

Birmingham-Jefferson Convention Complex • Sheraton
Birmingham Hotel



GUIDELINES



FACILITY

The Birmingham-Jefferson Convention Complex is a multipurpose facility conveniently located in downtown Birmingham that includes the outstanding Sheraton Birmingham Civic Center Hotel.

220,000 plus square feet of Exhibition Space

74 meeting rooms totaling **100,000** plus square feet of flexible space

19,000 seat arena

1,000 seat Theater

3,000 seat Concert Hall

770 guest rooms including **54** suites

2 elegant ballrooms seating up to **2,000** guests

High Tech Medical Forum Conference Center featuring wet lab

Telecommunications **Facilities** for Distance Learning

Complete **Audio/Video** Production with **Studio**

Ample **covered parking**

With facilities this diverse, we have prepared guidelines for each of these resources to assist you in the planning process. While we have made every effort to provide our customers with complete information, our Sales/Marketing and Convention Services Staff are available to respond to your questions or clarify any areas of interest.

Arena

Basic rental includes: heating and cooling, house and site lighting, and general cleaning during show days.

Festival seating is prohibited in the Arena. Seats must be set up on the Arena floor for all concert events where the public has access to the floor area. Typical floor plans are available from the Arena Manager and custom floor plans can be accommodated. Access to the floor area is restricted to persons holding a ticket for that area. No one will be admitted to the floor area without the proper ticket. The usher/security staff will control this special access.

For general admission events, the number of people who can access the floor seats must be limited to approximately 1,600. The size of the stage and sound mixing area could affect the number that can be accommodated on the floor. Admission to the floor area will be restricted to the prearranged number of people outlined above and will be controlled by use of stickers, wristbands or other method of identification. No one will be admitted to the floor area without the proper identification.

Concert Hall / Theater

Basic rental includes: heating and cooling, house and site lighting, general cleaning, and available stage lighting during show days.

Medical Forum

The Medical Forum conference facility has been designed to address the high-tech educational needs expected and demanded by professional meeting planners. As in any desirable conference center, from time to time, there could be several different meetings happening simultaneously.

Meeting Room

Services include: house lighting (dimming), ventilation, heat and air conditioning as required for the event; one standard room setup; tables and chairs; lectern, including speaker's platform; daily cleanup and trash removal. Registration space on an as-available basis. Any changes to previously contracted services will result in charges being billed to the appropriate parties.

Box Office (Arena, Concert Hall, Theater, Exhibit Halls)

The BJCC controls the box office for all events in the facility. At its discretion and with prior arrangement, the BJCC may allow a show to operate its own box office, as in the case of a non-profit organization. In such cases, the BJCC may require full payment of rent in advance.

For public events in the Arena, Concert Hall, and Theatre, a computerized ticketing system is used and tickets are sold in advance. The fee for this service is 3% of the gross income after taxes plus ticket printing costs, 3% of Credit Card Charges and a one-time set up fee. The expenses associated with normal box office staffing, both advance and day of show, are included in the box office fee.

All applicable sales taxes are included in the price of the ticket and budgeting should be done with this in mind. If two weeks prior to the event the box office receipts do not cover building expenses, and additional deposit to cover expenses will be required.

No money shall be advanced the Lessee until completion of the scheduled event. At the completion of the event, the BJCC management will make necessary payment to the Lessee from funds received from sales of tickets, less expenses incurred.

BOOKING POLICIES

Statement of Purpose

The Birmingham Jefferson Convention Complex is a multi-purpose facility developed with the primary objective of facilitating and promoting events and activities that generate economic benefit for the City of Birmingham and Jefferson County.

As a secondary objective, the COMPLEX provides services and facilities responsive to the needs of local organizations that promote business and generally enhance the quality of the community it serves.

Scheduling Priorities

Facility and date scheduling commitments for second priority events and activities requiring 100,000 gross square feet or more of exhibit space and held on an annual basis, are generally made not more than 18 months in advance and are subject to change to accommodate first priority events unless a sales agreement has been executed by the Complex Sales Department and the respective customer. However, at the discretion of the Executive Director/CEO and/or the Sales Gatekeeper, second priority events and/or activities meeting the preceding criteria may obtain tentative scheduling commitments for facilities and dates on a long-term basis (no greater than 24 months), subject to revisions to accommodate first priority activities.

Facility and date scheduling commitments for second priority events and activities requiring 100,000 gross square feet or less of exhibit space and held on an annual basis, are generally made not more than 12 months in advance and are subject to change to accommodate first priority events unless a sales agreement has been executed by the Complex Sales Department and the respective customer for such an event. However, at the discretion of the Executive Director/CEO and/or the Sales Gatekeeper, second priority events and/or activities meeting the preceding criteria may obtain tentative scheduling commitments for facilities and dates on a long-term basis (no greater than 18 months).

Subject to the priorities set forth above, the BJCC Executive Director/CEO and/or the Sales Gatekeeper may exercise discretion as to the issuance, modification or termination of scheduled events, if it is deemed in the best interest of the COMPLEX. This includes moving or relocating a scheduled event to another comparable space within the COMPLEX to accommodate other scheduled activities.

Any contracted event that is cancelled by the customer or if the customer requests a modification of contracted space within 12 months of scheduled event, said customer will be subject to forfeiture of deposit and/or minimum contracted space rental at the discretion of the BJCC Executive Director/CEO and/or the Sales Gatekeeper.

Special Considerations

It is the responsibility of the BJCC Executive Director/CEO to operate the COMPLEX in a sound business manner in an effort to maximize both economic benefit and the financial stability of the COMPLEX. Consequently, the BJCC Executive Director/CEO reserves the right to promote, solicit, develop and make reservations for any activity deemed appropriate to the COMPLEX's objective, and to qualify all activities requesting utilization of the COMPLEX. Date protection for similar events will not be given.

Definition of Terminology

In the process of scheduling facilities and dates, the following terms and definitions shall always apply to scheduling commitments (space reservations) issued by the COMPLEX.

"Tentative" Facility(ies) and date(s) will be temporarily held pending notification to the contrary by either party. In the event a tentative commitment is released by the COMPLEX, the requesting party will be notified that the facility(ies) and/or date(s) have been released.

"Second Option" Facility(ies) and date(s) will be reserved tentatively, but the tentative reservation will be contingent upon release of a prior reservation, which is considered first option.

"First Option" Facility(ies) and date(s) reserved on a first option are reserved tentatively but a conflicting commitment for the facility(ies) and date(s) generally will not be made in favor of a second requesting party within the same scheduling priority without first offering the party holding the first option an opportunity to either execute a contract or release its reservation.

"Confirmed" Facility(ies) and date(s) are considered confirmed or a contractual commitment only upon execution of a Complex Sales Agreement by the event sponsor and the BJCC Executive Director/CEO and/or the Sales Gatekeeper specifying all details of the commitment. However, facility(ies) and date(s) may be held as "firm" upon receipt of a letter of confirmation signed by both the event sponsor and the BJCC Executive Director/CEO and/or the Sales Gatekeeper, pending preparation of a Complex Sales Agreement. In the event such a letter of confirmation is signed by both the event sponsor and the BJCC Executive Director/CEO and/or the Sales Gatekeeper, no conflicting facility(ies) and/or date(s) scheduling will be made during a reasonable period to permit the preparation and execution of a Complex Sales Agreement.

No variance from the Complex Sales Agreement, represented in above terms, may be made in any case except upon prior, expressed written approval of the BJCC Executive Director/CEO and/or the Sales Gatekeeper.

Guide Lines for Contract First Aid Services

Any event open to the general public in the Exhibit Hall, Arena, Concert Hall or any event that is not a public event that has more than 1,000 attendees will be required to have a minimum of two Emergency Medical Technicians (EMT's) on duty. These EMT's will be stationed at a location determined by the BJCC management and in coordination with the show's promoter. First Aid services are required.

*One half hour before, during and one half hour after shows that are open to the general public, for all convention's and trade shows with exhibits, and commercial exhibits utilizing exhibit halls.

Sponsors of private events are encouraged to provide proper medical staffing for their events. Consideration should be given for age and physical condition of those individuals attending their event.

1. Emergency medical personnel will be licensed by the state of Alabama.
2. The BJCC will provide a permanent location for the first aid rooms, which will be on the Exhibit Hall floor levels, and that space is unavailable for lease.

3. The BJCC will supply and store all first aid supplies in the permanent locations determined by management in locked supply cabinets and the room will be secured after hours. Personal items will not be stored in the first aid rooms.
4. The BJCC will provide event show first aid communications with a BJCC radio and pager. In addition, a permanent telephone will be located in the designated first aid room. Requests for emergency assistance need to be directed to BJCC security extension 6703, or by contacting an EMT or security officer.
5. The BJCC security should be informed immediately of any and all accidents, that occur on property.
6. All requests for ambulance or other outside services must be coordinated with BJCC security by calling extension 6703 or by contacting a BJCC security officer. BJCC's security control and/or its officers will supervise the dispatch of EMT personnel to the patients' location, guiding of the ambulance to its rendezvous point for coordination with emergency medical personnel, and possible transfer of patient to the hospital.

