WHISTLEBLOWER POLICY STATEMENT  
(Approved by IAEE Board of Directors 18 September 2004)

Purpose and Statement of Policy

It is the policy of the International Association of Exhibitions and Events ("IAEE") to encourage its employees and other persons to notify IAEE's Audit Committee of any complaints or concerns regarding accounting, internal accounting controls or auditing matters, including any complaints regarding financial irregularities, questionable accounting or auditing matters (hereinafter, "Accounting Concerns") involving IAEE.

It is also the policy of IAEE to comply with all applicable laws, regulations, rules and corporate policies, and to require its employees to report known or suspected violations of laws, rules, regulations or corporate policies (hereinafter, "Required Reporting") to IAEE's designated Compliance Officer, Cathy Breden.

It is also the policy of IAEE to strictly prohibit all IAEE personnel and agents from retaliating in any manner against any IAEE employee or other person for lawfully (a) submitting communications to IAEE's Audit Committee regarding Accounting Concerns, (b) engaging in Required Reporting, (c) providing truthful information relating to the violation or possible violation of any law, regulation, rule or corporate policy, in either case to (1) any IAEE personnel, or (2) any state or federal regulatory or law enforcement agency (such retaliation being referred to as "Prohibited Retaliation").

Procedures

1. **Accounting Concerns**: All communications regarding Accounting Concerns shall be directed to the Chair of the Audit Committee. Communications may be directed via e-mail, confidentially and/or anonymously to the Chairman of the Board at compliance@IAEE.com, and the Chairman shall promptly share this information with the Chair of the Audit Committee for investigation and resolution. This is a password protected e-mail account to which only the Chairman of the Board has access. Please be advised that sending a message from your business computer may not necessarily protect your anonymity. Use of a non-identifiable e-mail address such as Hotmail may be preferable if anonymity is desired.

2. **Required Reporting**: For all Required Reporting (i.e., compliance issues other than Accounting Concerns), the Board of Directors of IAEE has appointed Cathy Breden to serve as IAEE's Compliance Officer. All communications regarding Required Reporting shall be directed to the Compliance Officer in writing or via e-mail. Please be advised that sending a message from your business computer may not necessarily protect your anonymity. Use of a non-identifiable e-mail address such as Hotmail may be preferable if anonymity is desired.
Such communications may be submitted confidentially and/or anonymously, at the election of
the submitting party, to the Compliance Officer at the mailing and e-mail addresses set forth
below:

Ms. Cathy Breden
Compliance Officer
IAEE
12700 Park Central Dr
Dallas, Texas 75251
cbreden@IAEE.com

If the Compliance Officer is alleged to have been involved in the matters giving rise to the
Accounting Concern or Required Reporting, communications may be directed via e-mail,
confidentially and/or anonymously to the Chairman of the Board at compliance@IAEE.com, and
the Chairman shall be responsible for investigation and resolution of this issue in consultation
with IAEE’s legal counsel. This is a password protected e-mail account to which only the
Chairman of the Board has access. Please be advised that sending a message from your
business computer may not necessarily protect your anonymity. Use of a non-identifiable e-
mail address such as Hotmail may be preferable if anonymity is desired.

3. **Handling of Communications and Investigation:** All communications regarding Accounting
Concerns shall be forwarded immediately by the initial recipient thereof to the Audit Committee
in the form received and in the manner directed by the Audit Committee. Such communications
may be preceded, accompanied or followed by summaries or commentaries prepared by the
initial recipient thereof or by the Compliance Officer as directed by the Audit Committee. The
Audit Committee shall take or cause to be taken such investigative, remedial or other actions in
response to any communication as the Audit Committee, in the exercise of its business
judgment, deems appropriate.

All communications regarding Required Reporting shall be directed to the Compliance Officer,
who shall, in conjunction with IAEE’s General Counsel, take or cause to be taken such
investigative, remedial or other actions in response to any communication as are deemed
necessary and report such actions to be Board of Directors.

4. **Document Retention:** The Compliance Officer will retain any communication regarding
Accounting Concerns or Required Reporting, together with such other materials as may be
appropriate, for a period of three years or such other period as the Audit Committee may deem
appropriate.