NMHC provides the opportunity for our partners to network one-on-one with the leaders and decision-makers in student housing.

PRELIMINARY EXHIBIT INFORMATION AND SCHEDULE

Exhibit space is limited
The exhibit area and surrounding foyers and meeting space will be focus locations for networking during meals and the reception. Exhibit hours have not been scheduled during the educational sessions to allow exhibitors the opportunity to participate in the conference and continue networking with attendees.

EXHIBITOR MOVE-IN
Wednesday, September 28, 2016 9:00 AM - 3:00 PM

EXHIBIT SCHEDULE
Wednesday, September 28, 2016
Reception 5:30 PM - 7:00 PM

Thursday, September 29, 2016
Lunch Noon - 1:30 PM
Reception Noon - 1:30 PM
5:30 PM - 7:30 PM

EXHIBITOR MOVE-OUT
Thursday, September 29, 2016 7:30 PM - 9:30 PM
Friday, September 30, 2016 8:00 AM - 10:00 AM

Note: Agenda is subject to change.

BOOTH ASSIGNMENTS

Fully paid booths will be assigned starting June 30, 2016, based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) NMHC sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location assignment for conflict with competitors. If your booth location needs to be changed, contact NMHC immediately.

Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. Additionally, if a member, an exhibitor’s NMHC membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.

BOOTH RENTAL INCLUDES:

- Basic booth set-up – pipe and drape forming 3 ft. high side rails and 8 ft. high backdrop
- Booth identification sign with company name and booth number
- 10’x10’ booths with adjacent 8’x6’ booth are sold together
- Aisle carpeting and aisle carpet cleaning (Exhibit Hall is carpeted)
- Security service
- Complimentary badges: three (3) full conference badges for company personnel with one (1) paid 10’x10’ booth and four (4) full conference badges for company personnel with one (1) paid 10’x10’ booth plus one (1) 8’x6’ booth
- Exposure to over 700 targeted executive-level, decision-making attendees at the conference
- Exhibitor recognition listing with booth number on NMHC website
- Exhibitor recognition listing in conference materials and mobile app
- Exhibitor Services Manual e-mailed to confirmed exhibitors and posted on NMHC website in early August 2016

EXHIBIT TERMS AND CONDITIONS

Full booth payment should accompany the completed Booth Request Form and be returned to the address listed on the form. Signing up for a booth early will allow your company to take advantage of the advance promotional opportunities. Credit card payments will be accepted. If your company’s accounting department requires an invoice prior to submitting payment, please contact NMHC. Membership in NMHC is not required to exhibit. Following receipt of the Booth Request Form at the NMHC office, a confirmation of receipt will be emailed to your company contact listed on the form.

The exhibit hall floor plan is available May 2016 at www.nmhc.org.

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>NMHC MEMBERS</th>
<th>NON-MEMBERS</th>
<th>NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ (100 sq. ft.)</td>
<td>$2,600 (by 6/15)</td>
<td>$3,200 (by 6/15)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>$2,900 (after 6/15)</td>
<td>$3,700 (after 6/15)</td>
<td></td>
</tr>
<tr>
<td>10’x10’ plus 8’x6’ (100 sq. ft. + 48 sq. ft.)</td>
<td>$4,000 (by 6/15)</td>
<td>$4,600 (by 6/15)</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>$4,400 (after 6/15)</td>
<td>$5,200 (after 6/15)</td>
<td>(3 per 10’x10’ booth plus 1 per 8’x6’ booth)</td>
</tr>
<tr>
<td>10’x20’ (200 sq. ft.)</td>
<td>$5,200 (by 6/15)</td>
<td>$6,400 (by 6/15)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>$5,800 (after 6/15)</td>
<td>$7,400 (after 6/15)</td>
<td></td>
</tr>
</tbody>
</table>

