



# EXHIBITOR'S GUIDE

GEORGIA NATIONAL FAIRGROUNDS  
& AGRICENTER

[www.georgianationalfair.com](http://www.georgianationalfair.com)

PERRY, GEORGIA

# Exhibitor's Guide

**Georgia National Fairgrounds  
& Agricenter  
Perry, Georgia**

## **GEORGIA NATIONAL FAIR**

October 5-15, 2017

October 4-14, 2018

October 3-13, 2019

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EXHIBITOR'S GUIDE**

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**GEORGIA NATIONAL FAIR  
PERRY, GEORGIA**

It is our pleasure to welcome you as a participant in the state-sponsored Georgia National Fair. Please read this booklet carefully. It is your responsibility as a Fair participant to familiarize yourself and all personnel involved with your space with Fair rules and regulations. The information contained in the following pages and in the space rental contract was established for the benefit of all exhibitors and concessionaires. By following them, everyone will be able to look forward to a successful Georgia National Fair.

## ADMINISTRATION

Stephen M. Shimp	Executive Director
Ashley D. Brown	Manager of Outside Commercial Exhibits
Cindy B. Bellew	Manager of Inside Commercial Exhibits/ Food Concessions
Jill Jennings	Office Manager

Commercial Space Sales Office — Georgia Grown Building  
Exhibitor Service Office (during Fair) — McGill Marketplace  
Security — East Gate

## SETUP DAYS/TIME

(days preceding Fair opening day)

Tuesday	8:00 a.m. - 5:00 p.m.
Wednesday	8:00 a.m. - 5:00 p.m.
Thursday	8:00 a.m. - 12:00 p.m.

Food concession units may begin setting up on the Monday before Fair opening day. The Georgia National Fair is operated in accordance with policies of the Georgia Agricultural Exposition Authority. The Exhibitor's Guide outlines many important terms and conditions governing the leasing of space for the purpose of exhibiting at the Georgia National Fair. The word "exhibitor" in this guide refers to both commercial exhibits and food concessionaires.

## CONTRACTS

The contract for an exhibit or concession space must be properly signed and returned by the specified deadline or it will be declared null and void by the Authority. After the contract has been received by the Georgia National Fair office and signed by an official, a copy will be returned to exhibitors for their files. It is the exhibitor's responsibility to read and comply with the provisions and rules of the Georgia National Fair space sales contract and the Exhibitor's Guide. It also is the exhibitor's responsibility to inform all personnel associated with their booth about Fair rules and regulations. A copy of this manual should be kept in the exhibitor's booth at all times.

Additions of new items or changes in items to be exhibited must receive approval from the Commercial Sales Office. Any items in an exhibitor's space not authorized per the contract are subject to removal at the Authority's discretion.

Exhibitors shall not assign, sublet, or apportion the whole or any part of the space allotted or exhibited therein; or permit any other part to exhibit therein any goods or advertising matter other than those manufactured, distributed or sold by exhibitors in the regular course of their business; or permit any representative of any firm or company not exhibiting to solicit business or take orders in their space.

Any item found to be objectionable by the Authority, whether advertised or offered for sale by an exhibitor, shall be immediately withdrawn and removed from the premises at the request of the Authority. If same is not removed immediately, the Authority may close said leased space and remove the exhibitor without liability.

The Authority reserves the right to regulate commodities and services offered by exhibitors, the price received from same and the type and location of price signs exhibitors post for the benefit of patrons. Exhibitors further agree to honor all distribution rights and privileges granted by the Authority and purchase from said distributors all such products or services as required for use of sale at the Georgia National Fair. In order to keep our contract records and account information current and correct, it is imperative that exhibitors notify the Georgia National Fair immediately of any changes to the company's name, address, phone number, or change of management that is currently indicated in their contract.

### **CONTRACT DEPOSITS**

A 50 percent deposit is required by June 15 of the current Fair year and the remaining balance of the contract must be paid by August 15. Contracts negotiated after August 15 require a 100 percent deposit. Deposits must be received in the Commercial Sales office by dates specified or the contractor will be subject to cancellation and the booth space reassigned. Receipts will be issued for initial deposit payments only. If receipts are needed for any additional payments, they will be furnished upon request.