BJCC's first aid will complete all accident or incident reports on all occurrences and provide a listing of all services rendered during the event to show's promoter. These reports will be forwarded to BJCC security, BJCC management and insurance agencies as needed.

Fire Regulations

The Birmingham Fire and Rescue Departments require the following regulations be observed at all times throughout the COMPLEX:

1. The use of untreated hay, straw, or cotton bales is prohibited.
2. Flammable decorations or flammable decorative materials are prohibited.
3. All draperies, drops, curtains, and table coverings used are to be noncombustible, inherently flame resistant, or treated and maintained fire resistant.
4. The Fire Marshall may require proof that the materials used are fire resistant or have been treated to be fire resistant.
5. Open flame, candles, torches, etc., are prohibited.
6. No covered structures, such as tents, roofs, or overhead coverings, are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall.
7. Blockage of exit signs or doors by displays or banners is strictly prohibited. An unobstructed aisle (the width of each set of exit doors) must be left directly from the flow of traffic to the exit doors.
8. All utility panels, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
9. Drapes, decorations, buntings and other decorative materials must be fire retardant and/or properly treated to meet the requirements of flame proofing.
10. Cotton batting (whether natural, artificial or manufactured) straw, dry vines, leaves, hay, pine needles and sawdust are prohibited unless treated to be fire retardant. The use of cut trees, such as Christmas trees, must have prior approval of the Fire Marshall.
11. Inside public display of autos, trucks, recreational vehicles, boats or any other gasoline or Diesel powered equipment must adhere to the following regulations:
 - Fuel tanks can have no more than ¼ tank of fuel.
 - Fuel tank caps must be locked or taped shut.
 - The hot lead of the battery cable must be disconnected and taped.
 - All L.P. containers from vehicles, motor homes, etc., must be removed unless the containers are new and are empty.

- Flammable liquids of any sort are prohibited in public buildings.
- Five-pound bottles of L.P. gas may be used for demonstration purposes only if approved by the Fire Marshall.
- Displays involving cooking with a pan or deep-frying must have a 2A-10BC rated fire extinguisher in the booth. No L.P. gas cooking is allowed.

Note: Floor plans for Consumer Shows, Trade Shows, etc. must be approved by COMPLEX Personnel PRIOR to selling of booth space. COMPLEX will NOT be responsible for loss or adjustments of vendors due to incorrect floor plans.

For additional information regarding the loading docks at the BJCC, please call Operations Set-Up Manager: 205-458-8400.

General Policies

Daily use is considered to be any 11 continuous hour period, unless otherwise stated, which begins no earlier than 6:00 am and terminates no later than 12:00 midnight the same day. Additional charges will be incurred for events exceeding the contracted rental period and between 12:02 am and 8:00 am, as deemed necessary by the BJCC Executive Director/CEO or designee.

The BJCC Executive Director/CEO or designee may negotiate special rates, apply existing rates to the various areas of the complex (except the hotel), or proceed to handle contractual matters and establish charges for rentals and services not specifically outlined when it is determined such action is in the best interest of the COMPLEX. In accordance with the schedule of miscellaneous rental items or based upon special circumstances as determined by the BJCC Executive Director/CEO or designee, charges may be made for tables, chairs, and staging setups; electrical and utility services; and additions or arrangements of the building sound systems.

Rental includes normal heating or air conditioning during meeting days, excluding move in or move out. Normal housekeeping services are provided, excluding the property of other, e.g. aisle carpet. Staffing, e.g., stagehands, box office personnel, ticket takers, doorman, ushers, security or paramedics are separately invoiced services. (see First Aid).

Televising, broadcasting, and recording are permitted from the COMPLEX. Prior written approval must be obtained from the BJCC Executive Director/CEO or designee and additional charges may be applicable. The COMPLEX is a "reserved seating only" facility. Any deviation from this policy must be approved by the BJCC Executive Director/CEO or designee.

"Gross ticket sales" are defined as "the overall total revenue derived from the sale of admissions, exclusive of any and all deductions, except taxes". Any trade-outs, promotional considerations, etc., must have the prior written approval of the BJCC Executive Director/CEO or designee.

A properly signed COMPLEX lease agreement and the minimum consideration must be received by the COMPLEX prior to the sale of admission tickets.

Advertising or publicity for any particular event to be held at the COMPLEX must have the prior "consent of release" by the BJCC Executive Director/CEO or designee.

ADVERTISING

All advertising or publicity for events to be held at the COMPLEX must have the prior approval of the BJCC Executive Director or designee.

ALCOHOLIC BEVERAGES/BAR (LIQUOR SERVICES)

The COMPLEX provides all alcoholic beverages for events in the complex. Deviation from this program must have the prior approval of the BJCC Executive Director or designee.

The following policy is to ensure that all state and local laws, policies and codes (Alabama Beverage Control Board) regarding the distribution of alcohol beverages are enforced. It is the policy of the Birmingham-Jefferson Convention Complex to require facility Lessee to retain off duty Birmingham Police/Jefferson County Deputies' Sheriffs during any activity serving alcoholic beverages on premises which will be arranged by the COMPLEX and billed to the Lessee. The number of officers required for coverage are determined by:

- Number of attendees
- Event type (concert, social function, dance etc).
- Facility utilized (Concert Hall, Arena, Theater, etc).
- The COMPLEX's overall schedule for crowd control.

The COMPLEX as the alcoholic beverage license holder must enforce all applicable laws and codes in association with the sale and consumption of alcoholic beverages.

This policy is not intended to hinder any group or organization from enjoying the activities presented at the COMPLEX, but to provide for public safety and enforcement of all laws, codes and policies of Birmingham-Jefferson County and the State of Alabama.

Alabama State law requires that facility personnel dispense all alcoholic beverages at facility events. Please see Event Staff for additional details. No alcoholic beverages can be served on Sundays before 12:00 pm. In addition, last call for all alcoholic beverages must occur by 1:30 am and functions must end at 2:00 am.

AMERICANS WITH DISABILITIES ACT (ADA)

The COMPLEX represents and warrants that, as a place of "public accommodations", it is in compliance to the applicable provisions of Title III of the Americans with Disabilities Act.

All Lessees and events must comply with the Americans with Disabilities Act of 1990 during the entire term of the Lease.

ANIMALS/GARDEN DISPLAYS/PETS

Materials such as plastic or visquine must be used to protect the floor when an exhibit includes soil, humus, similar materials, or live animals. Curbing must be used to keep loose materials within gardens or pens, and watering must be controlled to prevent leakage or seepage. With the exception of seeing-eye dogs, animal acts or animals used in displays, no pets are allowed in the facility.

AUDIO/VISUAL EQUIPMENT

The COMPLEX provides audio/visual equipment through a preferred vendor. Lessees may, with prior approval, bring audio/visual equipment for a show or meeting. Setup/installation plans must be approved from authorized COMPLEX personnel.

A full service video production company located in the COMPLEX provides pre-production creative services to final on-line edit. A complete range of satellite teleconferencing equipment and services are available. Most of the COMPLEX rooms are pre-wired to the production suite to provide immediate, flexible service. This wireless remote keypad system allows a presenter immediate audience feedback for testing, evaluation and research. Please see your Convention Services Manager.

BALLOONS (EXHIBIT HALLS)

Helium balloons are not allowed to be sold or distributed as a prize or a premium. Balloon use is allowed in low ceiling meeting rooms or as a display within an exhibitor's booth, only if properly secured. The show producer, not the booth Lessee, will be charged \$10 per balloon for removal of any balloon that floats to the ceiling of any COMPLEX facility. The show producer is responsible for informing its exhibitors of this policy.

BANNERS

No type of signage can be attached to walls without the prior consent of your Convention Services Manager. All signs must be placed on easels and are not permitted in elevators, the lobby or on guest room floors. Easels can be rented on site from our preferred onsite decorator. The only type of banners/signs allowed in the COMPLEX must be professionally printed or computer generated. No hand-lettered signs or banners are allowed in the public areas of the COMPLEX.

Must have approval of banner prior to hanging. Extension ladders or stacked items may not be used to hang banners from ceiling, mechanical pipes, ducts and ceiling guides. To protect against accidents and to identify liable parties in case an accident occurs, the following guides should be closely followed. All hanging and rigging plans should be submitted to Operations Set-up Manager at least four weeks in advance of an event. Operations will approve plans, provided they meet the guidelines listed here.

Medical Forum Signage - No signs are allowed in the lobby area, except those approved in advance.

Public Areas, Meeting rooms, Concourses, etc. - Plans for all directional and information signs weighting 100 pounds or less - as well as plans for banners, special graphics or decorations in public galleries, concourses and meeting rooms - must be submitted for approval at least four weeks in advance.