Note: The approximate value of a conference badge is $600 members/$1,200 nonmembers.
AIG Global Real Estate Investment Corp.
Airwave Networks, Inc.
Alvarez and Marsal
Ambling Management Company
American Campus Communities
Annex Student Living, LLC
ApartmentExpert.com
ApexOne Investment Partners
ARA, a Newmark Company
Arbor Commercial Mortgage, LLC
Aspen Heights
Asset Campus Housing
Asset Plus Companies
Associated General Contractors of America
AT&T Connected Communities
Axiometrics, Inc.
The Bainbridge Companies
Balfour Beatty Campus Solutions
Balfour Beatty Communities
Bank of the West
BBL Campus Facilities
Bergstrom Capital Advisors, Inc.
Berkadia
Berkeley Point Capital LLC
Berkshire Group
Birge-Held Asset Management
Blackstone Consulting LLC
Blue Sky Alternative Investments
Blue Vista Capital Management
Blue Vista Capital Partners
Blum Capital Partners, LP
BLVD Equities
BroadVail Capital Partners
Brownstein Group
C.W. Driver
CA Student Living
CA Ventures
Caldwell Companies
Calidus Realty
Cambridge Capital Investors
Campus Advantage
Campus Apartments
Campus Crest Communities
Campus Evolution, LLC
CampusWorks Development
Canaccord Genuity
Canada Pension Plan Investment Board
Candlebrook Properties
Cantor Commercial Real Estate (CCRE)
Capital One Bank
Capital One Multifamily Finance
Capital One Securities, Inc.
Capstone Development Partners
Capture the Market
Cardinal Group Investments
The Carlyle Group
Carmel Partners, Inc.
Case Western Reserve University
CBRE
Century 21 Advantage
CFLane, LLC
Clarion Partners
CLASS, Inc.
Collegium Capital
The Collier Companies
Colliers International
Columbus Pacific Properties, Inc.
Comcast
Construction Enterprises, Inc.
Core Spaces
Cornerstone Campus Communities
CORT
Crow Holdings Capital Partners
Cube 3 Studio Architects, LLC
Cushman & Wakefield
DCT
DDFusion Investments, LLC
Diamond Realty Investments
The Dinerstein Companies
DTZ
Dwell Design Studio, LLC
E & R
Eauwrit Networks
Engineered Structures, Inc. (ESI)
Entasis Design Architects – A BSB Design Studio
ePremium Insurance
Fairfield Residential Company LLC
Fannie Mae
First American Title
flydesk
For Rent Media Solutions
Fowler Property Acquisitions
FPA Multifamily
France Media, Inc.
Freddie Mac
GS
GG Land Group
Gilbane Development Company
GMH Capital Partners
Golden Construction, LLC
Grace Hill, Inc.
Green Courte Partners
Green Street Advisors, Inc.
Greenhill Partners
Greenleaf & Co. Inc.
Greystar Management Company
Greystar Real Estate Partners
Greystone Servicing Corporation
Harrison Street Real Estate Capital LLC
Haven Campus Communities
Hayes Student Living
Heitman
HFF
Hillstone Advisors, LLC
Horsemart America
Horizon Realty Advisors
Hudson Student Housing
The Inland Real Estate Group, Inc.
Institutional Property Advisors, a Division of Marcus & Millichap
Integrity Period
Investment Property Advisors, LLC
Investment Property Associates, LLC
Island Investment Interests
J.R. Watson & Associates
Development Corp.
The Jacobson Company
JBM
JDavis
Jones Lang LaSalle Americas, Inc.
Juneau Construction Company
Kab Access Control
Kayne Anderson Real Estate Advisors
Keenan & Company, LLC
Kennedy Wilson
Kensington Realty Advisors, Inc.
KeyBank Real Estate Capital
Kim Cory Consulting
Kitchen and Associates, Inc.
Korcell Holdings, Inc.
KSQ Architects, PC
KTGY Group Inc.
Lambert & Associates
Landmark Properties
LANGAN
Leading Edge Investment Advisors
Legacy Partners
Lincoln Property Company
LIV Companies
Lockton Companies, LLC
Macquarie
Marcus & Millichap
Masso Realty Partners, LLC
Mayer Brown LLP
McGriff, Seibels & Williams of Texas, Inc.
McKinney Fund
Meridian Capital Group, LLC
Milhaus
MIW Investments
Moran & Company
Mortenson Construction
MRI Software
Multi Housing Advisors
Multi-Housing News
MW Builders
Next Realty, LLC
Niles Bolton Associates, Inc.
Nimes Capital
NorthMarq Capital, Inc.
Novogradac & Company LLP
Oldcastle, Inc.
Opus Development Company, L.L.C.
Park7 Group
PayLease
Peak Campus
Pebb Capital
Picerne Real Estate Group
Pierce Education Properties, L.P.
Pinecrest Partners
PNC Real Estate
PPM Finance, Inc.
Preferred Apartment Communities, Inc.
Preferred Campus Management
The Preiss Company
Prescient Co.
ProCollect, Inc.
Progress Student Living
Provident Resources Group Inc.
Realco Capital Partners
Red Mortgage Capital, LLC
Regency Consolidated Residential LLC
The Reliant Group
Rent Dynamics
Ridge Gate Partners, LLC
Rise Real Estate Company
River Caddis Development, LLC
Riverside Development LLC
Roy Anderson Corp
Safanad Inc.
Schenk Realty Group, LLC
The Scion Group
2015 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION • COMPANIES IN ATTENDANCE