**After August 15, deposits and payments must be in the form of a certified check, money order, cashier's check, or cash. (Cash should not be mailed.)**

If any time subsequent to the signing of the contract, the Authority deems it is in the best interest of the Authority to cancel or change the dates as set forth in the contract, the exhibitor accepts such action without claim for loss or damage except the right to make a written request for return of amounts paid on the contract. A request for a refund must be made within fifteen (15) days of the posted mailing date of notice sent to the exhibitor. If the refund request is not received by the Authority within fifteen (15) days, the exhibitor shall be deemed to have accepted and agreed to the change.

### **REFUND POLICY**

If an exhibitor is unable to participate in the Fair and subsequently requests a refund and cancellation of the contract, the request must be in writing. An administrative fee of \$50.00 will be charged to any exhibitor for the service. After August 1 and before September 1, 50 percent of the rental fee paid will

be refunded; after September 1 there will be no refund of deposits paid. The Authority reserves the right to sell any space not occupied by noon the Fair opening day.

## **VENDOR REFUND TO PUBLIC POLICY**

All vendor public refund policies must be clearly posted in a prominent location in the vendor's contracted space.

## **FOOD CONCESSIONAIRES**

The rental rate for concessionaires selling food is governed by the space rental fee against a percentage of gross sales, less state sales tax, whichever is greater. This condition and percentage is specifically stated on the Georgia National Fair contract agreement.

To comply with this percentage privilege, a report of each day's receipts must be given to authorized Fair personnel every day during the Fair at the time and place specified by the Concessions Manager. A final report of the last day's gross receipts must be submitted to that office by noon the following day.

**It is very important that all food concessionaires read and comply with the copy of the Houston County Health Department regulations mailed with contracts.** It also is important that food establishments post a menu listing prices they charge for each item sold. An exhibitor identification sign will be included in the Fair packet. It has to be posted in a conspicuous area as required by the Georgia National Fair and the Health Department for identification purposes.

The Authority reserves the right to audit sales of any exhibitor with a percentage contract. The Authority may use any form of audit technique it deems necessary. Such audits will not unduly harm or hinder an exhibitor's normal sales activity.

**Under no circumstance is grease to be poured into trash barrels, dumpsters, or drains. Grease disposal barrels will be placed in various locations on the grounds, usually near dumpsters.**

## **SPACE REGULATIONS**

**Booths must be properly staffed at all times during operating hours of the Fair.**

Exhibitors must confine their business and promotion and advertising of same on Fairgrounds to the space assigned them. Failure to comply with this rule will subject exhibitors to forfeiture of space privileges without reimbursement.

Any item or structure placed upon a leased facility or area shall conform to and be operated in compliance with requirements of

the Authority, public health agencies, and all other local, state, and federal laws, rules, and regulations.

Signs, banners, wires, advertisements, decorations, or obstructions of any kind may not extend from or to the ceiling of a building or area in which the contracted space is situated.

In the buildings, advertising material of any kind may not extend higher than 8' above floor level and display materials may not extend higher than 8' above floor level except in certain areas approved by the Commercial Sales Office.

Although the Fair allows more flexibility in height restrictions in some areas of the McGill Marketplace (such as the bulk area in the upper level and booths against the wall in certain areas), anyone who wants to exceed the 8' limit in these areas must first obtain clearance from the Commercial Sales Office to do so. If this is not done, you may be required to alter your display to conform to the 8' limit. Allowances will be made at the sole discretion of the Commercial Sales Office whose decision will be final.

**HEIGHT LIMITATIONS HAVE BEEN SET TO AVOID UNDUE COMPETITION BETWEEN EXHIBITORS TO SEE WHO CAN GO THE HIGHEST OR BE SEEN THE FARTHEST WITH EACH NEGATING THE OTHER'S EFFORTS.**

Signs, partitions, or exhibit items placed around, or made a part of any exhibit, will not extend one-half (1/2) of the depth of the exhibit area from the back of the booth with an 8' limitation. The remaining front portion of the exhibit area may not extend over 4' in height. Exhibitors must finish the back of any extended portions of their exhibit so that exposed areas will not be objectionable to adjacent exhibitors. The view of adjoining exhibits shall not be obstructed. All tables in booths should be neatly and cleanly draped on all sides exposed to the public. Boxes should be stored behind curtains or under tables. The intent is to have a booth with a neat appearance.

