmesse.de/en/data-protection.

25. Severability clause

If any provisions of these GCP-INTERNATIONAL are partially void or incomplete, this shall not affect the validity of the remaining provisions and the contract. In such cases, the parties agree to replace the void or missing provision by a provision that most closely relates to the business purpose intended by the parties.

Special Conditions for Participation in Fairs and Exhibitions – International

(hereinafter referred to as „SCP-INTERNATIONAL“)

As per August 2023



1. Contract Partner / Organizer of the IWA Pavilion

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www.nuernbergmesse.de
CEO: Peter Ottmann
Registration Number HRB 761 Nürnberg
Chairman of the Supervisory Board:
Albert Füracker, Mdl.
Bayrischer Staatsminister der Finanzen und Heimat / Bavarian Minister of Finance and Regional Identity

-(hereinafter referred to as "NM")-

2. Contractual terms

The License for participation in any event consists of the GENERAL CONDITIONS FOR PARTICIPATION IN FAIRS AND EXHIBITIONS-INTERNATIONAL (hereinafter referred to as "GCP-INTERNATIONAL"), these SCP-INTERNATIONAL, the rules of the Exhibition facility and the 2027 EXHIBITOR AND ATTENDEE RULES & REGULATIONS (collectively, the "License") provided by NM and the SHOT Show Owner. Exhibitor agrees to be bound by such. The SCP-INTERNATIONAL are based on the conditions of participation "SHOT SHOW® EXHIBITION LICENSE - TERMS AND CONDITIONS". In the event of a conflict between the Special Conditions and the General Conditions, the terms of the Special Conditions shall govern and control.

3. 2027 EXHIBITOR AND ATTENDEE RULES & REGULATIONS

NM may provide to the EXHIBITOR an exhibitor manual with all technical, organisational and venue information. The manual may be provided in hard copy, electronic version or download from the internet. The exhibitor must carefully read the manual. Rules, regulations and deadlines mentioned in the exhibitor manual are binding for all exhibitors.

4. SHOT Show Owner & Manager Information

Company identified in the Exhibitor Application (Page 1), including its directors, officers, employees, guests, contractors, agents and other authorized and approved representatives, is hereinafter referred to as "Exhibitor," and National Shooting Sports Foundation, Inc.® and ConvExx, LLC, together with their affiliates and each of their respective directors, officers, employees, and authorized agents, are hereinafter collectively referred to as "Show Management."
The SHOT Show is owned and sponsored by the National Shooting Sports Foundation, Inc., 6 Corporate Drive, Suite 650, Shelton, CT 06484, and managed by ConvExx, LLC, 6865 S. Eastern Ave., Suite 101, Las Vegas, NV 89119.

5. Admissions

Admission to the Exhibition is open only to qualified commercial buyers and sellers doing business in the industry served by the Exhibition and who are registered with Show Management. No persons under 16 years of age (including infants) will be admitted to the Exhibition. It is a violation for any Exhibition attendee (exhibitor or general attendee) to falsely certify third parties for admission to the Exhibition, including, without limitation, permitting a third party to register using the attendee's company name unless the third party is a member of attendee's personnel or has a contractual business relationship with the attendee (other than as a consumer of attendee's products and/or services for personal use) or using any other method to assist ineligible parties to gain admission to the Exhibition. All attendees must meet Exhibition eligibility requirements and admissions to the Exhibition are subject to verification by Show Management. Show badges constitute a limited, revocable license to attend the current SHOT Show. Badges cannot be reproduced, transferred or resold. Show badges are the property of Show Management and may be revoked at any time for any reason. Show Management and NM shall have sole control over admission policies at all times and may **establish new policies** or revise existing policies at any time. Show Management and NM reserve the right to take appropriate action in enforcing admissions policies, up to and including evicting exhibitors and attendees from the Exhibition found in violation of admission policies.

6. License

This License is issued solely and exclusively to the named Exhibitor identified in the Exhibitor Application. Exhibiting manufacturer's representatives and/or distributors must list their participating principals as the Exhibitors of record. This License is a limited, non-transferable, revocable license permitting Exhibitor to occupy and utilize the booth area or other space assigned to it by Show Management at the Exhibition and to exhibit permitted products/services and utilize such services as are provided by Show Management, subject to all License terms. Show Management and NM reserves all other rights not expressly granted to Exhibitor. Neither Show Management nor the Exhibition nor NM endorse, certify or assume responsibility for exhibitors or their products or services.

Mere participation in the Exhibition or issuance of this License does not imply such endorsement, certification or Show Management or NM responsibility. This License can be revoked at any time at the sole discretion of NM, including, without limitation, for any Exhibitor violation of this License.

7. Payment

Exhibitor shall pay all remaining booth registration. All fees and related charges due, including additional fees, if any, for advertising insertions or payments by credit card, together with any late fees thereon, must be paid in full before Exhibitor shall be permitted to install its display at the Exhibition. The Exhibitor Application shall serve as Exhibitor's invoice for all amounts owed to NM should a separate invoice be delayed or not be issued. Failure by Exhibitor to pay all booth and other fees in full in a timely manner may be considered a withdrawal or cancellation by NM and may result in the Exhibitor being prohibited from participation in the Exhibition.

8. Offset

NM shall have the right to set off against any amount which may be due from NM to Exhibitor, pursuant to the License or otherwise, any amounts owed to NM by Exhibitor or its affiliates for any reason. In addition, NM shall have the right to apply and deduct any amounts received from Exhibitor under this License to any other amounts due to NM from Exhibitor or its affiliates.

9. Rules & Regulations

Show Management and NM may issue and enforce such rules, regulations and policies it deems necessary for the safe, orderly and commercially sound operation of the Exhibition. Exhibitor agrees to comply with all such rules, regulations and policies, including, without limitation, the Exhibitor Rules & Regulations, the Exhibit Display Regulations, the Exhibitor Resource Center, the Rules of the Exhibition Facility, and all other rules, regulations and policies (collectively "PR&Rs" in existence or as amended from time to time) governing the Exhibition and Facility, and acknowledges, if requested, receipt of a copy of the same. Show Management and NM will use its best reasonable efforts to notify Exhibitor of any changes to Exhibition rules, regulations and policies, but Exhibitor acknowledges and agrees that it retains the responsibility to keep itself apprised of the current PR&Rs.

10. Default in Occupancy

The actual occupancy by Exhibitor of its Exhibition booth is of the essence. If Exhibitor does not occupy its booth, NM, in its sole discretion, is entitled to occupy the booth or cause it to be otherwise occupied as NM deems in the best interest of the Exhibition without in any way releasing Exhibitor from any liability hereunder. If Exhibitor's booth is not occupied by the time set for completion of installation of displays, Exhibitor shall be in breach of this License and such space may be repossessed and used by Show Management or NM for any purpose it may see fit. If Exhibitor's exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost.

11. Exhibitor Violations

If Exhibitor breaches any of the terms under this License, in addition to any other actions Show Management or NM may take as identified elsewhere in this License, Show Management or NM may (i) revoke this License, (ii) evict Exhibitor from the Exhibition and prohibit Exhibitor from attending and/or exhibiting at any future exhibitions run by Show Management or NM, (iii) retain all amounts paid in connection with the Exhibition and issue no refunds, (iv) take back any or all accumulated priority points for the Exhibition or for any previous exhibitions, (v) collect from Exhibitor upon demand any outstanding fees as of the date of Exhibitor's default (including attorney's fees, costs and interest), and (vi) pursue any other legal or equitable remedies to which Show Management or NM is entitled.

12. Cancellation, Withdrawal, and Downsizing

In reliance on Exhibitor's acceptance of this License, Show Management and NM shall incur expenses, allocate resources, and take other actions in connection with Exhibitor's anticipated attendance at the Exhibition. Accordingly, any cancellation of the License or withdrawal from the Exhibition by Exhibitor: (a) must be effected by written notice to NM; and (b) entitles NM to the full amount of all fees paid to date by Exhibitor plus any amounts due as reasonable liquidated damages for NM's costs and detrimental reliance on Exhibitor's original acceptance and not as a penalty. If Exhibitor desires to downsize the booth requirements to which it originally agreed under the License, then it: (a) must do so by written notice to NM, to be effective; and (b) shall pay to NM the full amount. NM retains the right to relocate the Exhibitor's booth anywhere within the IWA OutdoorClassics Pavilion as NM may determine in its sole discretion to be in the best interest of the IWA OutdoorClassics Pavilion.

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13. Eligible Exhibits

Exhibitor agrees to prepare an exhibit of its qualified products and services in accordance with this License. Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to Exhibition attendees that directly pertain to the function and industry to which the Exhibition relates. Show Management and NM reserve the right to determine the appropriateness and/or eligibility of any product or services displayed or promoted. Additional information relating to eligible product categories for exhibiting at the SHOT Show can be found in Paragraph 4 of the Exhibitor Rules & Regulations.

14. Assignment, Subletting or Sharing of Booth Space; Booth Usage

This License is non-assignable and non-transferable by Exhibitor. Exhibitor shall not transfer, assign, sublet, share or otherwise permit any other person or company to use, occupy or conduct business from Exhibitor's booth, or any part thereof, unless pre-authorized in writing by NM. Any attempted assignment or transfer of this License, or any interest herein, shall be null and void and shall constitute a breach, resulting in termination and cancellation of Exhibitor's right to participate at the Exhibition. NM may assign and/or delegate its duties under this License at any time to any third party or affiliate, by operation of law, or otherwise. Exhibitor shall not exhibit, offer, distribute or otherwise advertise products or services not produced, distributed or offered by Exhibitor in the normal course of its business, unless such products or services are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such products or services shall be limited to the regular brand, nameplate, imprint, or other identification which in standard practice normally appears on them or as which they are commonly known.

15. Business Licenses, Permits, and Authorizations

Prior to exhibiting at the Exhibition, Exhibitor shall obtain all necessary licenses, permits and authorizations and shall comply with all applicable federal, state and local laws and regulations for the business that Exhibitor will conduct at the Exhibition. Exhibitor represents and warrants to Show Management and NM that it will take full responsibility for obtaining such licenses, permits and authorizations and agrees to permit inspection by NM, Show Management and appropriate government officials at any time.

16. Damage to Property

Exhibitor shall pay the actual cost to replace, repair and/or restore, in Show Management's and NM's discretion, any part of the Exhibition Facility (e.g., floors, walls or columns) or booth equipment provided (ordinary wear and tear excepted), or other exhibitors' property, that is damaged, destroyed or suffers other casualty by Exhibitor. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

17. Exclusive Services; Approved Service Contractors

Show Management has retained independent, official Exhibition contractors to provide the following exclusive services: material handling, drayage, cartage, electrical, rigging, utilities, lead retrieval, and other related services. All such services are provided only upon request. Payment for services provided is the sole responsibility of the Exhibitor. Official Exhibition contractors and their prevailing rates will be listed in the Exhibitor Resource Center. All rates are subject to change at any time. Show Management and NM assume no responsibility or liability for any services performed or materials delivered by any Exhibition contractor. Agreements for these services and payment shall be made directly between Exhibitor and Exhibition contractors.

18. Termination of Exhibition

In the event that the Facilities in which the Exhibition is to be or is being conducted shall become, in the discretion of Show Management or NM, unavailable, or in the event the holding or continuation of the Exhibition or the performance by Show Management or NM of its obligations under the License are interfered with by virtue of any cause or causes not reasonably within the control of NM, this License and/or the Exhibition (or any part thereof) may be terminated by NM. NM shall not be responsible for delays, damage, loss, increased costs or other unfavourable conditions arising by virtue of cause or causes not reasonably within the control of Show Management or NM. If Show Management or NM terminate this License and/or the Exhibition (or any part thereof), then Show Management or NM may retain such part of Exhibitor's Exhibition fee and/or other payments as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. In the event of such termination, Exhibitor expressly waives any and all recourse or claims for loss or damages against Show Management or NM. For purposes hereof, the phrase "cause or causes not reasonably within the control of Show Management or NM" shall include, but not be limited to: acts of God; fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade; embargo; inclement weather; war (declared or not); terrorism (domestic or foreign) governmental restraints; restraints or orders of civil defense or military authorities; act of public

enemy; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; venue cancellation or operations of the venue; failure of Show Management contract negotiations; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment; federal, state or local laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional.

19. Security

Show Management have no obligation and is not agreeing to protect, secure or monitor any specific exhibitor booth space or property found therein. Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of Show Management and NM to supervise and protect Exhibitor's property within the Exhibition. Exhibitors may contract additional guards at their own expense and risk to protect persons and property, only with prior approval by Show Management. Contracted guards must be locally licensed, shall be restricted to designated areas, and no weapons of any type are permitted without Show Management's and NM's prior written authorization.