Seminole Financial Services, LLC  
Servitas  
Shodeen Group, L.L.C.  
Shore To Shore Properties  
Sidewalk Development  
Smith Equities Real Estate Investment Advisors  
The Sofa Source  
Southern Building Group  
SpawGlass Construction Corp  
Specialized Real Estate Group  
Spectrum Group Real Estate  
Spring Creek Investment Management  
Starlight Development Group  
Starwood Capital Group  
Sterling University Housing  
Stifel  
Stonemont Financial Group  
Student Housing Business  
Student Housing Solutions  
Student.com  
Symphony Development  
Synergy Construction  
Taft Development Group  
Taylor Fitzpatrick  
TCF National Bank  
Texas Student Living  
TIAA-CREF  
Time Warner Cable  
Toll Brothers Campus Living  
Trinitas Ventures  
TSB Capital Advisors, LLC  
TSB Realty  
TZP Group  
UC Funds  
Unbill  
Unigo Group  
University Communities LLC  
University House Communities  
University Student Living  
Up Campus Properties, LLC  
Valet Waste, LLC  
Vesper Holdings  
Virtus Real Estate Capital  
Vision Deuce LLC  
Walker & Dunlop  
Washington State University Tri-Cities  
Waste Harmonics, LLC  
Waypoint Residential  
Wells Fargo Bank  
Wells Fargo Multifamily Capital  
WestPac Campus Communities  
Willis  
The Woodlark Companies

2015 Exhibitors

Architecture Demarest  
ASSA ABLOY Hospitality  
Assurant Specialty Property  
AUM  
BC Contracting  
BKV Group  
Blue Furniture Solutions  
ButterflyMX  
Campus Technologies Inc.  
Chapps Inspector  
Chestnut Ridge Foam Inc  
Cybex International  
Dickson Furniture  
DIRECTV  
DocuSign  
Ecologic Furniture  
Enterata  
Flint Materials  
FloorFolio Industries  
Function First Furniture  
Happy Inspector  
Humphreys & Partners Architects, L.P.  
InfoTycoon  
Integrated Structural Concepts (ISC)  
J. Turner Research  
JDR Consulting LLC  
Kaba Access & Data Systems  
Americas  
Kingsley Associates  
Kwikset  
Life Fitness  
Luxer One  
Minol  
Modern Message, LLC  
Moen Incorporated  
National Purchasing Partners  
New England Woodcraft, Inc  
NWP Services Corporation  
Ohyama Lights  
Onicx Energy  
On-Site  
Pet and Playground Products  
Professional Apartment Services  
RealPage, Inc.  
REIS, Inc  
Remotely  
RentPath  
RentPayment  
ResMan  
RoomChoice  
Ryan, LLC  
SimpleBills  
SRS Distribution  
Tech Service Today LLC  
Teton Buildings  
Todd & Associates, Inc.  
University Furnishings  
University Loft Company  
World Elites
2016 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION
September 28-30, 2016 | New Orleans Marriott | New Orleans, LA