Hand-lettered marker signs should not be used. We encourage the use of professional signage which is neatly printed/painted and arranged, as it will enhance the appearance of your booth.

Costumed personnel and/or other individuals hired for advertising/promotional purposes by an exhibitor must remain in the exhibit space assigned to the exhibitor. They may not circulate in aisles or other areas of any building and/or Fairgrounds.

Inflated balloons are not allowed in booths for decoration/advertising purposes. The sale of knives is prohibited.

Sand art sales must be in plastic bottles only; no glass. Novelty items such as snap pops, liquid string, and comb knives are not permitted. T-shirt designs must be in good taste. Racial or ethnic slogans, objectionable language, illicit drug references, or nudity will not be permitted.

## **ADVERTISING**

All items to be sold, displayed, advertised, promoted, or demonstrated must be listed on the contract. Any items to be given away or handed out must first be approved by the Commercial Sales Office. Blown-up balloons and noise making items are not allowed. Gummed, adhesive-backed labels; stickers; bumper stickers; signs; stick-ons for clothing; or any type of stick-on may not be given away OR SOLD.

Solicitation of Fair patrons by an exhibitor or agents of an exhibitor outside or away from the exhibitor's location shall not be permitted. Signs of advertising matter of any kind deemed objectionable by the Authority will be removed without liability or damage to the Authority.

The obstruction of visitors' passageways; use of public address systems, recorders, gongs, and loud music; or the methods of attracting attention shall not be permitted. The Authority shall be the sole authority as to what is objectionable and all such decisions shall be final.

## **HANDING OUT MATERIAL**

The sale, posting, or distribution of any merchandise, products, promotional items, and printed or written materials, except from a fixed location on the Fairgrounds as approved by the Commercial Sales Office, shall be prohibited. Those materials, products, promotional items, and printed or written materials which are authorized by the Commercial Sales Office for sale or distribution from a fixed location shall not be handed out to any Fair patron unless requested by the patron.

## **SOUND EQUIPMENT**

Loudspeakers, etc., may not be used without prior permission from the Commercial Sales Office. Approved microphones, TVs, radios, loudspeakers, musical instruments (pianos, organs, etc.), or other sound equipment must be kept at a reasonable volume so as not to disturb normal business transactions in a nearby exhibitor's space or in an adjacent public space. In no instance should sound from such devices be overbearing beyond the limits of space contracted to exhibitors and concessionaires using same. Fair management reserves the right to revoke permission to use such equipment entirely if provisions of this rule are not observed.

## **SOLICITATION OF FUNDS**

Solicitation of funds or tips shall be prohibited.



## **EXHIBITOR PASSES**

Passes distributed to exhibitors are recorded by number and traceable. These passes are for personnel working an exhibitor's booth only. Therefore, the Authority expressly prohibits the resale of these passes by the exhibitor. The violation of this privilege can result in the cancellation of an exhibitor's rights and the exhibitor will be barred from participating in future Georgia National Fairs.

## **EXHIBITOR PACKETS**

Exhibitor packets containing your exhibitor passes and credential papers will not be mailed, but may be picked up on Tuesday or Wednesday before the Fair opens. Packets are available at the office inside the M<sup>c</sup>Gill Marketplace. It would be helpful to have a copy of the contract for verification purposes. Exhibitors paying for additional tickets must pay by cash, money order, cashier's check, or certified check. Personal checks are not accepted during the Fair.

## **EXHIBITOR MOVE IN**

Exhibitors can move into the exhibit buildings from 8:00 a.m. to 5:00 p.m., the Tuesday and Wednesday before the Fair opens. Outside concessionaires and commercial exhibitors may place units in their designated locations beginning on the Monday before the Fair opens.

All exhibitors must be set up and ready for operation at 12:00 p.m. on Thursday, the first day of the Fair.

Any space not staffed and decorated by the exhibitor or concessionaire by the stated opening time will be resold with no obligation to refund any money paid to the Georgia National Fair for deposit or rental of space.

## **EXHIBITOR HOURS**

First Thursday	3:00 p.m. - 10:00 p.m.
Monday – Friday (Inside)	12:00 p.m. - 10:00 p.m.
Monday – Friday (Outside)	10:00 a.m. - 10:00 p.m.
Saturdays - Sundays	10:00 a.m. - 10:00 p.m.