Any approved signage must be on easels and cannot be taped, tacked or adhered in any fashion in the lobby to the walls, escalator wall or posts. Any type of glue or tape is prohibited.

Exceptions to these guidelines may be approved by the Operations Manager, but only in requests for exceptions that are made at least eight weeks prior to the event. Requests should include a detailed sketch of the items to be hung their location, weight, method of installation and other relevant information. The COMPLEX prohibits the installation of any item not approved in advance. Special hanging devices have been established for these kinds of signs and should influence installation planning. Locations of all

signs, however, will be coordinated with Operations Manager. No advertising signs may be posted in public areas without the prior written consent of COMPLEX management.

EXHIBITION HALLS

Show related signs, banners, directional graphics, aisle signs, etc., may be posted in exhibit halls under the direction of the show service contractor. Their placement is subject to the approval of COMPLEX Management. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other related equipment should be freestanding and floor-supported. No equipment may be attached to the ceiling of the exhibit hall, or to beams or trusses, unless it is approved by the COMPLEX and installed by the official show service contractor.

EXTERIOR SIGNS

Large exterior signs and banners are not permitted. Directional and event signs may be installed at the ground level of exterior plazas and entrances with approval by Event Services. Signs must be coordinated with other events. Exterior signs are not allowed on city streets or rights of way.

POSTERS/SIGNAGE INTERNAL/EXTERNAL

Posters are to be mounted on easels or individual holders. No posters, playbills, or any other types of signs are to be affixed to columns or walls. All signage must be of a printed nature and meet the approval of the COMPLEX management. This policy also applies to the posting of signs in the exhibition halls.

Following the conclusion of an event, all posted signage must be removed by the Lessee or their service contractor. If any printed materials are left in or on COMPLEX property, removal charges may be incurred. Electric mobile or trailer-type signs are not allowed.

Excluding exhibit halls, the use of double-faced tape on floors, walls or any COMPLEX property is prohibited, as is the use of any type of tape on painted surfaces. If any walls or surfaces are defaced by the use of tape, damage charges will be incurred.

SPECIAL NOTICE

For installations that weigh more than 500 pounds, COMPLEX management may retain a registered structural engineer to review and approve installation plans. Special liability and property damage insurance may be required for these installations. All costs for the engineer and insurance will be the responsibility of the Lessee. Permanent facility signs and directional graphics may not be blocked in any way, nor may event signs be attached to them.

BANQUET EQUIPMENT

The COMPLEX has a limited amount of banquet chairs, tables, podiums, staging with skirting, dance floor, etc. appropriate for your function. Please confirm your requirements at least 30 days in advance of your function date with your Convention Services Manager so that adequate banquet equipment can be made available for your function. If an excess amount of any banquet equipment is needed that goes beyond our supply, we will be happy to rent these items for you at the group's expense. Also inform your Convention Services Manager of any banquet equipment that needs to be set up by a certain time prior to your function and, based on some limitations, we will be happy to comply. If your meeting rooms require our staff to reset them within the same day, an additional labor charge will be applied.

BILLING

Billing for all COMPLEX services will take place immediately following the conclusion of the event. Payment is due upon receipt. Please see your specific contract for billing clarification.

BOOTH CLEAN UP (EXHIBIT HALLS)

Booth clean up is provided through the Convention services contractor, not the COMPLEX, and is the responsibility of the exhibitor and/or the Lessee.

Booth furnishing such as tables, chairs, and waste baskets, are not provided by the COMPLEX. These services are generally provide by the Lessee's convention services contractor. New customers may be required to provide deposits equal to the anticipated fees and/or a security deposit for possible building damages may be required. In such cases, deposits must be received prior to the execution of a lease agreement and date confirmation. For events with fees less than \$5,000.00, MasterCard, Visa and/or American Express are accepted for payment. A Credit Card Authorization form allowing the immediate charge of deposit must be completed and submitted if this method of payment is to be used. The balance due will be charged immediately following the conclusion of the event. MasterCard, Visa and American Express are also accepted in the Box Office and for Utility Services. No other credit cards are accepted.

CARPET TAPE (EXHIBIT HALLS)

If the Lessee contracted for carpet and/or marking tape to be laid as a part of the event, it is the responsibility of the carpet contractor to remove all tape from the floors during the final move-out of the event. If this is not done, the Lessee will be billed for the labor to remove the tape. If tape removal causes the floor to require stripping and refinishing, the charges to return the floor to its original finish will also be billed to the Lessee. Carpet tape is prohibited in carpeted areas.

CATERING

The BJCC/Sheraton catering department must be used for all food and beverage catering services per BJCC/Sheraton policies. No outside catering is allowed. Wedding/Birthday cakes (only) may be purchased from outside cake decorator. A service and equipment charge may apply.

CLEANING SERVICES (EXHIBIT HALLS)

The COMPLEX will provide cleaning services in the Exhibit Halls before, during, and after the event. Cleaning includes: Uncarpeted aisles, lobby and restrooms. Individual booths are not cleaned by the COMPLEX.

CONCESSION STANDS (EXHIBIT HALLS)

The COMPLEX reserves the right to utilize reasonable space for the sale of concession items. The COMPLEX provides concession services at all shows open to the public. The COMPLEX can provide concession services at non-public events, when requested, with a minimum guarantee of sales.

Alcoholic beverage (beer, wine and liquor) may be brought into the BJCC for the Lessee's function. However, prior management approval is required and the BJCC shall impose a corkage fee and provide bartender services for distribution of alcohol. **UNDER NO CIRCUMSTANCES ARE ALCOHOLIC BEVERAGES TO BE SERVED TO MINORS.**

BAR SERVICE - When alcohol is to be served, including food shows, the COMPLEX shall provide bartender personnel at the lessee's expense. At times, the bartender fees shall be waived in lieu of gross cash receipts.

CONSUMER SHOWS

Only pre-packaged, sealed container type foods intended for home consumption or gift giving is permitted at consumer shows. All food items must also be approved for sales by the Jefferson County Department of Health, where processing plants have been inspected.

FOOD SHOWS

All food exhibitors must meet the operating codes of the Jefferson County Department of Health. Compliance with the Health Department must be completed prior to the opening of the show. All food must be provided in "sample sizes".

COOKING OILS - Lessee is responsible for making arrangements to provide exhibitors with waste facilities for cooking oils. Ice is not provided with the rental of the halls.

PRODUCT SAMPLING - Permission to distribute or dispense, without charge, samples of food, soft drinks, refreshments, sundries related to the trade show, etc. shall be arranged in advance and be clearly stated and identified as "further terms and conditions" to the Lease Agreement. The COMPLEX reserves the right to regulate the size and type of samples, and collect a fee. Refrigeration/Freezer and other storage facilities - Must be pre-arranged with the F&B department. Charges for storage will be assessed the lessee and/or exhibitor.

FOOD COURT

A food court being provided is determined by attendance, type of show and space availability. If a customer requests a food court for an event, a fee will be assessed if minimum revenue is not obtained. Variety of food and beverage offered will be customized for the event.

FOOD VENDORS

Food Vendors must offer a food or beverage item not in direct competition with products being sold by the COMPLEX. All food vendors must operate under the Jefferson County Department of Health Codes. Each vendor must carry \$1,000,000 in insurance to the COMPLEX, holding the BJCC harmless from any legal responsibility. All food vendors will be charged and/or pay a fee for the right to do business on the COMPLEX property. Fees are payable to the BJCC. All food vendors will operate under a signed contract with the BJCC.

The COMPLEX will require an easement in front and to each side of all concession stands that will be in use during the event as depicted on floor plan diagram provided the Lessee by the Sales Department or Event Staff. NOTE: BOOTHS CAN NOT BE SOLD UNTIL FLOOR PLAN IS APPROVED BY OPERATIONS SET-UP MANAGER. (SEE FLOOR PLANS)

MOBILE THERMATIC CART PROGRAM

The BJCC owns and operates hot and cold food carts for additional sales locations at public show. The cart program requires additional floor space than the normal areas provided by the permanent concession stands. These locations must be jointly agreed upon with the lessee and BJCC Staff.

COPYRIGHTED MATERIALS

Artists and promoters shall warrant that all copyrighted material to be used or performed in any COMPLEX facility has been duly licensed or authorized by the copyright owners or their representatives, and agree to indemnify and hold harmless the Complex from any and all claims, losses, or expenses incurred with regards thereto. We require documentary proof thereof.

CREDIT CARDS

The COMPLEX honors VISA, MasterCard and American Express. Discover is only accepted in the Arena Box Office and hotel. Diners Club, Carte Blanche is honored in the hotel only.

DAMAGE

The COMPLEX will not be responsible for any damage or injury that the Lessee or its agents, servants, employees, or property sustain from any cause prior to, during, or subsequent to, the period covered by the Lease Agreement; and the Lessee shall expressly release said COMPLEX facility from any and all claims for such loss, damage, or injury. The Lessee will indemnify, save and hold harmless the COMPLEX from all actions or proceedings to recover damages for injuries to persons or property arising from the Lessee's occupancy of the leased premises or the Lessee's activities thereon.