This request form is an application and contract for exhibit space at the 2016 NMHC Student Housing Conference & Exposition, between the National Multifamily Housing Council and your company (Exhibitor). It will become effective upon written acceptance by NMHC.

EXHIBIT BOOTH REQUEST

Company Name ___________________________________________________________________________________________________

(If your company has changed its name since its last participation in an NMHC event, please list the previous name below.)

Previous Company Name ___________________________________________________________________________________________

(If different than current name)

Important for booth assignment process:

Please indicate the type of product/service your company will be exhibiting ______________________________________________

(e.g., property management software, furniture)

Contact Name of person handling your booth ___________________________________________________

(This person will receive all communications on behalf of your company.)

Title____________________________________________________ Email ____________________________________________________

Street Address ____________________________________________________________________________________________________

City_______________________________________State_______________________________Zip Code ___________________________

Phone_____________________________________Ext._______________Fax _________________________________________________

Website __________________________________________________________________________________________________________

Check your booth size preference:

❏ 10’ x 20’ (200 sq. ft.); ❏ 10’ x 10’ (100 sq. ft.) plus 8’x6’ (48 sq. ft.); ❏ 10’ x 10’ (100 sq. ft.)

Based on size preference checked off, list your top 6 preferred booth locations:

1. ___________________ 2. ___________________ 3. ___________________ 4. ___________________ 5. ___________________ 6. ___________________

Our company prefers not to be located next to the following competitive firms:

1._____________________________________________________ 2._____________________________________________________ 3._____________________________________________________ 4. ________________________________________________________ 5. ________________________________________________________ 6. ________________________________________________________

It is understood that by submitting this application for exhibit space, your company and its representatives agree to abide by the rules and regulations governing the 2016 NMHC Student Housing Conference & Exposition in general and as outlined on the following page, in the Sponsorship & Branding Opportunities guide and in the Exhibitor Services Manual. This application, when accepted by the National Multifamily Housing Council and payment is made, becomes a contract.

Signature_______________________________________ Printed Name___________________________________ Date____________

Return both sides of this completed Booth Request Form via fax or email to the attention of Deanita Davis at 202/775-0112 (fax) or ddavis@nmhc.org.

PAYMENT INFORMATION

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>NMHC MEMBERS</th>
<th>NON-MEMBERS</th>
<th>NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ (100 sq. ft.)</td>
<td>$2,600 (by 6/15)</td>
<td>$3,200 (by 6/15)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>$2,900 (after 6/15)</td>
<td>$3,700 (after 6/15)</td>
<td></td>
</tr>
<tr>
<td>10’ x 10’ plus 8’ x 6’ (100 sq. ft. + 48 sq. ft.)</td>
<td>$4,000 (by 6/15)</td>
<td>$4,600 (by 6/15)</td>
<td>4 (3 per 10’ x 10’ booth plus 1 per 8’ x 6’ booth)</td>
</tr>
<tr>
<td></td>
<td>$4,400 (after 6/15)</td>
<td>$5,200 (after 6/15)</td>
<td></td>
</tr>
<tr>
<td>10’ x 20’ (200 sq. ft.)</td>
<td>$5,200 (by 6/15)</td>
<td>$6,400 (by 6/15)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>$5,800 (after 6/15)</td>
<td>$7,400 (after 6/15)</td>
<td></td>
</tr>
</tbody>
</table>

Please note, NMHC will invoice your company after booth assignments have been finalized. Full payment is due upon receipt of invoice.