The Midway operates until approximately midnight during the Fair.

All exhibits and concessions must be open, staffed, and operational during these hours every day of the Fair.

Only exhibitors will be granted entrance to buildings one hour prior to the stated opening provided they display approved identification. They must leave the building within thirty (30) minutes of the scheduled closing. Any exhibitor requesting an earlier entry time into a building must receive permission from the Commercial Sales Office.

## **SECURITY**

Building security will be provided by the Fair, 8:00 a.m. to 10:00 p.m. daily, during the 11 days of the Fair. After 10:00 p.m., buildings will be secured and no one will be allowed entry until one hour before opening the next day.

Although security officers are assigned to buildings at specified times, they are unable to watch over each exhibitor's booth. Therefore, it is recommended exhibitors staff their booths when the building opens if they are concerned about their merchandise.

## **PRIZE DRAWINGS**

All prize drawings must be conducted during the Fair. Any exhibitor or concessionaire requesting Georgia National Fair patrons to register for any reason must notify the Commercial Sales Office in writing and request approval for such registration. The notification shall include the following:

- a. A copy of the printed form to be used in the registration.
- b. Rules and regulations for procedures in any drawing or selection process for awarding of prizes.
- c. Items or merchandise to be given away.
- d. The approximate value of each item or merchandise.

The Commercial Sales Office reserves the right to approve or deny approval of any drawing to be conducted during the Georgia National Fair. An application form is available from the Commercial Sales Office and must be submitted at least one week before the Fair begins.

Drawings will be held at 7:00 p.m. on the last Sunday and conducted by Georgia National Fair staff. Exhibitors must bring their registration slips to the office located in the McGill Marketplace by 6:45 p.m. on the last Sunday of the Fair. Registration slips will be returned to the exhibitor after each drawing. Building managers will distribute a form to exhibitors during the Fair that is to be completed and returned to the manager prior to the drawing. The form is used at the drawing to list names of winners. A copy is given to the exhibitor and a copy is retained by the Commercial Sales Office. It is the exhibitor's responsibility to notify winners and arrange for the delivery of prizes.

Raffles of any kind are prohibited.

All persons or companies who do not comply with these rules may be subject to forfeiture of future contracts as the Fair may elect.

## **EXHIBITOR MOVE OUT**

Exhibitors can move out of their assigned area at 10:00 p.m. on the last Sunday of the Fair. Vehicles will not be allowed in buildings or on grounds until they have been cleared of public traffic. At midnight, all buildings will be cleared of

exhibitors, locked, and secured. Buildings will open the following day at 8:00 a.m. and remain open until 5:00 p.m. There is no security after 5 pm on Monday. The Authority will not be responsible for any exhibit items left in buildings after security goes off duty. **Early teardown will result in the denial of future contracts.**

All or any part of buildings, stands, equipment, and/or supplies used by the exhibitor during the time set forth in the contract which are not removed from the Georgia National Fair within four (3) days from the closing day of the Georgia National Fair shall be deemed abandoned and become the property of the Authority without notice. All commercial/concession and exhibit displays, items, or materials must be removed from the Fairgrounds no later than 12:00 p.m. (noon) on the Tuesday after the closing day of the Fair.

### **ELECTRICITY**

Exhibitors requiring electricity will be charged a usage fee payable before the Fair begins. In addition, any wiring or special requirements needed from outlets to stands or exhibit booths will be made at the exhibitor's expense. Charges for labor and materials will be supplied by the Fair's designated electricians and plumbers should be paid to the McGill Marketplace office at the time the service is performed according to established rates. Due to the location of electrical outlets in some areas, both inside and outside, it is suggested you have UL-approved extension cords available for electrical equipment and displays. All exhibitors/concessionaires shall be required to furnish up to the first 100 feet of UL-approved cord of the proper gauge.

### **INSURANCE**

Exhibitors are required to have general public liability insurance coverage of at least \$1,000,000. Exhibitors who provide their own insurance will need to have an insurance certificate naming the Georgia Agricultural Exposition Authority as additional insured. This certificate must accompany the signed contract when returned or a fee will be assessed for insurance provided by the Georgia National Fair.