The Lessee agrees to pay for any damages to the leased premises resulting from the Lessee's use or occupancy thereof; or resulting from any acts or omissions, intentional, negligent, or accidental, whether said acts or omissions are those of the Lessee, its agents or employees, or persons participating in or attending the function sated in the Lease Agreement. The COMPLEX shall not be liable to the Lessee for any damage, loss, theft or expense of any kind sustained by the Lessee as a result of vandalism or malicious mischief.

DANCES

The COMPLEX policy prohibits Contests, Public Youth Dances, or Private Youth Dances not sponsored by High Schools/Colleges.

All requests for bookings must be made in person at the COMPLEX SALES Department. Three Facility references are required. A 50% deposit is required at signing of lease agreement. Balance of rent, building security bond of \$500.00, insurance certificate, bartender charge (if applicable), dance floor charge (if applicable), and food charge (if applicable) are due two weeks prior to event date. Building security bond is refundable if no damage is incurred.

Security Requirements - The BJCC subscribes to the doctrine of responsible alcohol consumption. In order to insure the safety and security of our clients, visitors and facilities, any group providing alcoholic beverages on COMPLEX property will be required to make a fair and reasonable attempt to monitor patrons consumption of alcoholic beverages and uphold Alabama State law regarding legal drinking age.

When necessary, the COMPLEX staff and the Lessee will take proper measures to correct any situation which threatens the safety and security of attendees and property.

REQUIRED SECURITY

Events with no seated food function and alcoholic beverages served will be required to have uniformed police officers. Ratio of police officers will be with a minimum of two per 250 attendees.

High School Dances/Proms - NO ALCOHOLIC BEVERAGES ALLOWED. Curfew law in effect.

College Sanctioned Events-

- One Lobby Manager.
- Door Guards as required.
- Ticket Takers as required.
- Additional security, depending on attendance or history of group, may be required at COMPLEX discretion.
- Metal detectors, paid for by Lessee, may be required at BJCC discretion.

Private Lead Outs -

- Adult Dances (With/without sit down banquet) two uniformed police officers (minimum).

DECORATIONS

Please advise your Convention Services Manager of any decorations that your group will be supplying and/or renting from an outside source that will be brought into the COMPLEX. All decorations and/or centerpieces are to be loaded and unloaded through the loading dock only.

If confetti, balloons or glitter are used for decorating, a service charge may apply for cleaning. As mentioned before, confetti is not allowed in the Medical Forum. In addition, sparklers are not permitted in the COMPLEX. Fog machines or other special effects require advance notification to your Convention Services Manager to ensure appropriate precautions are taken. (PLEASE SEE FIRE & SAFETY REGULATIONS)

DEPOSITS

The COMPLEX requires that proper credit information be established prior to the event or convention and is outlined in your contract. A minimum deposit of 50% is required in accordance with COMPLEX credit policies. If full pre-payment is necessary, it must be received 14 days prior to the event, along with a credit card to cover any additional charges that may occur during your function. This payment can be made in the form of cash, credit card, money order or cashier's check. NO PERSONAL CHECKS ACCEPTED.

DRAPING

No decorative or structural items are allowed to be hung from overhead beams, columns, handrails, utility pipes, exterior walls, or fences without prior approval of the Convention Service Manager or authorized COMPLEX staff. Items hung without approval will be removed at expense of Lessee.

Drapes, decorations, buntings and other decorative materials must be made of fire-retardant materials and properly treated to meet all flame proofing requirements.

ELECTRICITY

All electrical services are provided by and payable to The BJCC. Advise your Convention Services Manager at least ten days prior to your arrival of any additional electrical requirements during your convention. Please be aware that electricity not requested in advance cannot be guaranteed on the day of your event. Note that if your band, decorator or lighting designer requires additional electricity for your

event, that cost will be passed on to you or your organization. Based on availability, the COMPLEX will be happy to supply extension cords (see CSM for prices). For exhibits, all electrical and telephone requests received ten days prior to the show will be installed before or during exhibitor set-up. All requests received on-site are not guaranteed and will be installed on a first come, first served basis. A complete Electrical - Telephone Requirement Form must be submitted, along with full payment, in order to receive services.

Service can be ordered at our website at www.bjcc.org or by calling 205-458-8898. There is a \$45.00 fee for minimum electrical service to any exhibit or display. Charges will increase if usage is more than the minimum service.

Costs for utility services including electrical and telephone service for commercial exhibits at the COMPLEX will be the customer's responsibility. These charges will be assessed at prevailing utility rates. Permanent facility utility outlets are not considered part of the exhibitor's booth space. Certain utilities may be limited in certain areas. Convention Services can provide specific availability and requirements.

The COMPLEX is the exclusive contractor for all utility services. The following services are available:

- Electricity
- Internet access
- Telephone (See Telecommunications)

ELEVATORS

Adequate passenger and freight elevators, which provide accessibility to all areas of the COMPLEX facility, are available. Under no circumstances shall freight be moved in a passenger elevator. No posters and/or signs may be posted in any COMPLEX Elevator.

EMERGENCY, LIFE SAFETY AND MEDICAL ASSISTANCE

In case of an emergency in the COMPLEX, please contact our Security Department directly or via the telephone operator. All of our Security Officers are the first responders to medical emergencies. All Security Officers receive yearly basic CPR, first aid and blood borne pathogens training from an American Red Cross certified instructor. A list of nearby hospitals is available upon request. A Security Officer in the Security Department is available 24 hours a day. Our disabled guests will be given priority in the event of a COMPLEX evacuation. Strobe lights and audible alarms are currently in all public spaces, as well as audible alarms and hard-wired smoke alarms in all guest rooms. These devices are monitored 24 hours a day at a central control panel located in the COMPLEX emergency command station. The closest fire department is located one mile from the COMPLEX and has a response time of three minutes. Further detailed information is available upon request.

ENTERTAINMENT

Please be aware that the setup and teardown of entertainment equipment must adhere to certain guidelines that can be provided to you upon request. Furthermore, all entertainment equipment is to be loaded and unloaded through the COMPLEX's loading dock only. The persons entering the COMPLEX with the equipment will need to check in with the Security Department and leave their Driver's License so that they may be issued a Visitor's Pass. Please inform your Convention Services Manager of any entertainment companies, along with any requirements, that will be entering the COMPLEX. Please note that all sound checks must be planned in advance to insure there will be no conflict with other events taking place prior to your scheduled performance.

All requests for exceptions to these rules must be submitted in writing to Operations Set-up Manager. They will be reviewed and forwarded to the Fire Marshall, where appropriate. Final authorization will be obtained by the COMPLEX in conjunction with City and State, where appropriate.

FLOOR COVERINGS

Should an exhibitor's demonstration require some type of floor covering, the needs should be identified well in advance with the Convention Service Manager. Any cost associated will be the responsibility of Lessee.

FLOORPLANS

All floor plans should include:

- Name and date of event.
- Area to be used.
- Name of developer and date of initial draft and revisions.
- Clearly indicated exits.
- Total number of booths.
- Floor plans drawn to scale with scale indicated.

Floorplans should be submitted to Operations Set-up Manager at least 60 days prior to the event date. If approved, the plans will be sent to the Fire Marshall. In all, 11 copies must be submitted: two for the Fire Marshall, two for the Service Contractor, one for the client and six for the COMPLEX. If the final floor plan varies in anyway from the approved plan, the final plan must be resubmitted at least one month prior to move-in.

GUARD SERVICES

All security services are provided or contracted by the COMPLEX with fees paid by the Lessee. This includes in-booth guards when exhibitors request this service. Arrangements are to be handled through the Chief of Security.

INSURANCE

All groups shall obtain, maintain and provide evidence of insurance upon request in amounts sufficient to provide coverage for any liabilities which may reasonably arise out of or result from the respective obligations pursuant to their contract.

It shall be the policy of the COMPLEX to request proof of insurance in the following cases:

1. All events where alcoholic beverages are served without accompanying food service (i.e. dinner, lunch).
2. All groups using exhibition space for any purpose other than planned meal functions.
3. All third party exhibitors who bring valuables such as jewelry or artwork into the COMPLEX or whom the COMPLEX feels pose higher risk due to possibly dangerous exhibit programs (chemicals, machinery, firearms).

A Certificate of Insurance is required for all events at least 24 working days prior to occupancy and must meet requirements as specified in the Lease Agreement. Insurance policies must provide for Limits of Liability (see lease for specific requirements) with Combined Single Limit in any one occurrence for injury or

death to any person or injury or destruction of property. Certificate must give 30 days written notice of cancellation and name the COMPLEX as an Additional Insured.

KEYS/LOCKS

At the Lessee's request and at a charge, the COMPLEX will provide locks to secure a specific area and will provide the Lessee with two keys per lock. If keys and locks are not returned to Event Staff at close of the event, the Lessee will be charged at a prevailing rate.