☐ Please bill us at the address above  ☐ Check enclosed  ☐ Credit card payment (circle one): MasterCard / Visa / American Express

Credit card number _______________ Expiration date _______________

Name as it appears on card ___________________ Signature ___________________

(Required)
1. Eligible Exhibits: NMHC reserves the right to determine the eligibility of any company or product to exhibit in the Conference and the right to reject or cancel any application and/or limit space assigned to any one company.

2. Limitation of Exhibitors: NMHC reserves the right to stop or remove from the Conference any exhibitor or representative(s) who, in the opinion of NMHC, is objectionable or detracts from the dignity of the Conference.

3. Exhibitor Due Diligence: NMHC makes no representation concerning any sponsor or its products or services, and the admission to the Conference of any sponsor or exhibitor constitutes neither an endorsement, a recommendation, nor a representation by NMHC of any exhibitor or sponsor, or its products or services.

4. Assignment of Space: Fully paid booths will be assigned based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) Conference sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location for conflicts with competitors. If your booth location needs to be changed, contact NMHC immediately. Proximity to competitors is each exhibitor’s responsibility. Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. One exhibit point is assigned to each company that exhibits annually at the NMHC Student Housing Conference & Exposition, regardless of the number of booths purchased. Past exhibit points will be forfeited for any company that does not exhibit consecutively from year to year. Additionally, if a member, an exhibitor’s NMHC membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.

5. Cancellation of Contract/Downsizing: A. Cancellation/Downsizing by Exhibitor: 1. No refunds for downsizing or cancellation will be made. 2. Your exhibit payment is non-transferable. B. Cancellation by NMHC: Notice of cancellation of exhibit space may be given to an exhibiting company according to the terms as invoiced. If full payment has not been received at the NMHC office, notice of cancellation shall be in writing and mailed to the exhibiting company. In the event of cancellation by NMHC, the exhibitor’s payment will be non-refundable.

6. Co-Exhibiting or Subletting of Exhibit Space: One company is allowed to exhibit per booth. Exhibitors are prohibited from subletting any part of the space allotted to them or exhibiting in their space any merchandise or advertising materials that are not a part of their product lines, unless authorized by NMHC.

7. Liability: Exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify the National Multifamily Housing Council and the New Orleans Marriott, and their leadership and employees, from and against any and all claims, actions, losses, damages, costs (including reasonable attorney’s fees), liability charges, or expenses arising out of or in conjunction with (1) any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which arises out of or is in conjunction with the exhibitor’s occupancy and use of the exhibition premises or any part thereof, and, further, (2) any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. NMHC and the New Orleans Marriott expressly disclaim any possible liability for the safety of the exhibitor’s property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it to the security person on duty, hired by the exhibit management or the hotel, immediately.

8. Security Guidelines for Exhibitors: A. Avoid leaving valuable items unattended or articles in the booth during non-exhibit hours. B. If possible, cover your display with a flameproof drop cloth during non-exhibit hours. C. Run wire or cable through as many items as possible and lock them during non-exhibit hours. D. Remove pertinent component parts from display or floor models not being used for demonstration during non-exhibit hours. E. Never leave your booth unattended during exhibit hours. Do not hesitate to report to NMHC staff any suspicious person(s) in the exhibit area. F. Pack all of your equipment products as soon as move-out starts and make sure all labels are properly made out. G. At commencement of move-out, remove small articles of value.

9. Booth Construction/Design/Layout: A. Standard booth equipment will consist of an 8 ft. back wall of draperies with aluminum uprights and 5 ft. high divisional side rails covered with matching or contrasting draperies. B. To allow an unobstructed view of booths, exhibitors are not permitted to have their booths and backdrops exceed 8 ft. in height for linear booths. Backdrops/ backgrounds 8 ft. in height may extend forward no more than 5 ft. from the back of the booth. C. NMHC, if you have any questions or need assistance.