Please refer to the insurance section of your Georgia National Fair contract for additional information.

### **LIABILITY**

The exhibitor agrees to save and hold harmless the Authority from any debt, liability, or judgment incurred for any cause of action, claim, damage, liability, cost, or expense to persons or property, resulting directly or indirectly from acts, omissions, merchandise sold, presence, or operation of said exhibitor, its agents, or employees on the Georgia National Fairgrounds before, during, or after the Georgia National Fair.

Also, the Authority shall not be responsible for any injury to the person or persons of the exhibitor, its employees, or agents from any cause whatsoever arising from the performance of their contract, and the exhibitor in signing the contract expressly releases the Authority from any and all claims for such loss, damages, or injuries.

Please refer to the insurance section of your Georgia National Fair contract for additional information.

## **CHECKS**

If, for any reason, a payment check is returned by the designated bank, a fee of \$50.00 will be charged to the exhibitor. Failure to comply after receiving notification will automatically cancel the contract unless other arrangements have been approved by the Commercial Sales Office. Checks will not be accepted at Fair time.

## **SALES TAX**

Exhibitors making over-the-counter sales will be required by the Georgia Tax Commission to collect the applicable state/county sales tax for Houston County. The Georgia Tax Commission will collect monies from Fair exhibitors. Exhibitors having a Georgia Sales Tax number can include their Fair sales with regular monthly reports.

## **FREIGHT DELIVERY/STORAGE**

Facilities are not available on the Fairgrounds for the storage of equipment and/or merchandise. It is requested, when making arrangements for any shipments, exhibitors specify the exact location of their exhibit. Procedural instructions must accompany contracts. Shipments will not be accepted before the Monday preceding the opening day of the Fair. COD shipments will not be accepted. Exhibitors must arrange for prepayment before delivery or be on hand when shipments arrive. Freight will be delivered to the Security Office at the East Gate. The address on the package should contain the exhibitor's name and/or company, exhibit building, and booth number. Exhibitors expecting deliveries after 5:00 p.m. on the Wednesday before the Fair opens should make arrangements for the gate admission of delivery persons.

## **JANITORIAL SERVICE**

Exhibitors, their agents, or employees shall sweep all refuse from their booths to the aisles after closing where it will be picked up by the janitors provided by the Authority.

## **SMOKING POLICY**

Smoking is not permitted inside buildings on the Fairgrounds.

## **VENDOR DEPOSIT ACCEPTANCE**

Any exhibitor or concessionaire who takes deposits by cash or check on merchandise to be delivered at a later date must notify the Commercial Sales Office in writing. The notification shall include:

- a. Product or merchandise for sale.
- b. Selling price.
- c. Deposit requirements.
- d. Maximum delivery time to the Fair patron.

## **EXHIBITOR PARKING**

Exhibitors may park in any designated parking area other than those which require a special parking pass.

Exhibitors in the M<sup>c</sup>Gill Marketplace may park in a lot west of the M<sup>c</sup>Gill Marketplace (Lot #2) if space is available, but they will need a special parking pass which must be displayed while the vehicle is parked. Should the parking pass be lost or stolen, it will not be replaced. So, it is advisable that vehicle doors be locked at all times. Vehicles taking up more than one parking space will not be allowed to park in this area.

Due to the limited amount of spaces available in this lot, the number of parking passes issued per exhibitor in the M<sup>c</sup>Gill Marketplace will be determined by the Commercial Sales Office. The parking pass does not guarantee a parking space. If the lot is full, exhibitors must park elsewhere.

Vehicles are not permitted to park by or near an exhibitor's independent midway location unless approval has been given by the Executive Director. Vehicles so approved require an authorized sticker on the windshield or they will be towed.

## **VEHICLES**

Cars, trucks, etc., may not be driven on the Fairgrounds once the Fair has officially opened for the day. Deliveries must be made prior to each day's opening. Vehicles must be off the Fairgrounds by opening time. A special delivery sticker must be obtained from the Commercial Sales Office.

Wheeled transportation (bicycles, motorbikes, carts, etc.,) will not be allowed inside exhibit areas and buildings unless they are official Georgia National Fair vehicles. Any exceptions must be authorized by the Chief of Security.

The use of rollerblades or skateboards shall not be permitted on the Fairgrounds during the Fair.