20. Insurance

Exhibitor understands and agrees that NM, Show Management, the Exhibition, the Exhibition Facility owner, or the jurisdiction in which the Exhibition occurs do not and will not maintain insurance covering Exhibitor, and it is the sole responsibility of Exhibitor to obtain at its cost sufficient insurance coverage for its Exhibition activities, including coverage for its property and its employees, guests, agents, contractors and other authorized. Exhibitor is strongly advised to verify that its insurance includes extraterritorial coverage, and that it has its own theft, public liability, and property damage insurance. The following is the minimum suggested insurance coverage Exhibitor should obtain and have in effect for the Exhibition: (i) Commercial General Liability insurance against claims for bodily injury (including death), personal injury, property damage, as well as contractual, advertising and products/completed operations liability occurring in or upon or resulting from the Exhibition, with combined single limits of liability of at least \$2,000,000 per occurrence, and (ii) Workers Compensation and Employers Liability insurance as required by the law of the state in which the Exhibition is held. Insurers writing such policies should be licensed in the state where the Exhibition takes place. The recommended insurance coverage and limits stated herein are minimum requirements and in no way limit the liability of the Exhibitor in the event of a claim. Exhibitors that obtain approval from Show Management or NM to dispense food and beverage samples or other perishable products, including alcohol, must have appropriate food and beverage/liquor liability insurance covering such activities.

Exhibitors with approval from Show Management or NM to exhibit automobiles or other motorized vehicles must have appropriate insurance covering theft, damage or loss to such property or claims related to the exhibition of such property. All parties listed in the paragraph above must be named as additional insured under all such insurance policies.

21. Resolution of Disputes

In the event any dispute or disagreement arises during the Exhibition between Exhibitor and an official Exhibition contractor, between Exhibitor and a labor union or labor union representative, between two or more exhibitors, or between Exhibitor and other third party, all interpretations of the rules governing the Exhibition, actions, or decisions concerning the dispute or disagreement that may be made by Show Management or NM intended to resolve the dispute or disagreement shall be binding on Exhibitor.

22. Attorneys' Fees and Costs

If any action or proceeding is brought to enforce or interpret this License, the prevailing party in such action or proceeding shall be entitled to recover from the other party the actual costs, expenses, and attorneys' fees (including all related costs and expenses) incurred by such prevailing party in connection with such action or proceeding and in connection with obtaining and enforcing any judgment.

23. Changes to Dates, Venue and Booth Space.

Show Management shall, at its sole discretion, be entitled to change the dates and/or the venue for the Exhibition upon written notice to the Exhibitor. NM nor Show Management shall not be liable for any costs, damages, fees or expenses of Exhibitor as a result of such changes in the Exhibition schedule or location. Additionally, Show Management reserves the right to relocate Exhibitor to any space within the Exhibition facility at any time.

NM shall be entitled to retain any portion of Exhibitor's Exhibition fee paid to date and said amount shall be applied to the Exhibition as though no change in dates or venue had occurred. Any remaining payments from Exhibitor shall be due for the Exhibition. In the event that Exhibitor should cancel participation, due to a change in date, venue, or space assignment

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by Show Management, Exhibitor would be subject to liquidated damages as set forth herein.

24. Interpretation; Amendment to Rules

Show Management and NM shall have the exclusive right in establishing, interpreting, and enforcing this License, including determining whether there has been a violation of this License, and its decisions are final and binding. Any matters not specifically covered by this License shall be subject solely to the decision of NM. NM reserves the right to adopt further rules and regulations, amend existing rules and regulations or terminate such rules and regulations, as may be deemed necessary by it for the general success of the Exhibition. Any such revisions or amendments when made and brought to the attention of Exhibitor shall be and become part hereof as though originally incorporated herein and Exhibitor shall be subject to the provisions of the License as so amended or supplemented.

25. Exhibition Mailing List; Privacy

The exhibitor's personal data will be processed by NürnbergMesse for the purpose of contract processing and forwarded to third parties (e.g. stand constructors, etc.). Mailing lists containing Exhibitor's company contact information may be used by Show Management and NM for its own communications and made available by Show Management to other registered exhibitors of the Exhibition and third parties pursuant to a separate license. By providing Show Management with the information on the Exhibitor Application, Exhibitor consents to Show Management's use of Exhibitor's company contact information and any compilation and dissemination of such information by Show Management to registered exhibitors of the Exhibition and other parties for their respective use. Exhibitors should refer to the opt-out instructions in the communications they may receive if they do not want to receive further communications.

26. Americans with Disabilities Act

It is the responsibility of Exhibitor to make its booth space fully accessible to those with physical or other impairments and to comply with all applicable federal, state and local laws and regulations, including the American with Disabilities Act ("ADA").

27. Complete rental stand package

For the event, NM offers a package including a complete rental stand and stand space as specified in the application form. All charges of complete rental stands / stand space are calculated per m² of stand space (rounded up to the nearest full m²). It is noted that the minimum stand area is 9 m².

The payment of the participation fee of **EUR 1616 per m² for corner stand** and **EUR 1597 EUR per m² for in-line stand** includes the following services:

Exhibitor-specific services:

- Provision of stand space in the hall as part of the IWA Pavilion (mandatory uniform framework design IWA Pavilion)
- Uniform stand signage
- Rear and partition walls
- Uniform flooring on the stand
- General illumination of the stand
- Electricity: supply voltage 110V (one socket (with max. 1kW loadable, without distribution/switchboard))
- Catering service (breakfast and lunch)
- Marketing Package (company logo in the printed directory, Show planner and mobile app, company entry in the Show planner and two press releases in the press release section of SHOT Show website, online listing and mobile app).
- Furnishings:
 - 1 table
 - 4 chairs
 - 1 lockable sideboard
 - 1 lockable table showcase with company logo
 - 1 wardrobe ladder
 - 1 wastepaper basket

Booths 18 m² and over will receive additionally:

- 1 table
- 4 chairs
- 1 lockable sideboard
- 1 lockable table showcase with company logo

All materials and equipment are available to the exhibitor on a rental basis only for the duration of the event and may not be damaged or altered in any way. Damaged or altered components will be repaired or newly procured at the exhibitor's expense.

Costs for additional power supply lines to the stand (lighting and power current) from the nearest distribution board will be borne by the exhibitor and invoiced on the basis of the kW registered by the exhibitor. Additional lighting and power consumption will be charged to the exhibitor.

General services:

- Technical/organizational support for exhibitors during preparation and implementation of participation by NürnbergMesse
- Installation of an information stand with service facilities
- Uniform framework design IWA OutdoorClassics Pavilion
- General lighting of the joint stand
- Daily cleaning of the aisle areas within the IWA Pavilion in the hall (cleaning of the stand area and exhibits is the responsibility of the exhibitor).

A waiver of individual company-specific or general services does not constitute a claim to a reduction of the participation price. Uniform design elements cannot be waived in any case.

NM is responsible for assembling and dismantling these complete rental stands. The complete rental stand, its fittings and included furniture may not be pasted over, nailed, painted or damaged in any way. The exhibitor shall be liable for any damage occurring during the rental period if caused by improper handling or if not reported immediately after the damage occurs and shall be charged the cost thereof. All pictures shown in the application form or the exhibitor manual are exemplary pictures.

28. Payment conditions

Invoices are payable in full according to dates for payment as mentioned in the invoice. All payments are to be made in the currency shown in the invoice, without charges, quoting invoice number.

If the exhibitor enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the exhibitor from his obligation to pay. For subsequent changes to the invoice address for which the exhibitor is responsible, NM may charge a processing fee of EUR 50 plus VAT at the statutory rate.

The exhibitor is not entitled to convert at his own initiative the invoiced amount into any other currency for bank transfer. If for any reason, a conversion into another currency becomes necessary, the exhibitor shall contact NM who will then advise the applicable exchange rate. An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The exhibitor is to provide proof of payment.

29. Co-exhibitors

Co-exhibitors are companies who appear on the exhibitor's (= direct exhibitor's) stand and present their own products with their own personnel. All products of co-exhibitors must fulfil the admission criteria of the trade fair and be in line with the exhibition concept. Co-exhibitors are only admissible if they fulfil the conditions for participation in the event and the information requested on the application form for co-exhibitors has been entered in full. Co-exhibitors will only be fully listed in the official show directory when full payment of co-exhibitors fees / catalogue registration fees has been fully paid. If a co-exhibitor fee / catalogue registration fee applies for the event, NM will invoice these to the direct exhibitor. NM reserves the right to limit the number of co-exhibitors per booked stand. If the application of a co-exhibitor is cancelled the direct exhibitor agrees to pay a processing fee of € 250.

For registration of a co-exhibitor a fee of 600 EUR per co-exhibitor will be due. In addition, there is a charge of 855 EUR for the obligatory marketing package.

30. Represented companies

A company displaying products on a stand which is booked by another company and not being present with their own personnel is called a represented company. The direct exhibitor is obliged to notify NM of all company names and countries of represented companies on the stand. All products of represented companies must fulfil the admission criteria of the trade fair and be in line with the exhibition concept. Company details of represented company are not fully listed in the show directory. NM reserves the right to limit the number of represented companies per booked stand.

31. Country entry regulations

All exhibitors and their staff are solely responsible to make themselves familiar with the latest entry and visa regulations of the host country of the event.

The refusal of entry or refusal of visa does not constitute a reason for an extraordinary notice of cancellation. Cancellation thereof is governed by clause 7 of the GCP-INTERNATIONAL.

32. Exhibitor passes

Each direct exhibitor will be given 5 free passes to distribute for themselves as well as to their co-exhibitors. Additional exhibitor passes will be charged with € 45 each.

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33. Minimum number of participants

It is pointed out that the participation will be carried out in principle only if a minimum number of 10 exhibitors is reached. Registrations after the closing date (if the IWA Pavilion is already fully booked) will not be considered.

34. Guards and laws

NM their respective Representatives will not assume any responsibility for an exhibitor's property or personal property of its employees. It is suggested that the exhibitor insures his property against loss and theft. All federal, state, and local laws, rules, standards, regulations and ordinances ("Laws") including but not limited to Laws relating to copyright, health, fire prevention and public safety, must be strictly observed. All decorative materials, including cloth decorations, must be flameproofed and comply with local fire regulations. Electrical equipment and wiring must comply with fire department and underwriter rules and meet all safety codes. Smoking at the exhibition is forbidden. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits. No decorations of paper, pine boughs, leafy decorations, tree branches or other flammable materials are allowed. See exhibitor manual for additional fire regulations.

If NM becomes aware of or learns of an exhibitor's failure to comply with any applicable laws, that failure to comply shall be cause for rejection or removal of the exhibitor.

NM reserves the right to modify all standards, rules and policies, and to adopt additional standards, rules and policies in its sole discretion. Any such modifications and additions shall be made available promptly to exhibitor and shall be effective immediately upon adoption, and exhibitor agrees to comply with all such modifications and additions.

35. Assignment, exhibitor claims, written form

Neither NM nor the exhibitor may assign any of its rights or delegate any of its duties under this agreement without the prior written consent of the other.

All exhibitors' claims against NM or any trade show co-organizer must be made in writing. The statutory period of limitation begins on the last day of the event. Agreements that deviate from these or supplementary terms must be in writing. German law and the German text shall prevail with respect to any claims against NM by exhibitor.

Place of fulfilment and jurisdiction is Nuremberg, Germany. However, NM reserves the right to bring his claims before the court of the place at which the exhibitor has his place of business.

SHOT SHOW®
EXHIBITION LICENSE - TERMS AND CONDITIONS

Company identified in the Exhibitor Application (Page 1), including its directors, officers, employees, guests, contractors, agents and other authorized and approved representatives, is hereinafter referred to as “Exhibitor,” and National Shooting Sports Foundation, Inc.® and ConvExx, LLC, together with their affiliates and each of their respective directors, officers, employees, and authorized agents, are hereinafter collectively referred to as “Show Management.”

Show Management grants Exhibitor the limited, non-transferable revocable License (defined in Section 3) to participate in the SHOT Show (the “Exhibition”) and prepare an exhibit of its products and/or services as described in its Exhibitor Application subject to the terms stated herein. Show Management shall have the exclusive right in establishing, interpreting, and enforcing the terms of this License, including determining whether there have been any violations, and its decisions are final and binding.

