



THE **READ HOUSE** 1872

THE READ HOUSE PHOTOGRAPHY RULES

After reviewing and signing, please return this document along with the photographer's pass fee (\$250 plus tax total of \$273.13) to The Read House.

OVERVIEW AND MISSION

The Read House's property and grounds are privately owned. The premises are filled with beautiful furnishings, antiques and unique architectural elements. The Read House is committed to providing a safe and welcoming environment for all of our guests and employees. To photograph in The Read House, whether doing so casually or commercially, we ask that you support our mission to ensure your safety and the safety and enjoyment of others and to preserve the grounds, art and architecture by adhering to our rules which can be found in this document entitled The Read House Photography Rules, in The Read House Photographer's Pass Rules and on signs posted throughout The Read House. The Read House staff members reserve the right at any time, at their sole discretion, to withhold and/or withdraw permission to shoot photography and/or videography on The Read House's premises.

GENERAL TERMS

For the purpose of The Read House's Photography Rules, "photography" refers to all types of photography including but not limited to still or otherwise and will be used interchangeably with "videography". Likewise, "photographer" refers to any person carrying any type of camera and will be used interchangeably with "videographer". "Camera" refers to a device for recording visual images in the form of photographs, film, or video signals and may include but are not limited to telephones, DSLR cameras, or video cameras. The Read House staff members will be referred to interchangeably as "The Read House staff members". The Read House's premises consist of the buildings, driveways, parking lots, gardens and alleyways for the business known as The Read House located at 107 W M.L.K. Blvd, Chattanooga, TN 37402.

MEDIA AND COMMERCIAL PHOTOGRAPHY

Media may photograph or film within designated areas of The Read House for the purpose of news coverage or advertising with written approval from The Read House's Marketing Department or General Manager. Said photography requires The Read House Photographer's

Pass or Read House Media Pass. All members of the media are required to make arrangements with The Read House's Marketing Department prior to their arrival. The Read House's Marketing Department's contact information is 843.384.4770.

Photography filmed in The Read House may not be published, sold, reproduced, distributed or otherwise commercially exploited in any manner without written permission and written instruction on how the photography may be used from The Read House's Marketing Department. Should The Read House grant permission for commercial use of photography, The Read House reserves the right to inspect or approve the photography, including written copy that may be used in connection therewith. The Read House also reserves the right to use and/or share any photography taken on site with visible credit given to the photographer or client.

PHOTOGRAPHY OF PERMANENT AND TEMPORARY ART WORK

Photography of permanent or temporary artwork or borrowed works of art may not be photographed without written permission from The Read House management.

APPROVED PHOTOGRAPHY

The Read House is committed to providing a safe and welcoming environment for all of our guests and employees. Please keep our mission in mind when conducting your photography shoot. Certain photography will not be allowed on The Read House's premises, whether a guest has a Read House Photographer's Pass or not. Such photography includes nudity or otherwise indecent photography and/or any photography that is deemed unsafe by The Read House management and/or any other photography The Read House management decides to prohibit.

PHOTOGRAPHY SHOOT PROPS AND CLEANUP

Fans, radios, portable tablets/smartphone players, speakers or televisions are not permitted. Do not use confetti, glitter, birdseed, rice, oil based props such as cakes or any other item that will leave a residue during the photo shoot. Please clean up all trash resulting from the photo shoot. Failure to abide by either of these rules will result in a cleanup fee being assessed by The Read House to the responsible party.

LIABILITY DURING PHOTOGRAPHY SHOOT

Photographer, client and/or members of a photography shoot on The Read House property are responsible for damage done to The Read House property and/or intentional injury to persons on The Read House premises caused by photographer, client or members of a photography shoot.

The Read House assumes no liability for loss, theft, or damage to guest(s)' equipment or property brought on to The Read House's premises. Photographer, client and member(s) of a photography shoot on The Read House's premises freely and expressly assume and accept any and all risks of injury while participating in a photography shoot on The Read House's premises. Furthermore, photographer, client and member(s) of a photography shoot on The Read House's premises agree to defend and indemnify The Read House, its agents and assigns for any loss or damage, including claims or lawsuits for personal injury, loss of consortium, loss of services, death and property loss and/or damage relating to participation in said photography shoot.

OUTSIDE FOOD AND DRINK

Outside food and outside drink are not permitted on The Read House premises.

AUTHORITY TO ENFORCE THE READ HOUSE PHOTOGRAPHY RULES

The Read House is a privately owned property, therefore The Read House staff members have the authority to approach anyone shooting or suspected of shooting photography on its premises and to enforce these rules, which could include requiring that The Read House's Photographer's Pass be purchased to continue a photography shoot if a The Read House staff member deems it necessary. Please follow any verbal instructions you are given by a The Read House staff member. Failure to comply may result in being asked to leave the premises and/or removal from the premises.