## **PETS**

Dogs or pets, other than service animals for people with disabilities, shall not be permitted on the Fairgrounds or in exhibit buildings during the Fair except when confined within the campgrounds area or in areas designated by the Authority unless they are part of an authorized act or exhibit.

## **GOLF CART USE**

Golf cart use is to be kept to a minimum and only for the essential restocking of commercial and food exhibits. (Carts are not intended for the transportation of personnel.) Please stock your exhibit as fully as possible before 10 am daily and use alternate routes around the perimeter of the Fairgrounds when travel is necessary after said time. Please use every courtesy when en route (no horn blowing or shouting) and remember that the Fair patron always has the right-of-way. All golf carts must have an approved permit to operate on the Fairgrounds during the Fair. You must prominently display this permit on your golf cart at all times. Golf cart permits may be requested through the Executive Director's Office; a fee will not be charged for this permit.

Failure to follow these guidelines may result in the revocation of your permit and privilege to operate a golf cart on the Fairgrounds.

## **DISPUTES**

The Executive Director shall be the final arbiter of disputes between the Fair and its exhibitors and/or concessionaires. No promises, representations, agreements, or conditions have been made or agreed to which are not stated fully in the exhibitor's contract.

## **RENEWAL POLICY**

In order to attract and maintain high-quality concessions and exhibits, it is the practice of the Georgia National Fair Authority to annually extend to concessionaires and commercial exhibitors from the prior year's Fair, the opportunity to renew their space rental contracts for the next Fair. The Authority, however, reserves the right to refuse or renew any space rental contract when in the sole discretion of the Authority such action is in the best interest of the Fair and its patrons.

Concession and commercial exhibits contract renewals are normally made on the basis of a renewal for the same space, purpose, products, and ownership as in the prior year. Grounds space or alterations or other changes may make it necessary to eliminate certain previously available space from one year to the next. In such instances, the Authority reserves the right to offer substitute locations or discontinue contracts entirely.

The Authority reserves the right not to renew any space rental contract where the concessionaire or commercial exhibitor has violated any regulations of the Fair or any local, state, or federal laws.

## **RENEWAL PROCEDURE**

Renewal applications will be mailed around February 1 to commercial exhibitors and food concessionaires from the prior year's Fair. These applications must be returned to the Fair by the time specified to guarantee renewal. Requests to change

locations or products must be noted on the application, but are subject to approval by the Commercial Sales Office. Space not renewed by the specific time will be released on the due date and offered to other exhibitors.

### **SERVICES (Inside Exhibitors Only)**

If needed, these services are available to exhibitors: tables, chairs, table covering and telephone service. For telephone service, the exhibitor should contact the Commercial Sales Office 14 working days prior to the opening day of the Fair.

### **RV PARKING**

Facilities are available on the Fairgrounds for RV parking. Information and the reservation forms are available online.

### **MISCELLANEOUS INFORMATION**

An ATM is located at the Clock Tower and other locations throughout the Fairgrounds.

Emergencies; emergency messages; lost, found, and stolen articles; lost children; etc.; should be reported to Security.

To locate towed vehicles, contact the Georgia National Fairgrounds Security office.

The First Aid Station is located near the Clock Tower on the Fairgrounds with supplies and personnel to handle minor medical needs.

The logo of the Georgia National Fair is a registered trademark and may not be used under any circumstance without prior written permission from the Georgia National Fair.

Any concessionaire or exhibitor requiring assistance may contact Fair personnel in the M<sup>c</sup>Gill Marketplace office.

### **HELPFUL TELEPHONE NUMBERS**

(area code 478)

• Emergency	911
• Perry Fire Department	988-2850
• Georgia State Patrol	988-6740
• Houston County Sheriff	542-2125
• Perry Police Department	988-2800
• Perry Welcome Center	988-8000
• Perry Hotels/Motels	988-8000
• Perry Hospital	987-3600
• Ace Hardware	987-9973
• Wal-Mart	987-1444
• Kroger	988-8474
• Library	987-3050
• Perry/Houston County Airport	987-3713
• Perry Chamber of Commerce	987-1234

GEORGIA NATIONAL FAIRGROUNDS & AGRICENTER

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I-75 at Exits 134 & 135

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