1. SHOT Show Owner & Manager Information. The SHOT Show is owned and sponsored by the National Shooting Sports Foundation, Inc., 6 Corporate Drive, Suite 650, Shelton, CT 06484, and managed by ConvExx, LLC, 6865 S. Eastern Ave., Suite 101, Las Vegas, NV 89119.

2. Admissions. Admission to the Exhibition is open only to qualified commercial buyers and sellers doing business in the industry served by the Exhibition and who are registered with Show Management. No persons under 16 years of age (including infants) will be admitted to the Exhibition. It is a violation for any Exhibition attendee (exhibitor or general attendee) to falsely certify third parties for admission to the Exhibition, including, without limitation, permitting a third party to register using the attendee's company name unless the third party is a member of attendee's personnel or has a contractual business relationship with the attendee (other than as a consumer of attendee's products and/or services for personal use) or using any other method to assist ineligible parties to gain admission to the Exhibition. All attendees must meet Exhibition eligibility requirements and admissions to the Exhibition are subject to verification by Show Management. Show badges constitute a limited, revocable license to attend the current SHOT Show. Badges cannot be reproduced, transferred or resold. Show badges are the property of Show Management and may be revoked at any time for any reason. Show Management shall have sole control over admission policies at all times and may establish new policies or revise existing policies at any time. Show Management reserves the right to take appropriate action in enforcing admissions policies, up to and including evicting exhibitors and attendees from the Exhibition found in violation of admission policies.

3. License. This License includes all rules, regulations and other provisions set forth herein, and incorporates by reference the Exhibitor Application (Page 1) all the regulations and rules set forth in the online Exhibitor Resource Center, including, but not limited to, the Exhibitor Rules & Regulations, and the rules of the Exhibition facility, together with any other terms incorporated by reference herein or therein (as any of such may be amended, supplemented or terminated from time to time by Show Management) (collectively, the “License”) and Exhibitor agrees to be bound by such. This License is issued solely and exclusively to the named Exhibitor identified in the Exhibitor Application. Subject to Show Management approval, only the name of the Exhibitor identified in the Exhibitor Application may be placed on its booth or in the printed list of exhibitors of the Exhibition. Exhibiting manufacturer's representatives and/or distributors must list their participating principals as the Exhibitors of record. This License is a limited, non-transferable, revocable license permitting Exhibitor to occupy and utilize the booth area or other space assigned to it by Show Management at the Exhibition and to exhibit permitted products/services and utilize such services as are provided by Show Management, subject to all License terms. Show Management reserves all other rights not expressly granted to Exhibitor. Neither Show Management nor the Exhibition endorse, certify or assume responsibility for exhibitors or their products or services. Mere participation in the Exhibition or issuance of this License does not imply such endorsement, certification or Show Management responsibility. This License can be revoked at any time at the sole discretion of Show Management, including, without limitation, for any Exhibitor violation of this License. Exhibitor agrees that this agreement is a license and that it does not constitute a lease or other rental agreement.

4. Acceptance of Booth Application. Show Management's receipt of an executed Exhibitor Application and/or a payment does not constitute acceptance by Show Management. Show Management reserves the right to accept or reject an Exhibitor Application up until 45 business days after its receipt regardless of whether any payment has been made. Any payments made in connection with a rejected Exhibitor Application will be returned.

5. Payment. In order to reserve Exhibition booth space, a non-refundable deposit in the amount identified in the “Payment Schedule” on the Exhibitor Application is required upon the return of the Exhibitor Application to Show Management. Exhibitor shall pay all remaining booth registration fees in accordance with the Payment Schedule. All fees and related charges due, including additional fees, if any, for advertising insertions or payments by credit card, together with any late fees thereon, must be paid in full before Exhibitor shall be permitted to install its display at the Exhibition. The Exhibitor

Application shall serve as Exhibitor's invoice for all amounts owed to Show Management should a separate invoice be delayed or not be issued. Failure by Exhibitor to pay all booth and other fees in full in a timely manner may be considered a withdrawal or cancellation by Show Management and may result in the Exhibitor being prohibited from participation in the Exhibition.

6. Offset. Show Management shall have the right to set off against any amount which may be due from Show Management to Exhibitor, pursuant to the License or otherwise, any amounts owed to Show Management by Exhibitor or its affiliates for any reason. In addition, Show Management shall have the right to apply and deduct any amounts received from Exhibitor under this License to any other amounts due to Show Management from Exhibitor or its affiliates.

7. Rules & Regulations. Show Management may issue and enforce such rules, regulations and policies it deems necessary for the safe, orderly and commercially sound operation of the Exhibition. Exhibitor agrees to comply with all such rules, regulations and policies, including, without limitation, the Exhibitor Rules & Regulations, the Exhibit Display Regulations, the Exhibitor Resource Center, the Rules of the Exhibition Facility, and all other rules, regulations and policies (collectively "PR&Rs" in existence or as amended from time to time) governing the Exhibition and Facility, and acknowledges, if requested, receipt of a copy of the same. Show Management will use its best reasonable efforts to notify Exhibitor of any changes to Exhibition rules, regulations and policies, but Exhibitor acknowledges and agrees that it retains the responsibility to keep itself apprised of the current PR&Rs.

8. Default in Occupancy. The actual occupancy by Exhibitor of its Exhibition booth is of the essence. If Exhibitor does not occupy its booth, Show Management, in its sole discretion, is entitled to occupy the booth or cause it to be otherwise occupied as Show Management deems in the best interest of the Exhibition without in any way releasing Exhibitor from any liability hereunder. If Exhibitor's booth is not occupied by the time set for completion of installation of displays, Exhibitor shall be in breach of this License and such space may be repossessed and used by Show Management for any purpose it may see fit. If Exhibitor's exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost.

9. Exhibitor Violations. If Exhibitor breaches any of the terms under this License, in addition to any other actions Show Management may take as identified elsewhere in this License, Show Management may (i) revoke this License, (ii) evict Exhibitor from the Exhibition and prohibit Exhibitor from attending and/or exhibiting at any future exhibitions run by Show Management, (iii) retain all amounts paid in connection with the Exhibition and issue no refunds, (iv) take back any or all accumulated priority points for the Exhibition or for any previous exhibitions, (v) collect from Exhibitor upon demand any outstanding fees as of the date of Exhibitor's default (including attorney's fees, costs and interest), and (vi) pursue any other legal or equitable remedies to which Show Management is entitled.

10. Cancellation, Withdrawal, and Downsizing. In reliance on Exhibitor's acceptance of this License, Show Management shall incur expenses, allocate resources, and take other actions in connection with Exhibitor's anticipated attendance at the Exhibition. Accordingly, any cancellation of the License or withdrawal from the Exhibition by Exhibitor: (a) must be effected by written notice to Show Management via certified mail, return receipt requested; and (b) entitles Show Management to the full amount of all fees paid to date by Exhibitor plus any amounts due per the Page 1 Payment Schedule terms as reasonable liquidated damages for Show Management's costs and detrimental reliance on Exhibitor's original acceptance and not as a penalty. If Exhibitor desires to downsize the booth requirements to which it originally agreed under the License, then it: (a) must do so by written notice to Show Management via certified mail, return receipt requested, to be effective; and (b) shall pay to Show Management an amount equal to its revised financial obligation due to the change in its booth requirements, in addition to any assessed liquidated damages. Show Management retains the right to relocate the Exhibitor's booth anywhere within the Exhibition facilities as Show Management may determine in its sole discretion to be in the best interest of the Exhibition. Cancellations or withdrawals may result in the forfeiture of all accumulated Exhibition priority points.

11. Eligible Exhibits. Exhibitor agrees to prepare an exhibit of its qualified products and services in accordance with this License. Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to Exhibition attendees that directly pertain to the function and industry to which the Exhibition relates. Show Management reserves the right to determine the appropriateness and/or eligibility of any product or services displayed or promoted. Additional information relating to eligible product categories for exhibiting at the SHOT Show can be found in Paragraph 4 of the Exhibitor Rules & Regulations.

12. Assignment, Subletting or Sharing of Booth Space; Booth Usage. This License is non-assignable and non-transferable by Exhibitor. Exhibitor shall not transfer, assign, sublet, share or otherwise permit any other person or company to use, occupy or conduct business from Exhibitor's booth, or any part thereof, unless pre-authorized in writing by Show Management. Any attempted assignment or transfer of this License, or any interest herein, shall be null and void and shall constitute a breach, resulting in termination and cancellation of Exhibitor's right to participate at the Exhibition. Show

Management may assign and/or delegate its duties under this License at any time to any third party or affiliate, by operation of law, or otherwise. Exhibitor shall not exhibit, offer, distribute or otherwise advertise products or services not produced, distributed or offered by Exhibitor in the normal course of its business, unless such products or services are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such products or services shall be limited to the regular brand, nameplate, imprint, or other identification which in standard practice normally appears on them or as which they are commonly known.

13. **Business Licenses, Permits, and Authorizations.** Prior to exhibiting at the Exhibition, Exhibitor shall obtain all necessary licenses, permits and authorizations and shall comply with all applicable federal, state and local laws and regulations for the business that Exhibitor will conduct at the Exhibition. Exhibitor represents and warrants to Show Management that it will take full responsibility for obtaining such licenses, permits and authorizations and agrees to permit inspection by Show Management and appropriate government officials at any time.

14. **Damage to Property.** Exhibitor shall pay the actual cost to replace, repair and/or restore, in Show Management's discretion, any part of the Exhibition Facility (e.g., floors, walls or columns) or booth equipment provided (ordinary wear and tear excepted), or other exhibitors' property, that is damaged, destroyed or suffers other casualty by Exhibitor. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

15. **Exclusive Services; Approved Service Contractors.** Show Management has retained independent, official Exhibition contractors to provide the following exclusive services: material handling, drayage, cartage, electrical, rigging, utilities, lead retrieval, and other related services. All such services are provided only upon request. Payment for services provided is the sole responsibility of the Exhibitor. Official Exhibition contractors and their prevailing rates will be listed in the Exhibitor Resource Center. All rates are subject to change at any time. Show Management assumes no responsibility or liability for any services performed or materials delivered by any Exhibition contractor. Agreements for these services and payment shall be made directly between Exhibitor and Exhibition contractors. Exhibitors may use contractors other than official Exhibition contractors in limited circumstances. Use of unofficial, exhibitor-appointed contractors shall require the advance written consent of Show Management and they shall be required to comply with all PR&Rs and federal, state and local laws. Additionally, all unofficial exhibitor-appointed contractors must meet the minimum insurance requirements established by Show Management and provide proof of such insurance naming Freeman, as additional insureds thereunder in addition to all parties listed in paragraph 20 of this document. Where union labor is required because of Exhibition Facility or contractor requirements, Exhibitor agrees to comply with such rules and regulations. Rules and regulations for union labor are made by the local unions and these regulations may change at any time without notice.

16. **Termination of Exhibition.** In the event that the Facilities in which the Exhibition is to be or is being conducted shall become, in the sole discretion of Show Management, unavailable, or in the event the holding or continuation of the Exhibition or the performance by Show Management of its obligations under the License are interfered with by virtue of any cause or causes not reasonably within the control of Show Management, this License and/or the Exhibition (or any part thereof) may be terminated by Show Management. Show Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Show Management. If Show Management terminates this License and/or the Exhibition (or any part thereof), then Show Management may retain such part of Exhibitor's Exhibition fee and/or other payments as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. In the event of such termination, Exhibitor expressly waives any and all recourse or claims for loss or damages against Show Management. For purposes hereof, the phrase "cause or causes not reasonably within the control of Show Management" shall include, but not be limited to: acts of God; fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade; embargo; inclement weather; war (declared or not); terrorism (domestic or foreign) governmental restraints; restraints or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; venue cancellation or operations of the venue; failure of Show Management contract negotiations; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment; federal, state or local laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional.

17. **Interest and Collection Fees.** Any exhibitor failing to meet its financial obligations to Show Management when due will continue to be responsible for all outstanding payments and may be required to pay interest on such amounts at a rate of 1% per month (12% per annum), or the maximum rate allowable by law, as well as, any fees, including court costs, collection fees, and attorney's fees, Show Management may incur to collect any amounts past due.