LOADING DOCKS

The COMPLEX loading/unloading docks are available for loading exhibition materials, displays and other show-related materials. When you have completed loading or unloading, promptly remove all vehicles from the loading docks.

Dumpsters and open stalls should remain accessible at all times. Blocking access is prohibited under any circumstances.

- Parking of vehicles on the loading docks is prohibited under any circumstances.
- Exhibitors requiring access to the loading docks for refrigerated trailers or material storage must have prior approval of the Floor Operation Coordinator.
- Loading docks are not considered part of the leased areas of the COMPLEX. At all times they are considered the property of and under the control of the COMPLEX.
- Unattended vehicles left in the loading docks are subject to be towed at the owner's expense without notice.

LICENSES/PERMITS/TAXES

The Lessee is responsible for acquiring and paying for all applicable licenses, permits and taxes at least 20 days prior to the first move-in or event day. In the event that any licenses, permits or taxes are acquired or paid by the COMPLEX on behalf of the Lessee, the COMPLEX will be fully reimbursed. Events will not be allowed to take place if all licenses, permits or taxes are not obtained and/or paid.

For More Information:

City Tax Assessor

710 North 20th Street Room 205 City Hall

Birmingham, Alabama 35203

205-254-2198

LOBBY FURNITURE

The furniture arrangement has been designed to provide intimate conversation. Movement or replacement is not permitted.

LOBBY USAGE

The lobby provides an area for attendees to enjoy their coffee break, mingle and engage in conversation. Use of exhibits is limited to the event's own promotional materials.

MARQUEE

The BJCC marquee is located on 9th Avenue at 20th Street, facing major arterial routes (interstate 59/20/65) and the Downtown area. To place an advertisement on the Marquee, you must meet the following qualifications:

- Public Event scheduled at COMPLEX.
- Private Event Scheduled at COMPLEX.
- Event sponsored by the City of Birmingham.
- Event sponsored by Jefferson County.

Absolutely no other advertisement or announcements will be displayed with the exception of our Marquee Sponsor. Scheduled public events are displayed on the marquee, in most cases, from the time ticket sales are announced until the event actually takes place. The client must provide the BJCC in writing the information to be displayed.

At the client's request, private events will run on the marquee on the day of event only: displays such as "Welcome"....or "10th Annual...". No personal messages will be displayed (example: Happy Birthday, Congratulations etc.). No reference to alcohol will be displayed on the marquee (example: Beer Company presents Joe Star in concert).

Message will be displayed once per rotation. All requests must be approved by management and are subject to availability of time and space. The number and duration of such announcements will be subject to the availability of time and space. Extended displays may incur a charge to the Lessee.

CHANGES - Once a message is placed on the marquee, any changes must be in writing on the Change Request Form. There is a fee of \$10.00 dollars for each change. Forms may be obtained from your Client Service Manager.

MEETING SPACE

Air conditioning and heating for all meeting space is automatically programmed (based on the times given and listed on the banquet event order) to turn on approximately 30 minutes to one hour prior to a function and turn off approximately 30 minutes to one hour after the function ends. If air conditioning and heating is required prior to or after these times, please consult with your Convention Services Manager. Note there will be an additional charge incurred if air conditioning and heating is to be made available beyond contracted time. Please advise your Convention Services Manager of any time changes in your program to ensure your meeting space is blocked accordingly.

All local fire codes must be adhered to in all meeting space and all floor plans must be approved by the local Fire Marshall.

NOISE LEVELS

COMPLEX Management has the right to monitor all noise levels to prevent disruption or nuisance to other events.

PAINTING

Spray painting is prohibited in any COMPLEX facility. Painting is allowed on the loading dock, but requires a protective coating such as visquine to protect all COMPLEX property.

PARKING

Self-parking is available for over 1700 vehicles, as well as valet parking at the adjacent COMPLEX parking garage (rates may vary for self-parking and valet). Self-parking for vans as well as disabled parking areas are available near the hotel. If additional over-sized parking is necessary, please contact your Convention Services Manager for availability and current pricing. Based on history, if an abundance of your guests generally choose to valet park, please share this information with your Convention Services Manager so that we can adequately prepare for your group's arrival. R.V.s, mobile homes and trailers are not allowed to park in loading docks or dock areas or in the exhibition halls. If special parking arrangements are required, please contact the Operations Set-up Manager. No sewage, water, or electricity hook-ups are available in the COMPLEX vicinity.

PROMOTIONAL MATERIALS

Camera-ready floor plans of our public space is available through your Convention Services Manager.

REGISTRATION AREA

Reasonable space will be made available for registration purposes with the approval of the COMPLEX Management and the City Fire Marshall, and in consideration of others renting facilities in the COMPLEX during the same time.

SAFETY PRECAUTIONS

Drip pans and scrap buckets must be used for any operating machinery or materials being displayed, demonstrated or sampled to protect the floors and keep the area safe.

SAMPLING (EXHIBIT HALLS, MEETING ROOMS)

Lessee must secure, in advance, permission to distribute or dispense, without charge, any samples of food, soft drinks, refreshments, or sundries related to the trade show, etc. The BJCC reserves the right to regulate the size and type of samples and collect a fee.

No sampling of distilled alcoholic beverages are allowed by the Alcoholic Beverage Commission of Alabama. Table wines and brewery products may be sampled. All alcohol samples must be dispersed by BJCC staff.

Show managers are responsible for making sure all their food/beverage vendors meet Jefferson County Board of Health standards. A representative from the COMPLEX Food and Beverage Department will be on hand to inspect food/beverage vendors to ensure compliance with the Jefferson County Board of Health requirements.

SECURITY

Security guards are provided by the COMPLEX for the entire complex. Special security must be contracted to control move-in/move-out operations and vehicular traffic, and will be charged to the Lessee.

The COMPLEX provides 24-hour security at building access points. These security precautions do not constitute a guarantee to the Lessee's personal property or the personal property of exhibitors or other parties. If valuable items need to be secured, additional 24-hour security coverage should be requested.

In addition to state-of-the-art electronic monitors throughout the COMPLEX, our Security Department operates a minimum of four officers 24-hours-a-day to patrol the COMPLEX and to respond to guests' needs and emergencies. Additional security information is posted inside of each guest room.

Specialized security arrangements for conventions, exhibitions, equipment, registrations, traffic and parking control, V.I.P. protection and other special assignments can be arranged on behalf of your group by our Director of Security. Additional security is highly recommended for any meeting rooms which house valuable equipment or merchandise overnight, as the COMPLEX is not liable for any loss or damage incurred. The COMPLEX may mandate additional security for any function deemed necessary to protect hotel assets and occupants. The charges will be applied to the Banquet Check.

SHIPPING AND RECEIVING

Incoming Shipments

All incoming packages should be addressed to your Convention Services Manager and numbered appropriately (package 1 of 3, box 2 of 3, etc.). Please put the name and date of your convention prominently on each package. Please forward this information to any affiliates that may be shipping packages in advance. If a drayage company has already been contracted for any exhibits, all exhibitor shipments must be handled by the drayage company. After your group's shipments have been received by the complex, and prior to your group's arrival, please inform your Convention Services Manager at what time and which meeting room the shipments should be delivered.

Outgoing Shipments

No packages will be accepted without a properly completed shipping form. All packages must also have a mailing label affixed on each package including the complex return address. Forms and labels and outgoing shipments can be coordinated either through your Convention Services Manager or the Concierge. Any outgoing shipments received after 1:00 pm (Monday through Friday) will be shipped out the next business day. Packages cannot be shipped unless they are properly sealed. If a drayage company has been contracted for any exhibits, exhibitor shipments must refer to them for handling

Furthermore, all individual shipments to the complex must be loaded and unloaded through the loading dock only. The persons entering the complex with the shipment will need to check in with the Security Department and leave their Driver's License so that they may be issued a Visitor's Pass.

SMOKING

The COMPLEX is a smoke-free facility. Smoking is allowed in designated smoking areas outside the facility. These areas are located at entrances throughout the complex.

We request that all guests respect this policy and smoke in designated areas. COMPLEX employees are instructed to direct any guests smoking outside designated areas to the proper locations. If the guest continues to smoke after repeated reminders, COMPLEX security may be contacted.

STICKERS/TAPE

Distribution of stick-on badges, labels, bumper stickers, or any adhesive slogan materials is discouraged on COMPLEX premises. If such materials must be removed from COMPLEX property, a removal fee will be imposed TO THE LESSEE. The use of double-faced tape on floors, walls, or COMPLEX furniture is prohibited. No tape of any kind may be used on any painted surface. If such materials are used, the Lessee may incur damage charges.

TAX EXEMPTION

In order to comply with the laws of the State of Alabama, a person or organization requesting tax exemption must provide the COMPLEX with a copy of his/her, or its organization's, Tax Exemption Certificate from the State of Alabama.