10. Mergers and Buyouts: In the case of exhibiting companies that have either merged, been purchased by, or have purchased another company and merged their booth space, the new company will receive the points earned by the company that had the higher point total, if requested in writing by the merged company. The priority points will not be combined.

11. Joint Ventures/Co-Marketing: Definition – The definition of a joint venture/co-marketing agreement is that in which two or more companies are developing, manufacturing, producing, or distributing the same product. In this case, it refers to companies that may have entered into joint ventures or co-marketing agreements and wish to exhibit in a manner best describing their joint agreement. Companies having such a business agreement may choose to: A. Be aligned on the exhibit floor adjacent to each other in order to jointly promote the specific product; or B. Be represented by only one of the companies in the agreement utilizing exhibit space, but displaying through signage that the product is a joint venture-marketed product; or C. Exhibit in one booth under the joint venture name with one exhibit manager contact coordinating all joint venture booth staff and activities (registration badges, show guide listings, etc., which are subject to show management policies). If the companies having the agreement wish to have their space located adjacent to each other, both companies should submit such in writing, with their applications, a cover letter initiating the request. A copy of the letter should also go to each of the companies in the agreement. Space allocation should be based on the present points average of the companies in the agreement. If only one company is exhibiting the co-marketed product, show management should deal only with that exhibiting company. Subletting of space for the purpose of allowing another company to exhibit within the principal exhibit is not permitted. If the non-exhibiting company needs registration badges, they should work directly with show management and according to show management’s policies. Show management will make every effort to be inclusive of all joint marketing partners. If possible and upon request, the names of both joint partners should be included in separate listings in the printed materials. Show management may charge an administrative fee for the additional listing. If two listings cannot be provided, the exhibiting company should list the non-exhibiting partner within its listing.

12. Exhibitor Intellectual Property: Exhibitor warrants and represents that it owns all intellectual property being used in promotion or exhibited at the 2016 NMHC Student Housing Conference & Exposition, and agrees to defend, at exhibitor’s expense, and to indemnify NMHC for any action brought against NMHC arising out of any dispute over intellectual property.

13. General Show Policies: NOISY, OFFENSIVE EXHIBITS ARE PROHIBITED. If you are having demonstrations, do not have them in the aisle where your exhibit is located if you expect people to congregate there. Leave space within your exhibit to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits on the sides or across the aisle, the Show Manager will request that you limit or eliminate your presentation. Police your booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. The Show Manager reserves the right to determine what constitutes interference with others. All business activities, circulars, and advertising matter must be conducted and distributed within the booth(s) assigned to the exhibitor. Materials may not be distributed in other areas of the Conference facility. Exhibitor agrees not to hold any social event to which attendees are invited, or entice attendees off the exhibit floor during official exhibit and Conference hours. Further, no exhibits or In Conjunction With events are permitted outside the exhibition area, which includes hotel rooms, suites, or public places on September 28-30, 2016, unless approved in advance by NMHC. In Conjunction With events held by non-sponsor companies will be charged a $10,000 fee.

14. Restricted Attendance: False certification of individuals or other methods or devices used to assist unauthorized persons to gain admittance to the exhibit floor or the Conference is cause to expel the violator from the exhibition and Conference, and to remove the exhibit from the floor without obligation on the part of NMHC.

15. Policy on Suitcasing & Outboarding: Show rules strictly prohibit solicitation, “suitcasing”, or “outboarding” by attendees or non-attendees (NMHC members and non-members alike) who transact business at the exposition or in the Student Housing Conference hotel and do NOT have exhibit booths. See full NMHC Suitcasing and Outboarding policy online at www.nmhc.org/meetings

16. NMHC follows the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.