18. **Indemnity; Limitation of Liability.** Exhibitor agrees to defend, indemnify and hold harmless Show Management, the Exhibition Facility, the owner of the Exhibition Facility, and each of their affiliates and respective directors, officers,

employees, agents, contractors, authorized representatives, successors and assigns, from and against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind (including, without limitation, reasonable attorney's fees and costs) which may be made or instituted against them arising out of or resulting from, in whole or in part, Exhibitor's execution of this License, its occupancy of the space herein licensed or its presence at the Exhibition by reason of bodily or personal injuries, death, property damage or any other cause sustained by any persons or others. Exhibitor's defense, indemnity and hold harmless obligations shall extend to any and all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind (including, without limitation, reasonable attorney's fees and costs) including, without limitation, those associated with, in whole or in part (i) Exhibitor's alleged or actual intentional or negligent acts or omissions, and (ii) Exhibitor's actual or alleged violation of third party rights (including, but not limited to, infringement of intellectual property rights or other proprietary or business rights). Show Management shall not be responsible for, and Exhibitor releases Show Management from liability for, any damage, loss, harm or injury to Exhibitor or Exhibitor's display or property, whether resulting from fire, storms, acts of God, heating, ventilation or air conditioning failure, theft, pilferage, mysterious disappearance, lost, delayed or rejected shipments either coming in or going out of the Exhibition, or other causes of any kind. All persons allowed in Exhibitor's booth and property brought to the Exhibition by Exhibitor is done so at Exhibitor's own risk. Exhibitor is strongly advised to maintain its' own insurance to insure against such risks.

19. Security. Show Management will provide the services of a reputable and licensed protective agency to patrol the general Exhibition during the period of installation, show, and dismantling, but Show Management has no obligation and is not agreeing to protect, secure or monitor any specific exhibitor booth space or property found therein. Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of Show Management to supervise and protect Exhibitor's property within the Exhibition. Exhibitors may contract additional guards at their own expense and risk to protect persons and property, only with prior approval by Show Management. Contracted guards must be locally licensed, shall be restricted to designated areas, and no weapons of any type are permitted without Show Management's prior written authorization.

20. Insurance. Exhibitor understands and agrees that Show Management, the Exhibition, the Exhibition Facility owner, or the jurisdiction in which the Exhibition occurs do not and will not maintain insurance covering Exhibitor, and it is the sole responsibility of Exhibitor to obtain at its cost sufficient insurance coverage for its Exhibition activities, including coverage for its property and its employees, guests, agents, contractors and other authorized. Exhibitor is strongly advised to verify that its insurance includes extraterritorial coverage, and that it has its own theft, public liability, and property damage insurance. The following is the minimum insurance coverage Exhibitor must obtain and have in effect for the Exhibition: (i) Commercial General Liability insurance against claims for bodily injury (including death), personal injury, property damage, as well as contractual, advertising and products/completed operations liability occurring in or upon or resulting from the Exhibition, with combined single limits of liability of at least \$2,000,000 per occurrence, with National Shooting Sports Foundation, Inc., ConvExx, Eastside Convention Center, LLC dba Caesars Forum, Caesars Entertainment, Venetian Casino Resort, LLC. ("VCR"), Expo and Convention Center, LLC (ECC"), Grand Canal Shops II, LLC ("GCS") and Phase II Mall Subsidiary, LLC ("PIIMS") and each of their parent, subsidiaries and affiliates and each of their officers, directors, agents, and employees added as additional insured on a primary non- contributory basis; and (ii) Workers Compensation and Employers Liability insurance as required by the law of the state in which the Exhibition is held. Insurers writing such policies should be licensed in the state where the Exhibition takes place. The recommended insurance coverage and limits stated herein are minimum requirements and in no way limit the liability of the Exhibitor in the event of a claim.

Exhibitors that obtain approval from Show Management to dispense food and beverage samples or other perishable products, including alcohol, must have appropriate food and beverage/liquor liability insurance covering such activities. Exhibitors with approval from Show Management to exhibit automobiles or other motorized vehicles must have appropriate insurance covering theft, damage or loss to such property or claims related to the exhibition of such property. All parties listed in the paragraph above must be named as additional insured under all such insurance policies.

21. Resolution of Disputes. In the event any dispute or disagreement arises during the Exhibition between Exhibitor and an official Exhibition contractor, between Exhibitor and a labor union or labor union representative, between two or more exhibitors, or between Exhibitor and other third party, all interpretations of the rules governing the Exhibition, actions, or decisions concerning the dispute or disagreement that may be made by Show Management intended to resolve the dispute or disagreement shall be binding on Exhibitor.

22. Applicable Law; Forum Selection Clause. This License is deemed to be entered into in the State of Connecticut and governed by the laws of the State of Connecticut without regard to any conflicts or choice of law principles thereof. Exhibitor consents to the exclusive jurisdiction of the courts of the State of Connecticut for the resolution of any and all disputes and claims arising out of this License. Show Management, however, shall not be obligated to enforce its rights in the State of Connecticut, and instead, may enforce its rights in any other proper jurisdiction. Exhibitor waives any claims as to lack of personal or subject matter jurisdiction and agrees that it is subject to the jurisdiction of the State of Connecticut or any other

jurisdiction chosen by Show Management to enforce its rights hereunder.

23. **Attorneys' Fees and Costs.** If any action or proceeding is brought to enforce or interpret this License, the prevailing party in such action or proceeding shall be entitled to recover from the other party the actual costs, expenses, and attorneys' fees (including all related costs and expenses) incurred by such prevailing party in connection with such action or proceeding and in connection with obtaining and enforcing any judgment.

24. **Changes to Dates, Venue and Booth Space.** Show Management shall, at its sole discretion, be entitled to change the dates and/or the venue for the Exhibition upon written notice to the Exhibitor. Show Management shall not be liable for any costs, damages, fees or expenses of Exhibitor as a result of such changes in the Exhibition schedule or location. Additionally, Show Management reserves the right to relocate Exhibitor to any space within the Exhibition facility at any time. Show Management shall be entitled to retain any portion of Exhibitor's Exhibition fee paid to date and said amount shall be applied to the Exhibition as though no change in dates or venue had occurred. Any remaining payments from Exhibitor shall be due in accordance with the agreed upon Page 1 Payment Schedule terms for the Exhibition. In the event that Exhibitor should cancel participation, due to a change in date, venue, or space assignment by Show Management, Exhibitor would be subject to liquidated damages as set forth herein.

25. **Interpretation; Amendment to Rules.** Show Management shall have the exclusive right in establishing, interpreting, and enforcing this License, including determining whether there has been a violation of this License, and its decisions are final and binding. Any matters not specifically covered by this License shall be subject solely to the decision of Show Management. Show Management reserves the right to adopt further rules and regulations, amend existing rules and regulations or terminate such rules and regulations, as may be deemed necessary by it for the general success of the Exhibition. Any such revisions or amendments when made and brought to the attention of Exhibitor shall be and become part hereof as though originally incorporated herein and Exhibitor shall be subject to the provisions of the License as so amended or supplemented.

26. **Exhibition Mailing List; Privacy.** Mailing lists containing Exhibitor's company contact information may be used by Show Management for its own communications and made available by Show Management to other registered exhibitors of the Exhibition and third parties pursuant to a separate license. By providing Show Management with the information on the Exhibitor Application, Exhibitor consents to Show Management's use of Exhibitor's company contact information and any compilation and dissemination of such information by Show Management to registered exhibitors of the Exhibition and other parties for their respective use. Exhibitors should refer to the opt-out instructions in the communications they may receive if they do not want to receive further communications.

27. **Americans with Disabilities Act.** It is the responsibility of Exhibitor to make its booth space fully accessible to those with physical or other impairments and to comply with all applicable federal, state and local laws and regulations, including the American with Disabilities Act ("ADA").

2027 EXHIBITOR RULES & REGULATIONS

The Shooting, Hunting, and Outdoor Trade ShowSM (SHOT Show[®]) is the largest and most comprehensive trade show for all professionals involved with the shooting sports, hunting and law enforcement industries. Owned by the National Shooting Sports Foundation[®] and managed by ConvExx, the SHOT Show provides a forum to view and promote the latest firearms, ammunition, law enforcement, cutlery, outdoor apparel, optics, and related products and services, and where attendees can exchange information and learn about issues affecting industry and their businesses.

1. DEFINITIONS

NSSF and ConvExx are hereinafter referred to as “Show Management.”

“Exhibitor” means the company named on the SHOT Show or SHOT Show Supplier Showcase Exhibitor Application, Exhibitor License and its representatives. “Exhibitor Representatives” include the Exhibitor’s directors, officers, employees, contractors, volunteers, guests and any other individuals authorized to use Exhibitor’s name to gain admission into the Show.

The SHOT Show hereinafter shall be referred to as the “Show.” The Show consists of the area inside and outside the Show Facility (as defined in Section 2 below), including without limitation the leased grounds of the Facility, the Show’s exhibit halls, meeting rooms, designated parking lots, and air space, as well as venues of Show-sponsored events.

These Exhibitor Rules & Regulations, the Exhibition License Terms and Conditions (“License Terms”), the Exhibit Display Regulations, the Facility Rules, and other rules, regulations and policies governing the Show and Facility, in existence or as amended from time to time, are generally hereinafter referred to as “Rules and Regulations” and can be found on www.SHOTShow.org, or in the Exhibitor Resource Center (www.shotshowerc.com). These Rules and Regulations shall be applicable to all Exhibitor business activities relating to or affecting the Show wherever and whenever they may occur, the “Exhibitor Activities”).

2. LOCATION AND DATES

The site of the Show is The Venetian Expo, located at, 201 Sands Avenue, Las Vegas, NV 89169, and the Caesars Forum, located at, 3911 Koval lane, Las Vegas, NV 89109 (hereinafter referred to as, including any additional or substitute locations which may be added by Show Management, the “Facility”). The dates and hours are:

Exhibitor Move-In (Venetian):

1/12	Tuesday, Move-In, (Halls A, B, C, G only)	8:00 am – 6:00 pm
1/13	Wednesday, Move-In, (Halls A, B, C, G only)	8:00 am – 6:00 pm
1/14	Thursday, Move-in, (Halls A, B, C & G only)	8:00 am – 6:00 pm
1/15	Friday, Move-In (Halls A, B, C & G only)	8:00 am – 6:00 pm
1/16	Saturday, Move-In (Halls A, B, C & G only)	8:00 am – 6:00 pm
1/17	Sunday, Move-in, (Halls & meeting rooms)	8:00 am – 6:00 pm
1/18	Monday, Move-in, (Halls & meeting rooms)	7:00 am – 10:00 pm

Exhibitor Move-In (Caesars Forum):

1/16	Saturday, Move-In	1:00 pm – 6:00 pm
1/17	Sunday, Move-in	8:00 am – 6:00 pm
1/18	Monday, Move-in	8:00 am – 10:00 pm

Supplier Showcase Move-In (Palazzo Ballroom):

1/17	Sunday, Move-In	11:00 pm – 6:00 pm
1/18	Monday, Move-In	6:30 am – 8:30 am

****Approved Exhibitor Appointed Contractors may enter the hall at 7:00 a.m. each Move-In day.**

****Exhibitors are issued “target times” for the arrival of show freight. See the Exhibitor Services Manual at www.shotshow.org/ERC for your assigned target time. Missing your target time may result in off-target fees.**

Show Days:

1/19	Tuesday – Show Hours	8:30 am – 5:30 pm
1/20	Wednesday – Show Hours	8:30 am – 5:30 pm
1/21	Thursday – Show Hours	8:30 am – 5:30 pm
1/22	Friday – Show hours	8:30 am – 4:00 pm

Supplier Showcase Open Hours:

1/18	Monday	8:30 am – 4:30 pm
1/19	Tuesday	8:30 am – 4:00 pm

Exhibitors, Exhibitor Media, Manufacturer Reps and Approved Exhibitor Appointed Contractors are permitted to enter at 6:00 am on Tuesday and one hour prior to opening on all other Show days.

Exhibitor Move-Out (Venetian):

1/22	Friday, Move-out (All Halls)	5:00 pm – Midnight**
1/23	Saturday, Move-out (All Halls)	12:00 am – 5:00 pm
1/24	Sunday, Move-out (Halls A-C & G only)	8:00 am – 5:00 pm
1/25	Monday, Move-out (Halls A-C & G only)	8:00 am – 5:00 pm

Exhibitor Move-Out (Caesars Forum):

1/22	Friday, Move-out (All Halls)	4:00 pm – Midnight**
1/23	Saturday, Move-out (All Halls)	12:00 am – 5:00 pm

Supplier Move-Out (Palazzo Ballroom):

1/19	Tuesday	4:00 pm – 6:00 pm
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****For security reasons, labor will not be permitted in the hall until 5:00pm after show closing on Friday.** Firearm crates will be returned first followed by cartons and containers, and then crates. Crate return starts at 5:00pm and is completed by 8:00am Saturday.