TELECOMMUNICATIONS

The COMPLEX is commissioned by the Public Service Commission to operate as a shared tenant environment. This allows the COMPLEX to provide and coordinate, at prevailing rates, a variety of telecommunications services including:

- Telephone, fax & modem lines
- ISDN lines
- Long distance service
- Voice mail
- Telephone equipment rentals
- Videoconferencing services
- T-1's
- Two-way radio's
- Move of service
- Lost equipment

Services will be provided only in the location specified in the request for services. Any change during the event will incur a cost at prevailing rate per line to be removed. An additional deposit will be required if long-distance service is ordered.

Upon completion of the event, a detailed list of all outbound long distance calls will be provided. This listing will be used to determine amount owed or to be refunded. Orders for all services with advance order pricing must be paid at least 72 hours before the first move-in day as specified in the Lease Agreement. Failure to do so could cause forfeiture of advance price.

Videoconferencing services are provided in the videoconferencing suite. A one-week advance notice is required for two-way radios and a 30-day advance notice is required for T-1 service.

Any orders for utility services or telecommunication from exhibitors on the day of the event are C.O.D. basis only and will be charged at day-of-show prices (unless charges are being applied to the group master).

The COMPLEX will provide a Utility Services Desk on the show floor during the move-in of exhibitions or tradeshow. Any orders for utility services will be accepted from exhibitors at the utility desk on a C.O.D. basis only and will be charged at day-of-show prices.

Cash, checks, MasterCard, Visa and American Express are accepted for payment of utilities. Payment must be rendered when utility order is placed.

All orders for utility services must be submitted on the service order form. See your Event Staff representative for more details.

The COMPLEX also serves as the exclusive contractor for Internet services. Service will be provided only in the location specified in the request for services. Any change during the event will incur a cost at prevailing rate per line to be moved.

1. Dial-Up: Includes the installation of an analog line (terminated RJ-11jack-female) to the booth. This line can be used to dial your own Internet Service provider via dial-up (long distance fees may apply if provider does not have a local access number) or by ordering dedicated access to the Internet via the complex dial-up network at a minimum speed of 28.8 Kbps. Service comes complete with one TCP/IP address and use of our DNS servers. You must provide the compatible hardware, software and modem.

2. Ethernet: includes the installation of a 10Base T network cable to the booth/meeting room (single RJ-45 category 5 cable), access to the Internet via our segmented LAN, one TCP/IP address and use of our DNS server. You must provide the compatible hardware, software and 10BaseT Ethernet adapter. Additional computers may be connected via the purchase of additional TCP/IP addresses and a hub. You may bring your own hub or rent one. For hub prices and availability, please contact an Internet representative at: 205-458-8641. Ethernet Service is limited to a single booth or meeting room. Multiple booths and/or meeting rooms each require their own Ethernet Service order.

3. Additional TCP/IP Addresses: If a client orders Ethernet Service and they require more TCP/IP addresses than what comes with the service, they can simply order more. The exception is our Dial-Up service. There can only be one TCP/IP address per Dial-UP service. If more addresses are required, additional Dial-UP connections must be ordered.

TRADE AND CONSUMER SHOW SERVICES (EXHIBIT HALLS, MEETING ROOMS)

All show decorating and drayage needs (i.e., pallet jacks, forklifts, dollies, etc.), must be supplied by a service contractor.

The COMPLEX will not accept pre-shipments. All services produced by service contractor shall meet rules and regulations of the COMPLEX. (SEE FLOOR PLANS)

The plan must meet fire department's code and have final approval at least 30 days before the first day of occupancy. Also see Fire Code Regulations and Floor Plans.

TRUCK DOCKS

All COMPLEX buildings have load leveler equipped truck docks. All dock parking and traffic will be controlled by COMPLEX security. (SEE LOADING DOCKS)

UTILITY SERVICES

Costs for utility services, including electrical, plumbing, and telephone service for commercial exhibits at the COMPLEX, will be the customer's responsibility. These charges will be assessed at prevailing utility rates. Permanent facility utility outlets are not considered part of the exhibitor's booth space. Certain utilities, like plumbing, may be limited in certain areas. Event Services can provide specific availability and requirements.

The COMPLEX is the exclusive contractor for all utility services. The following services are available:

- compressed air
- natural gas
- telephone
- electricity
- water/drain
- internet access

Any booth requiring a gas connection must be located next to a column where gas connections are available. The Lessee and/or Lessee's exhibitors are financially responsible for all utility services ordered.

The COMPLEX is commissioned by the Public Service Commission to operate as a shared tenant environment which allows the COMPLEX to provide and coordinate a variety of telecommunications services including:

- telephone lines
- ISDN lines
- voice mail
- videoconferencing services
- Internet access
- fax lines, modem lines
- long distance service
- telephone/fax machine equipment rentals
- T-1s

Services will be provided only in the location specified in the request for services. Videoconferencing services are provided in the videoconferencing suite. If the Lessee or Lessee's exhibitors order telephone service, a deposit will be required for the telephone equipment. This deposit will be refunded when the equipment is returned. An additional deposit will be required if long-distance service is ordered. Upon returning the telephone, a detailed list of all outbound long distance calls will be provided. This listing will be used to determine amount owed or to be refunded. Orders for all other utilities with advance order pricing must be paid at least 72 hours before the first move-in day as specified in the Lease Agreement. Failure to do so could cause forfeiture of advance price.

BJCC ARENA/CONCERT HALL/THEATER GUIDELINES

ADA COMPLIANT

The BJCC Arena, Concert Hall & Theatre is ADA compliant. Wheelchair seating is available upon request in all venues.

DISABLED ACCESSIBLE SEATING

The COMPLEX welcomes visitors with disabilities and provides the following services and Amenities to accommodate your needs:

Parking - Accessible parking is located throughout the COMPLEX parking garages and lots. For more information on these areas, call the Chief of Security. To be admitted into the accessible parking area, vehicles must display a current disabled window pass or license plate.

- **TICKETS FOR ACCESSIBLE SEATING:** There are designated seating areas throughout the venues.

Available upon request when purchasing tickets.

- **MOBILITY IMPAIRED SEATING (crutches, walkers, canes and other adaptive aids):** Available in designated areas of the venues. Available upon request when purchasing tickets.

- VISUALLY/HEARING IMPAIRED SEATING: Available in specific location based on configuration of the particular event and only available through Central Ticket Office due to prime location.

- RESTROOMS: All restrooms at the COMPLEX are wheelchair accessible.

BACKLIT SIGNAGE

Advertising signage within the arena is considered part of the permanent facility and will remain lighted for the event. Signage cannot be covered without prior consent of BJCC management.

BOX OFFICE

The BJCC controls the box office for all events in the facility. At its discretion and with prior arrangement, the BJCC may allow a show to operate its own box office, as in the case of a non-profit organization. In such cases, the BJCC may require full payment of rent in advance.

For public events in the Arena, Concert Hall, and Theater, a computerized ticketing system is used and tickets are sold in advance. The fee for this service is 3% of the gross income after taxes plus ticket printing costs of 3% for Credit Card Charges and a one-time set up fee. The expenses associated with normal box office staffing, both advance and day of show, are included in the box office fee.

All applicable sales taxes are included in the price of the ticket, and budgeting should be done with this in mind. If two weeks prior to the event, box office receipts do not cover building expenses, an additional deposit to cover expenses will be required.

No money shall be advanced to the Lessee until completion of the scheduled event. At the completion of the event, the BJCC management will make the necessary payments to the Lessee from funds received from sale of tickets, less expenses incurred.

DRESSING ROOMS

Dressing room facilities are in the Concert Hall, Theater and Arena. It shall be the responsibility of the Lessee or his contractor to provide portable dressing areas if needed on the exhibition floor or in meeting rooms.

EVENT STAFF

It is the policy of the BJCC to maintain a friendly and safe environment for its guests. To achieve this level of service, minimum staffing levels are required. Ushering, security, police, & ticket taking staffing numbers are determined by evaluating event attendance, nature of event, show/building history. Ushering and security staff are required for both ticketed and non-ticketed events and are contracted for and supervised by the BJCC. Staffing fees are the responsibility of the Lessee.

Basic rental fees do not include:

- stagehands
- musicians
- ticket takers
- door guards
- ushers
- T-shirt security
- off-duty policemen
- first aid
- all other personnel required for the presentation of the event

SHERATON BIRMINGHAM



GUIDELINE SPECIFICS

AMERICANS WITH DISABILITIES ACT (ADA)

The COMPLEX represents and warrants that, as a place of "public accommodations" it is in compliance to the extent applicable to the applicable provisions of Title III of the Americans with Disabilities Act. Hotel facilities (including, but not limited to: meeting space, restrooms, dining areas, other common areas and sufficient guest rooms) shall be reasonably accessible and usable by persons with disabilities. Following are the special features available in these ADA accessible rooms:

- Grab bar in the bathroom/shower/bathtub
- Hand-held showerheads
- Lever door entrance
- Single hand sink faucet
- Towel bars are lowered

There are limited quantities available of the following special features, upon guest requests:

- TDD machines
- Alert plus
- Light operated smoke detector
- Telecaption units

A limited number of disabled guest rooms are available and should be reserved as soon as possible, if needed.