3. APPLICATION, FEES, PAYMENTS, CANCELLATIONS

- A. Exhibitor Application & Exhibition License.** To exhibit at the Show, companies must complete, sign and return an Exhibitor Application. The application includes the terms and conditions of a License to exhibit at the Show which should be reviewed carefully by the Exhibitor and its representatives. By signing the application, the Exhibitor is agreeing that it and its representatives will comply with all License terms and conditions (See Paragraph 3 of the License Terms).
- B. Approval to Exhibit.** All Exhibitor Applications are subject to review and approval by Show Management. Exhibits shall be limited to those companies or other entities offering materials, products, or services of specific interest to Show Attendees that directly pertain to the function and industry to which the Show relates. Management reserves the right to determine the appropriateness and/or eligibility of any product or services displayed or promoted. See Paragraphs 4 and 11 of the License Terms.
- C. Exhibit Fees.**
 - i. **General Show.** The cost for Exhibit Space is \$43.00 per net square foot. A \$1,000 per corner surcharge is applicable to all Exhibit Spaces (Corner = 1, Peninsula = 2, Island = 4)
 - ii. **Supplier Showcase.** The cost for a display space within the Supplier Showcase is \$5,750, plus an additional \$625 premium for corner booths.
- D. NSSF Member Discount.** NSSF Members are eligible to receive a discount on the cost of Exhibit Space. To qualify for the NSSF member discount, the Exhibitor must be an NSSF Patron, Supporting or Associate

Member in good standing. Deadline to become a member and receive member discount for the 2026 Show is August 1, 2026.

- i. **General Show.** NSSF Patron Members receive a \$10 per net square foot discount, and NSSF Supporting and Associate Members receive a \$5 per net square foot discount, not to exceed their most recent annualized Membership Dues, as of December 1, 2026.
 - ii. **Supplier Showcase.** NSSF Voting/Supporting/Associate members receive a \$500 discount off a Supplier Showcase display space.
- E. Payment Schedule.** In order to set up an exhibit at the Show, an Exhibitor must be fully paid on all money owed to NSSF including booth, sponsorship, advertising, and membership fees. Payments may be made by credit card, ACH, wire transfer, or check (in U.S. funds drawn on a U.S. bank only). Checks must be made payable to NSSF and mailed to National Shooting Sports Foundation, Dept. 3510 P.O. Box 4110, Woburn, MA, 01888-4110. Bank wires are permitted, and account information is provided by request from Show Management. If exhibit space is licensed after any of the listed dates, the amount corresponding to the most recently passed date is due at the time to secure participation. Unless otherwise agreed-upon by NSSF, in its sole discretion, payment terms are as follows:
- i. Initial Deposit, with application, of Twenty Five Percent (25%).
 - ii. On or before April 10, 2026, at least Fifty Percent (50%) of booth space costs must be paid.
 - iii. On or before August 1, 2026, any remaining balance due on booth space must be paid. Any payments, regardless of what it is to be applied to, that is sent after December 31, 2026, must be made by credit card or sent by bank electronic wire transfer to NSSF's bank. All bank fees incurred will be the responsibility of Exhibitor.
- F. Exhibit Space Changes.** Changes or modifications to exhibit space, including, without limitation, booth size, configuration or location, following submission of an Exhibitor Application are prohibited without the prior written approval of Show Management. Approval may be withheld in Show Management's sole discretion. Show Management reserves the right to assign and change booth space upon written notice to Exhibitor.
- G. Refunds Due to Exhibitor Cancellation, Withdrawal and Downsizing.** Withdrawal from the Show or cancellation of all or a portion of any exhibit space by Exhibitor must be made in writing to Show Management. The issuance of refunds is subject to the sole discretion of Show Management. If approved, the refund schedule below shall apply. Refunds are calculated from the date that written notification of cancellation is received by Show Management and without regard to when Exhibitor submitted its booth space application or other extenuating factors. Refunds and liquidated damages are based on full exhibit space fee and not the deposit. Exhibitors canceling a portion of their booth space cannot apply deposits for the canceled portion to the remaining space. Show Management shall not be liable for interest on any amount refunded. Exhibitor is responsible for any fees associated with withdrawal from the Show or booth cancellation. Refunds cannot be applied to exhibition at future Shows.
- i. Effective following Exhibitor's application and license of booth space, through April 10, 2026, Show Management shall retain 25% of the booth fee of each space canceled, as liquidated damages.
 - ii. Beginning April 11, 2026, through August 7, 2026, Show Management shall retain 50% of the booth fee of each space canceled, as liquidated damages.
 - iii. No refunds are given after August 7, 2026, for any reason whatsoever, even if the show is sold out.
- H. Sponsorship/Advertising.** All advertising insertion orders must be paid in full prior to the installation of Exhibitor's display and are non-cancellable and non-refundable. No credits will be given for advertising paid for but cancelled. In the event Exhibitor withdraws or cancels its participation in the Show, Exhibitor shall be responsible for full payment of all advertising. Management reserves the right to reallocate such advertising space at its discretion. All advertisements are subject to approval by Management, in its sole discretion. Exhibitor agrees that Management shall not be liable in the event of any errors or omissions in advertising or in any promotional material. Management reserves the right to offer new products or positions throughout the show cycle.

4. ELIGIBILITY

Show Management reserves the right to determine and verify the eligibility of Exhibitors and their products and services at any time. Ineligible Exhibitors and products and services that are found to be in violation of Show Rules

and Regulations, or that do not otherwise meet Show objectives, as solely determined by Show Management, shall be prohibited.

A. Exhibitor Categories. To exhibit at the Show, Exhibitor must fall within at least one of the following Exhibitor Categories:

- i. **Manufacturers.** Manufacturers are companies that have products to display which are manufactured, packaged or marketed under Exhibitor's proprietary trade style or brand name. Companies that exhibit as a Manufacturer can only display those products for which they are the manufacturer and exclusive rights holder for distribution of the product(s) in the United States.
- ii. **Authorized Distributor.** A company that is authorized by contract or agreement to sell a particular proprietary brand of products in the United States shall be considered an Authorized Distributor. Authorized Distributors must provide Show Management documentation to substantiate their authorized distributorship arrangement in advance of the Show. Show Management has the unilateral right to terminate the Agreement of an Authorized Distributor, at any time, if the Authorized Distributor fails to provide such documentation to Show Management that is valid through the 2027 Show. Only those products, brands, trade names, logos or intellectual property for which the Authorized Distributor has U.S. distribution rights may be exhibited, promoted, or displayed in the exhibit. Products, services or brands for which an Exhibitor is not an authorized reseller may not be displayed, referred to in line cards, catalogs, signs, flyers or brochures, or depicted anywhere in the exhibit.
- iii. **Service Providers.** Service providers may exhibit and promote only those services provided to, or for, the industry served by the Show.

B. Display/Product Guidelines and Restrictions.

- iv. **Laws & Regulations.** Exhibitor and Exhibitor Representatives shall comply with all federal, state and local laws and regulations applicable to the display and promotion of its products and services and other activities conducted at the Show.
- v. **Intellectual Property Rights Infringement.** The Show is committed to the principle that intellectual property rights (IPR) are to be respected. To this end, Show Exhibitors may only display products and services they own, or that they are properly licensed to promote. It is the responsibility of intellectual property rights owners to take the necessary actions before, during and after the Show to protect their IPR. The Show does not provide intellectual property rights protection services and except in exceptional circumstances does not intervene in IPR disputes. Show Management can provide Exhibitors with resources that may assist in protecting their IPR. Of course, the Show will respect lawful court orders and injunctions, as well as instructions from law enforcement. Any Exhibitor desiring to serve legal papers upon another Exhibitor must abide by these procedures, and are not permitted to serve such papers in the exhibit halls or public areas of the Show and should contact Show Management in advance of any papers being served to facilitate such actions and ensure compliance with the Show's rules.
- vi. **Show Sections.** Certain Sections of the show are limited to the exhibition of those products and services which are associated with the Section category. These Sections are as follows:
 - A. Law Enforcement;
 - B. ArcheryOther categories may be exhibited anywhere else on the Show floor, in accordance with these Rules.
- vii. **Firearms Eligibility:** Any firearm that may be legally sold by a federally licensed firearms dealer (i.e., a Type 01 Federal Firearms Licensee) may be displayed in the Show, subject to specific exceptions noted below. Firearms and other items which require a licensee to hold a Special Occupational Tax stamp (SOT) pursuant to the National Firearms Act (NFA) may be displayed, however items which meet the definition of a "machinegun" under the NFA must be displayed with signage indicating that it is for "Military/Law Enforcement Only."
- viii. **Firearms Inspection.** Any firearm brought into the Show must be inspected for safety to ensure it is completely deactivated (e.g., firing pin removed or shaved making it inoperable) as specified in Section 5.B. below. As a convenience to Exhibitors, SHOT Show Safety Advisors will visit each booth prior to the first Show day to inspect and tag all firearms. Any firearm (i) entering the Show on the last day of setup and/or after the safety inspection has taken place, or (ii) which has otherwise not

been inspected, must be brought to the Safety Advisors Office for inspection and tagging. Firearms should be carried to the Safety Advisors Office in an enclosed case for security purposes.

C. Prohibited Products. The following specific products, among others, may not be displayed or appear in booth graphics or marketing material distributed at the Show, or be anywhere at the Show.

- i. **Personal Firearms and Ammunition.** Per Facility policy, personal firearms and ammunition are prohibited in the Facility. This includes the display of personally owned guns and ammunition. **EXCEPTIONS ONLY FOR ACTIVE ON-DUTY LAW ENFORCEMENT.**
- ii. **Used/Pre-Owned Firearms.** Used or pre-owned firearms and accessories, regardless of condition and whether or not remanufactured, including military surplus firearms whether historic or of current manufacture. Notwithstanding the foregoing (i) any Exhibitor who desires to exhibit remanufactured firearms may do so upon prior written approval of Show Management, provided that any such firearms are remanufactured to a like-new, factory condition, and are marketed for sale to retailers, and (ii) any Exhibitor who intends to market a newly manufactured accessory item at the Show, such as a magazine, stock, mount, optic, or similar item, may display that item on a curio and relic firearm, provided that the firearm is restored to new condition and that the firearm itself is not being marketed for sale.
- iii. **Import Restricted and Disguised Firearms.** Firearms and accessories prohibited from import into the United States; firearms disguised to look like something other than a firearm (e.g., cane guns, pen guns, "cell phone" guns, wallet guns, and buckle guns).
- iv. **3D Printing Materials.** 3D printed firearms, and/or materials promoting personal 3D printing of, firearms and components (including plans, drawings or software therefor) (a/k/a "printing at home"). Notwithstanding the foregoing, Companies selling 3D printers and/or 3D printer technology or material for use by manufacturers in the manufacturing process may be eligible to be exhibited in the Supplier Showcase, and Exhibitors may display products made, either partially or completely, via 3D printing only if such products are intended for sale to retailers for resale to consumers.
- v. **Military Paraphernalia and Surplus Equipment.** Military paraphernalia items, including, but not limited to: banners, boots, buckles, buttons, campaign caps, daggers, helmet liners, insignia, leggings, medals, military helmets, packs, rank insignia, ribbons, uniforms, and web or leather belting. All military replica or war surplus items including, but not limited to: ammo pouches, bayonets, canteens, clothing, dishes, military range equipment, rings, and silverware. Also prohibited are anti-aircraft and anti-tank weaponry, grenade launchers and rocket propelled grenade launchers (RPGs), and flamethrowers (except such devices designed and marketed solely for wildfire control/land management purposes). This prohibition shall not be construed as prohibiting the exhibition of equipment of current manufacture which is marketed and sold both to military or civilian customers, such as clothing and accessory items, or items of current manufacture which are produced for the military market and being marketed to such customers.
- vi. **Miscellaneous Items.** Additional prohibited items include, but are not limited to: blackjacks, boot knives, brass knuckles, resin knuckles, cat-shaped knuckles/spikes, other spiked knuckles/personal defense weapons, buckle knives, cane knives, darts, flags, flamethrowers (with exceptions only for such products which are designed and marketed solely for wildfire control/land management purposes), kits or devices for converting semi-automatic firearms to fully automatic (so-called "machinegun conversion devices"), maps, martial arts weapons, star-shaped throwing weapons, wallet knives, and swords of any type, or devices such as auto sears.
- vii. **Non-Exhibiting Manufacturers Products and Services.** Except for Authorized Distributors, Exhibitors may not display products or services of non-exhibiting companies or otherwise promote such non-exhibiting companies, unless otherwise approved.

5. PRODUCT SAFETY & PROHIBITIONS

- A. Ammunition and Propellants.** No live ammunition, ignitable powder, live primers, primer carriers, or percussion caps will be allowed in the Show, with the exception of live fire trailers operated by Show Management's selected contractor, in which case all ammunition shall be handled in accordance with the specific rules of these areas.

- i. All dummy center-fire type ammunition must have a hole (min.060 inches in diameter) drilled through the primer at the point where the firing pin would impact (or have no primer inserted in the pocket).
- ii. All primers and percussion caps must be obviously deactivated and must have a hole (min.060 inches in diameter) drilled through the cap at about where it would be struck by the firing pin or hammer.
- iii. All dummy rim-fire-type ammunition must have a hole (min.060 inches in diameter) drilled through the base of the shell.
- iv. Primers which have been deactivated by firing must have a hole (min.060 inches in diameter) drilled through the base of the shell.
- v. Black powder breech-loader primer carriers are not allowed in the exhibit hall at any time.

B. Firearms.

- i. Firearms must be rendered incapable of firing or discharging any cartridge, shell, round, or load in a manner identified in Section 5.C or 5.D. This rule equally applies to Exhibitors of component parts (e.g., firing pins/strikers) that may utilize firearms to demonstrate their products
- ii. A trigger lock or any device, material or mechanism designed to limit or impede the functioning or operation of the action is not an acceptable method of making a firearm inoperable.
- iii. Sections 5.C and 5.D describe the only methods approved by Show Management for rendering firearms inoperable. No other methods of rendering firearms inoperable will be permitted by Show Management unless otherwise determined in writing by Safety Advisors.
- iv. Actions must be capable of being opened to permit inspection of the chamber to determine whether it is loaded.
- v. All firearms must be properly secured after Show hours by either returning them to a Secured Storage location, or if left in an Exhibitor's booth, by properly securing the firearms through one of the following methods: (a) the use of overnight security guards who remain in the booth space at all times, or (b) locking the firearms to the Exhibitor's display stand(s) in a manner not susceptible of being readily removed in an unauthorized manner.
- vi. Any real or simulated discharge of firearms with an audible report is strictly prohibited. This prohibition applies to firearms on display or used in live demonstrations at the show.
- vii. Recorded or televised broadcasts featuring firearms that produce an audible report (e.g. hunting or shooting shows) must be kept at a reasonable volume so as not to inconvenience, annoy, endanger, or interfere with the rights of other Exhibitors and visitors or impede or obstruct the operation of the Show. Show Management reserves the right in its sole discretion to determine acceptable sound levels.

C. Carbine, Rifle and Shotgun Inoperability

- i. Conventional smokeless powder-type carbines, rifles, and shotguns must be rendered inoperable before being brought into the exhibit hall in one of the following ways: by removal of their firing pins/strikers, or by shortening their firing pins/strikers so they cannot contact the primer or any surface of fixed ammunition that can be chambered in the firearm.
- ii. This inoperability requirement equally applies to any component parts of a carbine, rifle, or shotgun which contain a firing pin or striker (such as an upper receiver, action, or bolt carrier), even if these component parts are not assembled into a complete firearm.
- iii. Black powder percussion-type carbines, rifles, and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their percussion cap nipple(s) or blocking each nipple orifice.
- iv. Black powder flintlock-type carbines, rifles, and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their flints.
- v. Black powder breech loading carbines, rifles, and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their primer carriers.

D. Handgun Inoperability

- i. Conventional smokeless powder-type handguns must be rendered inoperable before they are brought into the exhibit hall in one of the following ways: by removal of their firing pins/strikers, or by shortening their firing pins/strikers so they cannot contact the primer or any surface of fixed ammunition that can be chambered into the firearm.

- ii. This inoperability requirement equally applies to any component parts of a handgun which contain a firing pin or striker, even if these component parts are not assembled into a complete firearm.
- iii. Black powder percussion-type handguns must be rendered inoperable before they are brought into the exhibit hall by removal of their percussion cap nipple(s) or blocking each nipple orifice.
- iv. Black powder flintlock-type handguns must be rendered inoperable before they are brought into the exhibit hall by removal of their flints.
- v. In addition to rendering handguns safe, while on display, handguns shall be affixed permanently, by means of chains or aircraft cable (not over 3 feet in length) to the Exhibitor's counter, to its back or to a display island or stand to prevent potential theft. Nothing shall prevent Exhibitors from employing higher levels of security.

E. Non-Powder Actuated Guns

- i. Because it is difficult to deactivate Non-Powder Actuated Guns, they will be exempt from deactivation requirements. However, no gas (CO2 or air) cylinders, except those which are empty and drilled or punctured, will be allowed in the Show, except for those limited exceptions detailed in Sections 5.E.IV. and 5.G. below. If a cylinder is placed in a Non-Powder Actuated Gun (e.g., an Airsoft gun, pellet gun, etc.), it must be immediately obvious upon inspection that the cylinder has been deactivated.
- ii. Pellets, "BB's" or projectiles of any type for Non-Powder Actuated Guns, which are on display must be affixed or glued down to containers or packaging so that individual projectiles are not loose or available to be chambered. When boxes and containers for projectiles are on display, they must either be empty or completely sealed. Opening the container and pouring a clear epoxy over the contents or using superglue to seal the lid on the container are acceptable methods of sealing.
- iii. Any real or simulated discharge of Non-Powder Actuated Guns is strictly prohibited except as follows: This general rule shall not apply when Non-Powder Actuated Guns are used in connection with secure, temporary, free-standing and fully enclosed shooting galleries or transparent, shatterproof shooting containers. Both shooting galleries and shooting containers must capture projectiles shot within the structure (i.e., projectiles shall not escape the enclosed structure at any time). Shooting galleries and shooting containers must be pre-approved by Show Management and shall be subject to inspection during the Show. Only plastic BBs, plastic pellets or other plastic projectiles shall be permitted.
- iv. Approved shooting galleries and shooting containers shall be located so as not to interfere with or prevent access to other exhibits, obstruct or create congestion in aisles or otherwise unreasonably interfere with the Show. Shooting galleries and containers must fit within Exhibitor's booth space. Under no circumstances will shooting galleries or containers over 300 square feet be permitted at the Show. Non-Powder Actuated Guns must be affixed or tethered to the shooting gallery or container in such a manner so that the tips of their barrels are at all times pointed down range or located inside the container. Shooting activities are subject to all reasonable restrictions imposed by the Show. Show Management reserves the right to impose additional restrictions. Shooting activities may be temporarily or permanently closed by Show Management at any time. Projectiles and gas cylinders which are used in approved shooting galleries must be kept under the positive control of an Exhibitor Representative tasked with manning the shooting gallery and shall not be allowed to be removed from the shooting gallery during Show hours. Once empty or expended, all gas cylinders must be removed from the Show or drilled to conform with the requirements herein. Exhibitors shall ensure that any gas cylinders are completely empty and safe for drilling before conducting drilling within the Show premises.
- v. Shooting gallery and shooting container designs, plans, drawings and pictures must be reviewed and approved by Show Management prior to the show. Exhibitors should submit an Exhibit Design Notification through the Exhibitor Resource Center at shotshow.org/ERC.

F. Paintball Markers (Guns) & Accessories

- i. Any real or simulated discharge of paintball markers is strictly prohibited.
- ii. Paintballs and Projectiles: Loose paintballs or projectiles of any type are not allowed in the exhibit hall. When boxes and containers of projectiles are displayed, they must be either empty or completely sealed. Opening the container and pouring a clear epoxy over the contents or using superglue to seal the lid on the container are acceptable methods of sealing.

iii. Miscellaneous Items: Grenades, claymores, mortars and any other items containing paint and/or compressed gas or any other type of propellant must be made or rendered inoperable. Compressed gas must be removed and the cylinder drilled as indicated below. Any other propellant must be removed. Paint must be removed (you may replace the paint with water).

- G. Gas Cylinders.** Gas (CO₂ or air) cylinders, except those which are empty and drilled or punctured are not allowed in the Show, subject to the exceptions herein. If a cylinder is attached to an air gun or paintball marker, it must be immediately obvious upon inspection that the cylinder has been deactivated. Active gas cylinders are permitted in the Show for use only by Exhibitor with an approved Non-Powder Actuated Gun shooting gallery, or who may have non-firing demonstrator devices that simulate operation through the use of compressed gas, or who exhibit non-firing training devices that simulate blowback or recoil through the use of compressed gas. Any gas cylinders brought into the Show by such Exhibitors must be kept under the positive control of an Exhibitor Representative at all times, may not be removed from the Exhibitor's booth space, and once empty or expended must be removed from the Show or drilled to conform with the requirements herein.
- H. Blow Guns.** All blow guns must be sealed and/or firmly and permanently fixed in original packaging so that the blow gun may not be removed or be firmly and permanently "plugged" at the nozzle making the blow gun incapable of shooting a projectile.
- I. Bows and Arrows.** All arrows must be sealed and/or firmly and permanently fixed in original packaging so that individual arrows may not be removed, or firmly and permanently fixed to the display in such a way as to prevent their being fitted into a bow, or at least one side of the nock must be removed, rendering the arrow incapable of being shot from a bow.
- J. Crossbows.** Crossbow strings must be "fixed" using a cable tie so as to be incapable of movement or have arrow track blocked so that an arrow cannot be loaded into the cross bow and propelled.
- K. Chemical Defense Sprays.** All canisters must be empty and disabled by drilling a hole (min .060 inches in diameter) through the base.
- L. Stage Props and Blank Guns.** Stage props and blank guns must have their firing pins removed.
- M. Stun Guns & Tasers.** Manufacturers are permitted to display such products, however any such devices in the Show must be inert, cannot be charged, and may not be used for demonstration purposes whatsoever, except with the prior written approval of Show Management. **DEMONSTRATIONS ON LIVE SUBJECTS ARE COMPLETELY PROHIBITED, NO EXCEPTIONS.**
- N. Firearm Training Devices.** Firearm training devices which incorporate, or require the use of, a firing pin or striker that could be utilized in a functional firearm, must have such firing pins or strikers removed when on display. Exhibitors which desire to demonstrate such products with the firing pin or striker installed must receive pre-approval from Show Management prior to Show opening.

6. EXHIBIT SPACE ASSIGNMENT

- A. Space Selection Process.** After the published deadline for submitting the Exhibitor License Agreement, the Exhibit Space Selection Order will be completed to determine each company's selection time. Selection times are assigned in the following order:
- i. NSSF Patron Members by priority points
 - ii. NSSF Supporting and Associate Members by priority points
 - iii. Non-members by priority points.

Supplier Showcase Exhibitors that submit their Exhibitor License Agreement by January 23, 2026, will retain the right to renew their exhibit location from the 2026 Supplier Showcase, provided however that such Exhibitors also have the ability to request a new location during the space selection process for the 2027 Supplier Showcase.

Show Management may consider, but will not be bound by, an Exhibitor's priority points or an Exhibitor's booth requests. Show Management may suspend or discontinue the Show's space selection process and/or modify space selection rules at any time. The method of determining space assignment is established by Show Management and may be changed from time to time without notice to Exhibitors in

order to accommodate that which Show Management determines as being in the best interest of the Show.

- B. Priority Points.** The Show's priority point system is designed to recognize Exhibitors that support the Show by offering them priority in the selection and assignment of booth space. Priority points are accumulated based on the number of consecutive Shows an Exhibitor exhibits at, the number of square feet of booth space an Exhibitor purchases, sponsorship spend, and the timely payment of Show fees and costs. All Show priority points are retained by an Exhibitor from year to year provided the Exhibitor has exhibited in every consecutive show. If an Exhibitor cancels or withdraws from a Show or misses a Show, the Exhibitor shall forfeit all priority points accumulated up to and including the current Show. Show Management shall have sole discretion to penalize Exhibitors who violate Show rules including by stripping them of some or all of their priority points. While Show Management will make every effort to accommodate an Exhibitor's booth preferences, the awarding of Show priority points and assignment of booths (including relocation requests) are at Show Management's sole and absolute discretion.