All Lessees and events must comply with the Americans with Disabilities Act of 1990 during the entire term of the lease.

ANIMALS/GARDEN DISPLAYS/PETS

Materials such as plastic or visquine must be used to protect the floor when an exhibit includes soil, humus, similar materials, or live animals. Curbing must be used to keep loose materials within gardens or pens, and watering must be controlled to prevent leakage or seepage.

With the exception of seeing-eye dogs, animal acts or animals used in displays, no pets are allowed in the facility.

ATM BANKING MACHINE

The ATM machine is located at the top of the escalators on the Atrium level and also in the lobby of the Arena.

ATTENDANCE GUARANTEE

In order to set your room(s) properly, we require a guarantee of the anticipated attendance for your function(s), no later than 12:00 noon, 72 working hours prior to the function. After this time, the guarantee number may not be reduced. If a guarantee is not received, the original attendance figure or food order will be charged, or the number served, whichever is greater. We will prepare additional seating, the first course and dessert for 5% above the guarantee figure (if applicable) to accommodate any unexpected guests, if requested, for seated meal functions. Please note that we do not prepare for 5% over the guaranteed number for the entrée. Should your guarantee figure be exceeded without prior notification, we will endeavor to serve all guests the same entree. In the event the same entrée is not available, we will attempt to provide a comparable meal based on availability.

Should your guaranteed final attendance be significantly less than your tentative count, the COMPLEX reserves the right to relocate your event to a more suitable space to better serve your guests.

BANQUET EQUIPMENT

The COMPLEX has a limited amount of banquet chairs, tables, podiums, staging with skirting, dance floor, etc. appropriate for your function. Please confirm your requirements at least 30 days prior to your function date with your Convention Services Manager so that adequate banquet equipment can be made available for your function. If an excess amount of any banquet equipment is needed that goes beyond our supply, we will be happy to rent these items for you at the group's expense. Also inform your Convention Services Manager of any banquet equipment that needs to be set up by a certain time prior to your function; and, based on some limitations, we will be happy to comply. If your meeting rooms require our staff to reset them within the same day, an additional labor charge will be applied.

BANQUET MENU SELECTION

We request that banquet menus, room arrangements and other details pertinent to your function, be submitted to the Convention Services Department 30 days prior to your event or convention. Your Convention Services Manager will be happy to custom design menu proposals especially for your group and assist in selecting the proper menu items and program arrangements to ensure a successful event. The hotel must provide all food. Please inform your Convention Services Manager how you would like your meal to be served (e.g. buffet, sit-down, roll-in, etc.). For any ticketed meal functions, we ask your staff or volunteers to collect all meal tickets prior to your guests entering the banquet room. Please advise your Convention Services Manager of the beginning and ending times of any refreshment breaks you may be planning. If your coffee breaks exceed 30 minutes in duration, refreshments cannot be ordered per person, they must be ordered a la carte. All menu items ordered for breakfast, lunch and dinner must be taken from their respective menus. Upon request and in advance of your function, we would be happy to provide you with a specific number of vegetarian entree substitutions (e.g. fruit plate or vegetable plate served hot or cold with rice or pasta), to be included in your guarantee.

BANQUET SERVICE CHARGES

A service charge, currently at 19%, will be added to all food and beverage prices. Please note all banquet service charges are subject to Alabama Sales Tax, currently at 8%. For meal functions, a service charge of \$25.00 will be applied for groups of less than 25 guests. A \$75.00 service charge, per station, will also apply to all items listed on the menus that are either carved in the room or prepared in service. Please be aware of the amount of wait staff at any function. Not providing a three course sit-down meal will be at the sole discretion of the Banquet Manager. If additional wait staff is required, it can be provided at an additional cost. Please coordinate this in advance with your Convention Services Manager.

Upon your arrival you will be introduced to our professional Banquet Department. They will be responsible for managing the day-to-day operations of your program. For additional assistance, please feel free to contact the banquet department by dialing extension 3014 on any house phone.

BILLING

Please see your specific contract for billing clarification.

BUSINESS CENTER

Presentation Services operates in the Business Center located in the Hotel Atrium Lobby. Services include: photocopying, word processing, sending of facsimiles, office equipment rental, package mailing, etc. Hours of operation are Monday through Friday (8:00 am-5:00 pm). Saturday & Sunday hours may be scheduled based on your needs but may incur additional staffing charges. Please contact the Business Center directly for more information: 205-458-8568.

CASH DEPOSITS/HOTEL ROOMS

The COMPLEX has specific credit procedures for our cash-paying guests. We require full payment in advance for room and taxes as well as a refundable deposit for incidentals (such as telephone, in-room movies, etc.). The incidental deposit is \$20.00 per guest for each day.

All payments required will be in cash, cashier's check, credit card or money order, in the office of the Lessee's Executive Director. NO PERSONAL CHECKS ACCEPTED. If the Lessee fails to make, on its due date, any payment provided for herein, or fails to occupy the leased premises, all amount of the Lessee has theretofore paid on the Lease will be forfeited to the Lesser.

CHECK-IN

The hotel's check-in time is 3:00 pm. Room assignments prior to 3:00 pm are on a space available basis only. If group history is available on major check-in times, please share this information with your Convention Services Manager. This will ensure the hotel is fully prepared to welcome your group when they arrive. In addition, any arrival times for any individual are greatly appreciated.

If a guest has a guaranteed reservation and does not arrive by 5:00 am the following day, room and tax for one night will be billed to the guest if the reservation was guaranteed to a credit card, the group's master account, or if the reservation was guaranteed to the master. Furthermore, the remainder of the room nights reserved for the guest will be cancelled and released.

Because some guests do not check out on their planned departure date, and it is against State of Alabama law to evict a guest that is paying their bill, room numbers cannot be confirmed prior to check-in.

CHECK-OUT

The hotel's checkout time is 12:00 pm. If a later checkout time is needed, guests may call the Front Desk. At this time they will be notified of availability and potential late checkout charges. In addition to normal checkout procedures, express checkout is available to all guests with no outstanding balance, or guests paying with a credit card. On their respective departure date, a copy of their bill, as of 4:00 am that morning, will be delivered to their room. After reviewing their bill and completing the requested information on the envelope, guests can deposit it along with their key in one of the express checkout boxes located in the lobby, with any Front Desk associate or with a bell person. If group history is available on major checkout times, please share this information with your Convention Services Manager. This will ensure the hotel is fully prepared to checkout your group when they leave. In addition, any departure times for any individual are greatly appreciated.

COAT CHECK

A specific coat check area for your event can be coordinated with your Convention Services Manager prior to your event. Staffing charges will apply to the group master.

contact their Convention Services Manager for a copy of the City's requirements in writing. In addition, a fee may be collected for said sales on COMPLEX property. This will be negotiated prior to your event once your detailed event information has been provided.

FOOD & BEVERAGE POLICIES

The COMPLEX has authority over all food and beverage services and provides for all meal functions, receptions and coffee breaks. No food or beverage is allowed within the Auditorium facility of the Medical Forum.

GIFT SHOP

The gift shop is located on the Hotel Atrium level directly across from the Atrium Restaurant. Hours of operation are posted and subject to change based on business levels.

GUEST SERVICE DESK/LUGGAGE STORAGE

The guest service desk is located in the hotel's main lobby directly across from the hotel's front desk. Their attentive staff is available to provide a wealth of information in regards to our city and some of the many services offered in the nearby area. The guest service desk is also where you would request assistance with your luggage both upon arrival and departure. Your Convention Services Manager can coordinate portage for your entire group, should you desire. Please pre-plan this at least 30 days in advance, where possible, to allow for proper planning and staffing.

The Sheraton Birmingham world-class culinary staff would be delighted to prepare attractive and delicious amenities for you VIP's and/or your entire group. Delivery charges, gratuities and taxes are all added to the price of each food and beverage amenity. A "Welcome" card supplied by the group should accompany all amenities. All amenities that contain alcoholic beverages can only be sent to persons over the age of 21. Please note requests for large orders may require additional preparation time so please plan accordingly by notifying your Convention Services Manager at least five business days in advance. In order to insure accurate delivery of amenities, we prefer to make deliveries after the guest has arrived in their room.

HEALTH CLUB

Guests of the Sheraton Birmingham may use our fully equipped and professionally staffed private health and recreation facility, located on the third level of the Tower Wing. The newly renovated Health Club offers the latest in exercise equipment as well as saunas, whirlpool and indoor swimming pool. A fee of \$6.00 per day, or \$20.00 for five days, will be applied to your guest room. The indoor swimming pool and spa are separate from the Health Club and do not require a fee. Please note there is no lifeguard on duty and all children must be accompanied by an adult.