Show Management may, in its discretion, change or cancel the Priority Point system and rules at any time without notice. This means that the accumulation of priority points does not entitle Exhibitors to any vested rights with respect to said points or their benefits. Priority points are not an asset of Exhibitor and are non-transferable (however, if an Exhibitor's company is purchased or otherwise acquired, Show priority points may transfer to the acquiring company at Show Management's sole discretion). Exhibitor points may be withdrawn or reduced at any time. Show Management may, among other things, (i) withdraw, limit, modify, or cancel any points; (ii) change points benefits, rules for earning, retaining or forfeiting points; (iii) rename or redefine program elements or benefits. Show Management may make any one or more of these changes at any time even though such changes may affect points that you have already accumulated. Show Management reserves the right to end the Priority Point system at any time for any reason without notice.

- C. Section Qualification.** To qualify for a particular Show section (i.e., the Law Enforcement or Archery Sections), a minimum of 75% of the product or services on display and the marketing materials being distributed must be specific to that section.
- D. Floor Plan.** Show Management reserves the right to rearrange Exhibitors or adjust the floor plan to accommodate the best interest of the Show. The floor plan maintained by Show Management shall be the official floor plan. Changes may occur at any time to accommodate Show needs.
- E. Booth Change Requests and Process.** Post Space Selection, in order to be assigned a new booth if one becomes available, an Exhibitor must be current in accordance with their given payment plan for all exhibit fees, membership dues and sponsorship payments, and priority is given first to Patron Members, by priority points, then Supporting or Associate Members, by priority points, and then all non-NSSF members by priority points.
- F. Sharing or Subletting Booth Space.** See paragraph 12 of the License Terms.

7. OPERATION AND CONDUCT

- A. Exhibitors and Exhibitor Representatives.** Exhibitors and Exhibitor Representatives shall conduct themselves in a professional business-like manner at all times and comply with all applicable Show rules concerning their conduct, including the following rules. Failure to abide by show rules will result in penalties, up to and including a permanent ban from attending the Show.
- i. Attendants, employees, models, and other Exhibitor Representatives must confine their activities to their licensed exhibit space and may not engage in solicitation or promotional activities outside their booths. It is recommended that business meetings occur within contracted booth space to ensure privacy and to avoid the appearance of suitcasing/outboarding.
 - ii. Exhibitors and Exhibitor Representatives may not enter the exhibit space or loiter in the area of another Exhibitor without permission from that Exhibitor, and at no time may anyone enter an exhibit space that is not staffed.
 - iii. Exhibitors and Exhibitors Representatives shall not photograph or video an exhibit or product of another Exhibitor.

- iv. NO loud, abusive or defamatory language, harassment, or other unprofessional or inappropriate behavior at NSSF events (including SHOT Show), in communications with SHOT Show staff or on SHOT Show digital platforms.
 - v. Exhibitors and Exhibitor Representatives may not register or otherwise assist non-qualified attendees in gaining admission into the Show.
 - vi. Exhibitors and Exhibitor Representatives may not rent meeting rooms from management for use by any other entity during the Show, absent management approval. Meeting rooms are for the exclusive use of the Exhibitor who made the reservation with Management.
 - vii. Any Exhibitor desiring to serve legal papers upon another Exhibitor are not permitted to serve such papers in the exhibit halls or public areas of the Show and should contact Show Management in advance of any papers being served to facilitate such actions and ensure compliance with the Show's rules.
 - viii. Exhibitor Representatives shall be restricted to Exhibitor's employees and authorized representatives. Exhibitor Representatives shall at all times wear badge identification furnished by Management. Management may at any time limit the number of booth representatives. Exhibitor's booth must be staffed by Exhibitor Representatives during all hours the Show is open.
 - ix. Exhibitors may not permit or host representatives from third party companies, who then represent themselves as a representative of such third party, without Show Management approval. For example, a vehicle manufacturer that is not exhibiting at the show is not permitted to have its own representative in a booth, and the company may not promote the product in the booth or elsewhere, unless that vehicle manufacturer is an Exhibitor of the show or it is approved in advance by Show Management.
- B. Attire.** All Exhibitor Representatives must wear appropriate apparel at all times. This requirement prohibits, among other items, bathing suits, thongs, lingerie, exceedingly short skirts, painted bodies and transparent apparel. Business or business casual attire is recommended. Exhibitors who are uncertain with regard to compliance with the appropriate attire and entertainment regulations are encouraged to consult with Show Management in advance of the Show. Clothing shall be respectful to fellow attendees. Clothing shall not contain any message that may be considered offensive or contain nudity, profanity, or sexual innuendo/suggestion. In addition, clothing and accessories should not promote negative ethnic or racial commentary, or hatred or violence in any form.
- C. Suitcasing.** Show Management considers "suitcasing" to be unethical business conduct and strictly prohibits this practice at the Show. "Suitcasing" refers to the parasitic business practice of companies or persons who gain access to the Show as attendees but "work the aisles" from their suitcase (briefcase), e.g., displaying product, soliciting business from other attendees and Exhibitors. Exhibiting companies are encouraged to protect their investment by reporting actual or suspected violations of the Show's suitcasing rule immediately to Show Management.
- D. Outboarding.** Show Management considers "outboarding" to be unethical business conduct and strictly prohibits this practice at the Show. "Outboarding" refers to the parasitic business practice of non-exhibiting companies who set up exhibits or events at off-site locations during the period of the Show, such as hotel hospitality suites or nearby restaurants, and encourage attendees to leave the Show and spend time with them. The only legitimate place to conduct business during the Show is within a contracted exhibit space on the Show floor. Only registered Exhibitors and sponsors of the Show are allowed to conduct hospitality events during the period of the Show. Hospitality functions away from the Show shall not open before 5:30 p.m. each Show day. Hospitality functions at the Show Facility can start at 5:00 p.m. Exhibiting companies are encouraged to protect their investment by reporting actual or suspected violations of the Show's outboarding rule immediately to Show Management.
- E. No Advertising Outside Exhibit Space.** Exhibitor Representatives shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any kind on or in any area of the Show, except within the Exhibitor's booth space and upon such space as is made available for such purposes by Show Management. Nothing can be affixed to the walls, columns, carpet, concrete or pavement, nor can anything be projected on space or areas beyond Exhibitor's booth space without written permission.
- F. Booth Noise.** Music or noise emitting from the exhibit space cannot exceed 75 decibels or be at volume that in the sole judgment of Show Management creates an unreasonable interference with the ability of

other Exhibitors to conduct business in their booth. Exhibitors receiving requests from Show Management to reduce the music volume or noise level must conform immediately to the request or be subject to having the power to the sound system disconnected. If after receiving a second warning that they are in violation, the power to the sound system will be disconnected for the remainder of the day. If there is a third violation, the power will be disconnected for the remainder of the Show.

- G. Promotional Activities & Items.** Management retains sole discretion to approve, control, or prohibit what, where and when promotional activities may occur and the types of promotional items that may be distributed. Exhibitors should be mindful of TSA's list of prohibited items when selecting promotional giveaways. The right to distribute or broadcast advertising, marketing and promotional information and items of any nature in Show hotels during the Show is reserved to Show Management. Exhibitor shall not independently engage in or make arrangements with the Facility or Show hotels to conduct such activities. Any information or items to be distributed or broadcasted are subject to separate license issued by Show Management in its sole discretion.
- H. Objectionable Exhibits.** Show Management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, conducted activities, method of operation, or any other reason, and also to prohibit or evict any exhibit which in the opinion of Show Management detracts from the general character of the Show or jeopardizes Show safety, at Exhibitor's sole expense. This reservation includes persons, things, conduct, printed matter or anything Show Management judges to be objectionable in its sole judgment. In the event of such restriction or eviction, Show Management shall not be liable for any refunds or reimbursements of any amount paid to the Show or any third party. Exhibitor hereby expressly waives any right and all claims, actions or demands for damages, costs and expenses, including without limitation, legal fees, lost profits, and costs of goods sold, against the Facility, Show Management, or their directors, officers, employees, contractors and/or other authorized representatives for such restriction or removal.
- I. Business Licenses, Permits, and Authorizations.** See Paragraph 13 of the License Rules.
- J. Food and Beverage.** Alcoholic beverages may not be served within an Exhibitor's exhibit space without written consent from Show Management. Alcoholic beverages may not be served during exhibit move-in or move-out under any conditions. The official Facility caterer must provide food and/or beverage items served within an Exhibitor's exhibit space. Preparation of food within the contracted exhibit space is prohibited. Exhibitor cannot bring into the Facility any food or beverages of any kind, without the prior written permission from the Facility's official caterer.
- K. Electrical and Lighting.** Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory and must conform to the electrical codes and regulations as indicated in the Exhibitor Display Rules. Electrical power and full lighting will be supplied to exhibits 7:30am – 5:30pm (4:00pm on last show day) on show days. Full lighting is provided 2:00pm – 5:00pm on the last day of setup.
- L. Inspection.** All displays will be inspected during move-in days for compliance with the Show's Rules and Regulations and any exhibit modifications required by Show Management shall be made prior to Show opening at Exhibitor's sole expense. If modifications are not made by Exhibitor, Show Management will instruct its official contractors to make any necessary adjustments, at Exhibitor's sole expense. Moreover, Exhibitor shall be responsible for all costs associated with ensuring any activities and displays it may have inside or outside the Facility are safe and regularly inspected throughout the duration of the Show. Show Management shall not be responsible for any damages whatsoever should an activity or display be terminated or removed by Show Management.
- M. Insurance.** See Paragraph 20 of the License Terms.
- N. Prohibited Equipment / Materials / Chemicals.** Exhibitor will not put up or operate any engine or motor or machinery on the premises, excepting normal equipment utilized to set up and dismantle exhibits, or use or store oils, burning fluids, camphene, kerosene, naphtha or gasoline for either mechanical or other purposes, or any agent other than electricity for illuminating purposes.
- O. Hazardous Materials.** Harmful or noxious odors or fumes must be negligible and contained within the display. Hazardous materials are prohibited unless approved in writing by Show Management. Exhibitor is responsible for the proper care, handling, security, removal, and disposal of all hazardous materials entered upon Show premises by Exhibitor, as required by current Environmental Protection Agency or

other applicable standards in effect at the time of occupancy. Disposal of hazardous materials or toxic waste must comply with all city, state, and federal laws.

P. Damages. See Paragraph 14 of the License Terms.

Q. Intellectual Property Rights.

- i. The “SHOT Show[®],” “SHOT[®]” and “Shooting, Hunting and Outdoor Trade ShowSM” names, logos and images are trademarks or registered trademarks of the National Shooting Sports Foundation, Inc[®] (the “SHOT Show Trademarks”). Subject to the SHOT Show Trademark Branding Guidelines, Exhibitor is granted a non-exclusive, royalty-free, revocable license to use these trademarks in their advertising and marketing materials, including websites, to promote their Show participation through the last date of the Show to which such license pertains. SHOT Show Trademarks shall not be used on any items for sale or distributed in exchange for other consideration, or in any manner that expresses or implies that the Show or Show Management endorses, sponsors or otherwise supports Exhibitor’s activities or products. Use of SHOT Show Trademarks by licensees and other authorized parties shall adhere to the following rules: (a) SHOT Show Trademarks shall only be used in the form and manner as prescribed by the NSSF (See SHOT Show Trademark Branding Guidelines); (b) SHOT Show Trademarks shall always bear the correct trademark symbols (i.e., [®], SM, TM); (c) When using a SHOT Show trademark, the appropriate symbol shall appear after the first and most prominent use of the mark (if the trademark is repeated several times, it is not necessary to continue using the symbol with the trademark); (d) SHOT Show Trademarks shall not be used in any manner that expresses or implies, or could be construed to express or imply, that the NSSF or the SHOT Show is affiliated with or endorses, sponsors, certifies, or otherwise supports third party products, services, or opinions; and (e) SHOT Show Trademarks shall not be used in any manner that might harm the NSSF’s reputation or goodwill or the NSSF’s ownership rights in the SHOT Show Trademarks.
 - ii. As discussed in 4.B.ii above, the Show does not provide Intellectual Property protection services, however Show Management is firmly committed to the laws prohibiting counterfeiting and infringement of the intellectual property rights (e.g., copyrights, trademarks, trade dress, patents, etc.) associated with the products and services that Exhibitors display. In the event it is determined by either Show Management, in its sole discretion, or a court of competent jurisdiction that an Exhibitor has violated third party intellectual property rights, the Exhibitor will risk immediate removal from the Show and exclusion from future Shows, in addition to any other sanctions Show Management may impose in its sole discretion or as permitted by law.
- R. Accidents/Incidents.** Any accident or incident involving or occurring in Exhibitor’s booth, or relating to Exhibitor’s Representatives, must be reported to Show Management as soon as possible (i.e., events which result in injury to Exhibitor Representatives, Attendees, or other persons, damage or theft to Exhibitor, Attendee, Show Management, or Facility property, or which require the intervention of security or law enforcement personnel). Show Management will create a report of the incident, and where applicable, provide Exhibitor with a “Theft/Damage Report” or “Injury Report.”
- S. Lotteries, Contests & Games of Chance.** The operation of games of chance during the show, including sweepstakes, raffles, drawings, contests, lotteries; gambling or gaming devices; or tournaments, pools or wagering, whether real or simulated is permitted only to the extent allowed by applicable state and local laws where the Show takes place and only within the confines of an Exhibitor’s booth. Games of chance conducted by Exhibitors prior to the Show shall comply with Show attendee admission and eligibility requirements and rules prohibiting the transfer of show badges. Exhibitors are responsible for all logistics involved with the organization and operation of their games of chance or other promotion, including, without limitation, collecting entries and notifying winners.
- T. Over-The-Counter Sales.** In a concerted effort to dissuade consumers and ineligible persons from entering the Show, no cash sales of any items are allowed. Exhibitors are not permitted to sell products for delivery at the Show, with the sole exception of wholesale transactions in which entire Exhibit inventories are sold to retailers for delivery after Show close on the last day of the Show. Selling samples whereby money is exchanged for product onsite is strictly prohibited. Orders may be taken for future delivery. Product inventory in booths must be of an amount utilized for display only and may not be for delivery or resale at the Show. Any extra inventory deemed by Show Management to be more than necessary or reasonable for display purposes only will be removed by Exhibitor or confiscated by Show Management, at Exhibitor’s

expense. Any Exhibitor found engaging in cash sales during the show may be immediately removed by Show Management, in its sole and absolute discretion. In the event that an Exhibitor is removed for violating this rule, it shall bear the expense of having its booth shut down by the General Services Contractor (pursuant to its fee schedule) and shall be responsible for having security present to secure its inventory while the show is closed. Sales made are subject to state sales tax. Show Management can be held legally responsible for collecting and paying the tax. If Show Management receives a tax bill associated with over-the-counter-sales, the Exhibitor is liable for payment of the tax bill. This applies to all Exhibitors, unless they are placed in the sales area of the show and their sales activities are pre-approved by Show Management.

U. Soliciting Donations. Soliciting donations for any organization is strictly prohibited. Soliciting donations in return for goods is strictly prohibited.

V. Photography/Video/Recording.

- i. No photography, videotaping, or other recordings (collectively, "Photography") of the Show is allowed except by those with valid media badges or as otherwise stated in this paragraph. All photographic rights for the Show are reserved to Show Management. Professional Photography in the Show required by Exhibitors can be carried out at moderate charges by Official Photographers (as designated by Show Management), if desired. Exhibitors wishing to make arrangements for the professional photographing of their exhibit must apply to Show Management. Exhibitors may photograph their own booths, products and activities within their booths for internal marketing purposes only. However, Photography of other Exhibitor booths or products is strictly prohibited and such violations may result in the confiscation of camera or recording equipment in addition to any other action Show Management may in its sole discretion deem appropriate. Exhibitors are encouraged to report violations of this rule to Show Management.
- ii. From time to time, photographs, videos, filming and/or other recordings ("Photography") may be made of the Show by Show Management or third parties contracted by Show Management, which may capture the image, voice, likeness and activities of Exhibitors and Exhibitor Representatives, as well as the presentation of Exhibitors' booths, products, displays and intellectual property ("collectively, "Exhibitor Images"). Exhibitors may not hinder, obstruct, or interfere in any way with such Photography whether by Show Management or others working on Show Management's behalf, and in consideration of being allowed admission into the Show hereby consent to Show Management's Photography and use of Exhibitor's and/or Exhibitor Representative's Images for any reasonable commercial purpose. Exhibitors and Exhibitor Representatives grant Show Management and others contracted by Show Management a non-exclusive, royalty-free, irrevocable, worldwide license to use Exhibitor and Exhibitor Representative Images and assign all rights, including the copyright, in any materials created by or on behalf of Show Management incorporating Exhibitor, and Exhibitor Representative Images without further payment or other consideration.
- iii. All requests by press and news organizations for photography and video footage of the Show should be directed to NSSF's Communications Department.
- iv. No photography or recording of any events run by Show Management is permitted.

W. Music / Photographs / Other Copyrighted Material. Exhibitor acknowledges that any live or recorded performances of music or broadcast of other copyrighted materials, by or on behalf of Exhibitor at the Show must be licensed from the appropriate copyright owner or its licensing agent. Exhibitor represents and warrants to Show Management that it is solely responsible for obtaining any necessary licenses to play or perform such music, or broadcast other copyrighted materials, and agrees to defend, indemnify and hold harmless Show Management from any damages, losses or expenses incurred by Show Management due to Exhibitor's use of such music or copyrighted materials (without limitation to any other rights of Show Management with respect thereto). The proper licenses must be posted in Exhibitor's booth and available for inspection immediately upon the request of Show Management or the appropriate licensing agency.

X. Service Animals. The use of animals for marketing products or services is prohibited at the Show. Only properly identified on-duty ADA recognized service animals or Mil/LE/Fire K-9 are permitted at the Show, and absolutely no corporate branding is permitted on the service animals aside from identification relating to its recognition as a service animal. Only service dogs which are trained to do work or perform

tasks for the benefit of a qualified individual with a disability are permitted. Emotional support animals are not permitted at the Show.

- Y. Sponsorships & Outside Activities.** Sponsorships and activities taking place outside an Exhibitor's booth or outside of the exhibit halls may have rules or guidelines different from those contained in these Exhibitor Rules & Regulations. Unless explicitly stated to the contrary in any sponsorship agreement between such sponsor and Show Management, the terms herein shall govern the rules applicable to such activities.
- Z. Child Policy.** No one under the age of 16 (including infants) shall be admitted onto the show floor. This policy applies to all show attendees including attendees, Exhibitors, and media. Daycare is not provided.
- AA. Remote Controlled Transport Devices.** The use of drones, UAV's, hoverboards, wheeled transport devices, remote controlled vehicles and similar devices are strictly prohibited on the show floor (except for mobility devices required by persons with disabilities). The Show has undertaken reasonable efforts to ensure that the Show will be a safe environment for all visitors, and the prohibition of these devices is consistent with the standards and practices for general safety.

8. MOVE-IN / MOVE-OUT / EXHIBIT INSTALLATION & DISMANTLE

- A. Freight Target Times.** Exhibitors are assigned a specific date and time by Show Management to systematically unload freight at the Show site. Missing this time may result in additional fees for services rendered. However, this does not apply to hand-carry freight. Exhibitors may also ship freight to the General Service Contractor's warehouse, prior to the Show. Any freight received at the General Service Contractor's warehouse will be delivered according to target times. Exhibitors shipping direct to the Show Facility prior to the Show must meet the assigned target time and date.
- B. Material Handling.** All material handling during move-in and move-out, as well as the movement of empty crates and the operation of material handling equipment, must be performed by the General Service Contractor (the exclusive contractor approved by the Facility and Show Management), except as indicated below. The General Service Contractor has the responsibility of managing delivery docks for the smooth and efficient move-in and move-out of the Show. The General Service Contractor is not responsible for any material it does not handle. Exhibitors may "hand carry" material, provided material handling equipment is not used. "Hand carry" Exhibitors may not be permitted access to the loading dock or freight door areas. See the Hand Carry Rules in the Exhibitor Services Manual on www.SHOTShow.org for more instructions and qualifications. All goods and exhibits must be received at designated receiving areas. All goods and exhibits must be specifically marked and all charges prepaid.
- C. Labor.** The Exhibitor agrees to abide by all agreements between Show Management, the General Service Contractor, the Facility, or any of its agents pertaining to using union labor in the exhibit areas, and to abide by all labor regulations as stated in Exhibitor Services on www.SHOTShow.org. Show Management is not liable for changes in union regulations. A labor entity has jurisdiction through a labor agreement with the General Service Contractor for the erection, touch-up painting, dismantling and repair of all exhibits when such work is done by persons other than Exhibitor's full-time company personnel. This work includes wall coverings, floor coverings, pipe and drape, painting, hanging of signs and decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes. The labor entity's jurisdiction does not cover the placement of Exhibitor's products on display, the opening of cartons containing Exhibitor's products, nor the performance, testing, maintenance or repairs of Exhibitor's product. If full-time company personnel are utilized to set up an exhibit, they should carry positive company identification, such as a medical identification card, payroll stub, or have a company payroll report available. This rule prohibits the utilization of workers hired from a non-union agency or company. Exhibitor personnel may set-up the booth, provided the booth, walls, and fixtures can be completed without use of saws, pipe wrenches or power tools. Hand tools, electric drills and screwdrivers can be used for installation. For safety reasons, Exhibitors may not do any installation work that requires standing on a ladder over 30 inches high.
- D. Display Installation Deadline.** Unless otherwise excepted due to late target times, all displays must be in place by 3:00 p.m. on the last move-in day (8:30 a.m. for Supplier Showcase). Display material, cartons and refuse must be removed from the aisles, and empty crates labeled and ready for removal by 3:00 p.m. on the last move-in day (8:30 a.m. for Supplier Showcase).

- E. Late Installation.** If installation of any exhibit has not started by 3:00 p.m. on the last move-in day (8:30 a.m. for Supplier Showcase), then Show Management shall erect the exhibit, and Exhibitor will be billed for and agrees to pay for all charges incurred. Show Management shall not be liable for damages that may occur during this installation.
 - F. Space Abandonment.** Any space not claimed and occupied by 3:00 p.m. on the last move-in day (8:30 a.m. for Supplier Showcase), may be resold or reassigned by Show Management, without obligation on the part of Show Management for any refund to the Exhibitor whatsoever. Space abandonment will result in penalties, up to and including a permanent ban from attending the Show.
 - G. Removal of Product or Equipment.** The removal of product and equipment prior to Show requires that exhibitor obtain a merchandise removal pass from Show Management. Nothing may be removed on Friday, the final day of the show, between 12:00 p.m. - 4:00 p.m.
 - H. Timely Dismantle.** Exhibitor agrees to dismantle display as soon as practical after the end of the Show. If teardown of the exhibit has not commenced by 12:00 noon the day after show close (6:00 p.m. the day of close for the Supplier Showcase), then Show Management shall have the exhibit dismantled at the Exhibitor's expense. Exhibitor agrees to dismantle display as soon as possible if requested by Show Management for a violation of Show rules at Exhibitor's sole expense.
 - I. Early Move-out.** Exhibitor shall not initiate move-out or abandon its exhibit prior to the official Show closing time on the final Show day. Space abandonment will result in penalties, up to and including a permanent ban from attending the Show.
 - J. Safety Requirements / Smoking.** Exhibitor shall not allow its display to block the view of, or impede access to fire alarm boxes, fire hose cabinets, fire extinguishers, fire strobe lights, or other safety equipment. Smoking is prohibited in the Facility.
 - K. Exhibitor-Appointed Contractors (EAC).** An EAC is any contractor not listed in the Exhibitor Services Manual on www.SHOTShow.org as an official SHOT-designated contractor. All Exhibitors using the services of an EAC are responsible for ensuring that the EAC conforms to the regulations included in the Exhibitor Services Manual on www.SHOTShow.org.
 - L. Outbound Freight.** All carriers must check-in no later than seven (7) hours prior to your target move-out time. If Exhibitor's carrier does not check-in prior to seven hours before its targeted move-out time, the General Service Contractor will reroute the shipment, at Exhibitors' expense. Exhibitor freight will be sent with an official freight carrier of the General Service Contractor or sent back to the General Service Contractor's warehouse where storage fees will accrue if carrier fails to meet check-in deadline. Freight fees under these conditions are generally greater than those paid inbound by the Exhibitor. Exhibitor further agrees to indemnify and hold Show Management harmless against any and all claims which may arise from the dismantling, including without limitation, damages to the premises, the display or personal injury due to holding over by Exhibitor past its allotted time of occupancy.
 - M. Security.** Exhibitor personnel should remain in the contracted exhibit space until Exhibitor's display materials are secured and accepted by the freight carrier or otherwise removed by Exhibitor. Show Management and General Services Contractor assume no responsibility for exhibit material left unattended in the exhibit hall during move-in or move-out. Submission of a Material Handling Agreement to the General Service Contractor does not transfer responsibility to the General Service Contractor. For more information relating to security provided, see Paragraph 20 of the License Terms.
- 9. EXHIBITOR VIOLATIONS.** See Paragraph 9 of the License Terms.