HOTEL SUITES

There are 54 suites located at the COMPLEX. WE will be happy to send you further information on our suites. If you are planning a hospitality event in a suite, please contact our Room Service Department to handle refreshments. The policy of the COMPLEX is that all refreshments for hospitalities are to be provided by the COMPLEX. No outside food or alcoholic beverage may be brought into these suites or your meeting rooms. Please advise your Convention Services Manager of any meeting schedules or hospitality functions that occur in a suite so that our Housekeeping Department can have your room cleaned before and/or after.

HOUSEKEEPING

In addition to daily service between the hours of 8:30 am and 5:30 pm, our housekeeping staff will gladly provide the following for our guests' comfort: additional towels, additional glasses, hypo-allergenic pillows, blankets, bed board, bathroom amenities, sewing kit and other items. Rollaway beds are also available at an additional charge. Upon request only, for our club level guest, between the hours of 6:30 pm and 9:30 pm, our housekeeping staff also provides service to turn down guests' beds and check for a fresh supply of towels. Please note that irons, ironing boards and hair dryers are located in each guest room.

LAUNDRY AND VALET

Laundry bags with current price lists are located in all guest room closets. Same-day service is available for all clothing received by 9:00 am daily, except weekends and holidays.

LOADING DOCKS

The COMPLEX loading/unloading docks are available for loading exhibition materials, displays and other show-related materials. When you have completed loading or unloading, promptly remove all vehicles from the loading docks. Dumpsters and open stalls should remain accessible at all times. Blocking access is prohibited under any circumstances.

- Parking of vehicles on the loading docks is prohibited under any circumstances.
- Exhibitors requiring access to the loading docks for refrigerated trailers or material storage must have prior approval of the Floor Operation Coordinator.
- Loading docks are not considered part of the leased areas of the COMPLEX. At all times they are considered the property and under the control of the COMPLEX.
- Unattended vehicles left in the loading docks are subject to be towed at the owners expense without notice.

MEDICAL FORUM

The Medical Forum conference facility has been designed to address the high-tech educational needs expected and demanded by professional meeting planners. As in any desirable conference center, from time to time, there could be several different meetings happening simultaneously. For this reason, we must limit any exhibits to the actual meeting rooms and do not permit usage of the second floor lobby area for such items. Please direct all pertinent questions to your Sales and or Convention Services Manager prior to the event.

MEETING SPACE

In an effort to provide you with the desired levels of equipment and staff, please provide your detailed meeting room set-up information to your Convention Services Manager no later than 30 days prior to your event. All meeting room information should include, but is not limited to, the following information: name of your meeting; name of the meeting room you are assigning this meeting to; number of expected attendees; number you would like room set for; style of meeting set-up (i.e. classroom style/theatre style/rounds of 8/conference style, etc.). For further clarification, please contact your Convention Services Manager. As required for the event, services include: house lighting (dimming); ventilation, heat and air conditioning; one standard room setup; tables and chairs (room set-up changes within the same day will incur additional labor charges); lectern, including speaker's platform; registration space on an as-available basis; daily cleanup and trash removal. Any changes to previously contracted services will result in charges being billed to the appropriate parties.

MEETING SPACE (CONT'D)

Air conditioning and heating for all meeting spaces is automatically programmed (based on the times given and listed on the banquet event order) to turn on automatically 30 minutes to one hour prior to a function and turn off approximately 30 minutes to one hour after the function ends. If air conditioning and heating is required prior to or after these times, please consult your Convention Services Manager. Note that an additional charge may be incurred if air conditioning and heating is to be made available outside your scheduled meeting times. Please note there will be no heating or air-conditioning provided during move-in days when there are not meetings taking place.

Please advise your Convention Services Manager of any time changes in your program to ensure your meeting space is blocked accordingly. Note that no meeting space is held on a 24-hour basis, unless contracted. The local Fire Marshall must approve all local fire codes and must be adhered to in all meeting space and floor plans.

PACKAGES

The Guest Package Department receives all packages and freight for the Sheraton Birmingham Hotel. Hours of Operation: Monday-Friday, 7 am to 7 pm and Saturday, 7 am to 3:30 pm. Telephone number: 205-324-5000. Fax: 205-324-3045. The hotel receives freight for all events that take place in the hotel. All events located in the Convention Center should be addressed directly to the Convention Center at:

Birmingham-Jefferson Convention Complex
2100 Richard Arrington Jr. Blvd. N.
Birmingham, AL 35203

Shipping Information

Packages should arrive no more than five days prior to guest arrival of event. A storage fee will apply if items are shipped earlier. Special arrangements must be made for receiving any equipment, goods, displays or other materials, which will be sent, delivered or brought into the hotel. Failure to do so may result in deliveries being refused or materials being unavailable when required.

Labeling

All packages should be labeled as follows:

Guest Name

Sheraton Birmingham Hotel

2101 Richard Arrington Jr. Blvd. N.

Birmingham, AL 35203

Convention Services Manager's Name (if known)

Convention Name

Guest Arrival Date

Box (es) _____ of _____ (multiple boxes should be numbered)

Handling Fees

Overnight Envelopes - No Charge

PACAKGES (CONT'D)

Meeting Planner Shipment – Complimentary handling 100 pounds of registration materials, any materials over this limit will be assessed \$30.00 per hundred pounds.

Registered Hotel Guests – Complimentary handling of two packages with a combined weight of 30 pounds (cardboard boxes only) Shipments over this maximum will be assessed \$.50 per pound.

Unregistered Guest – Handling fee of \$.50 per pound

Registered Exhibitor – Handling fee of \$.50 per pound

Unregistered Exhibitor – Handling fee of \$.50 per pound

Early Shipment – Handling fee of \$75.00 per pallet

Delivery

Delivery arrangements should be made in advance with the Convention Services Manager. Registration materials will be delivered to a specific location. After initial setup, additional deliveries will be a \$20 charge. Oversized skids or pallets will be assessed at \$75.00 per skid.

Ship-Out of Meeting Planner Materials

All guest shipments going out of the hotel must go through the Business Center. If the Meeting Planner arranges his/her outbound shipment, it should be packaged and labeled, then brought to the Guest Packages Office. The Banquet Manager will coordinate with the Meeting Planner. Boxes should be brought to Security with all necessary shipping information (i.e., shipping company telephone number, pick up date, etc.) The charge will be \$5.00 per box.

The hotel does not accept any liability for equipment, goods, displays or other materials that arrive, or fail to arrive, at the hotel. The group is responsible for insuring its property for loss or damage.

RESERVATIONS

Guest can make their own room reservations directly with our Reservations Department by calling our hotel: 205-324-5000. Or, you may call our Central Reservations Office in the Continental U.S. and Canada: 800-325-3535. Please be aware that reservations cannot be made more than twelve months prior to your group's arrival. We will require one night's deposit for each individual room reservation prior to the cut-off date, payable by cash, credit card or money order. Deposits will be refunded if the reservations are canceled 72 hours prior to the scheduled arrival. Once your group has checked in, the Front Desk Manager can provide a detailed rooming list.

If relevant, please supply to your Convention Services Manager or Sales Manager, the necessary VIP, staff and/or speaker rooming list, along with specific billing arrangements and special requests as well as suite assignments, prior to your respective cut-off date. A blank rooming list can be provided to you for facilitating this process.

TAX EXEMPTION

In order to comply with the laws of the State of Alabama, a person or organization requesting tax exemption must provide the COMPLEX with a copy of his/her, or its organization's, Tax Exemption Certificate from the State of Alabama 90 days in advance.

TRUCK DOCKS

The hotel has tow load leveler equipped truck docks. All dock parking and traffic will be controlled by hotel Security. Arrangements for special personnel should be made by the Event Staff, and charges will be the responsibility of the Lessee.

LIGHTING

As mentioned in General Services, basic lighting is included in the rental fees. Special lighting requirements can be met but may include additional charges. Operation of all COMPLEX lighting equipment must be by qualified and authorized personnel. The Lessee can also opt to supply and operate its own equipment.

MOVE IN/MOVE OUT

Non-event days: ½ of minimum rental. The Sales Department or Event Staff will advise Lessee of additional move-in and move-out policies for the Arena.

NOVELTIES

Event-related souvenirs, programs, novelties or merchandise may be sold during an event. The sale of any merchandise within the COMPLEX must have prior approval of the COMPLEX management, must be administered by the COMPLEX, and a negotiated fee will be charged. Event-related souvenirs, programs, novelties, or merchandise may be sold during an event.

The Lessee may elect to sell event related souvenirs, programs, novelties and merchandise during the event. All such sales must have prior approval of the BJCC management.

RIGGING

Information regarding rigging is available through the Lessee's Sales Office or Event Staff. Qualified riggers are available through the local International Alliance of Theatrical Stage Employees (IATSE).

STAGE HANDS

Arrangements for stagehands are handled by the International Alliance of Theatrical Stage Employees, Local 78. All stage requirements must be confirmed with the IATSE business agent prior to occupancy. Charges for stagehands are to be paid directly to the union steward on the day of the event and are payable to Alabama Stage Productions. Charges can also be deducted from net due promoter.