If any member of a photography shoot violates The Read House Photography Rules in any way, all members of the photography shoot may be asked to leave the premises whether the group has a Read House Photographer's Pass or not. If the photographer has a Read House Photographer's Pass, the pass will be collected and voided by The Read House and no refund will be given by The Read House for the pass

PHOTOGRAPHY SHOOTS THAT REQUIRE THE PURCHASE OF A THE READ HOUSE PHOTOGRAPHER'S PASS

Certain photography shoots on The Read House premises will require the photographer to have a purchased, VISIBLE Read House Photographer's Pass on their person at all times during the shoot. Moreover, the photographer's pass must be paid for before the photography shoot takes place. The following photography shoots on The Read House premises will require the photographer to have a Read House Photographer's Pass:

1. All amateur and professional photography shoots paid or unpaid with a client or clients require a Read House Photographer's Pass.
2. All posed photography, as well as any photography shoots that use additional equipment (e.g., tripods, detachable flashes, reflectors, multiple lenses, etc.), require a Read House Photographer's Pass.
3. Photography shoots involving models, sets or props, or using the public space in a special or different way than it is intended (i.e. as a set or studio), or if the shoot impacts others and/or the environment (i.e. disrupting the normal operations for staff members and/or for disrupting guest(s)' enjoyment of the grounds and businesses), a Read House Photographer's Pass is required.
4. Any photography shoot that The Read House staff member deems necessary to require a The Read House Photographer's Pass.

WHERE AND HOW TO APPLY FOR A THE READ HOUSE PASS

Please contact The Read House Marketing Department at kaltman@avocethospitality.com for a Read House Photographer's Pass. If you are making an application in person, please go to The Read House located at 107 W M.L.K. Blvd, Chattanooga, TN 37402 between the hours of 10:00 a.m. - 5:00 p.m Monday-Friday and ask to speak to the General Manager, Jim Bambrey regarding a photo shoot.

COST AND TERMS OF DAILY PASS

The Read House Photographer's Pass costs \$250.00 plus tax (\$273.13 total). Payment methods must be in cash, credit card or company check.

The Read House Photographer's Pass allows for a one time use of up to a maximum six (6) consecutive hour time period.

Each Read House Photographer's Pass is good for one photography session with one photographer and one client on the date and time specified on the pass.

The Read House Photographer's Pass may not be used on a holiday or on a day when The Read House is closed for inclement weather or on a day that The Read House has a contracted private event. If a Pass has been sold for a future date that is a holiday or for a future date that The Read House is closed for inclement weather or for a future date that The Read House has a contracted private event (even if said holiday, inclement weather or event date occurs or is booked after the The Read House Photographer's Pass was issued), the Pass applicant will be reimbursed for the charge of the The Read House's Photographer's Pass only and the Pass Applicant may reschedule for another date and time that is not a holiday or on a day The Read House is closed for inclement weather or on a date that a The Read House private event is scheduled.

Initial

VISIBILITY OF PASS

The Read House Photographer's Pass must be visible on the photographer at all times during the photography shoot. Pass must be returned at the end of the session.

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PASS ACCESS

The Read House Photographer's Pass may be used only for the date and time issued by a Read House representative. The Read House restrooms and/or private rooms cannot be used to get ready for a photography shoot. If said room(s) will be needed for photography shoot, additional charges will apply.

Initial

PHOTOGRAPHY SHOOT PROPS AND CLEANUP

Fans, radios, portable tablets/smartphone players, speakers or televisions are not permitted. No props are allowed without written approval from The Read House management. Do not use confetti, glitter, birdseed, rice, oil based props such as cakes or any other item that will leave a residue during the photo shoot. Please clean up all trash resulting from the photo shoot. Failure to abide by these rules will result in a cleanup fee being assessed to the responsible party.

Initial

OUTSIDE FOOD AND DRINK

Outside food and outside drink are not permitted on The Read House premises.

Initial

LIABILITY

The Read House Photographer's Pass applicant is responsible for damage done to The Read House property and/or intentional injury to persons on The Read House premises caused by photographer, client and/or members of the photography shoot.

The Read House assumes no liability for loss, theft, or damage to guest(s)' equipment or property brought on to The Read House's premises. Photographer, client and/or member(s) of a photography shoot on The Read House's premises freely and expressly assume and accept any and all risks of injury while participating in a photography shoot on The Read House's premises. Furthermore, photographer, client and/or member(s) of the photography shoot on The Read House's premises agree to defend and indemnify The Read House for any loss or damage, including claims or lawsuits for personal injury, loss of consortium, loss of services, death and property loss and/or damage relating to participation in said photography shoot.

Initial

AUTHORITY TO ENFORCE THE READ HOUSE PHOTOGRAPHY RULES

The Read House is a privately owned property, therefore The Read House staff members have the authority to approach anyone shooting photography on its premises. Please follow any verbal instructions you are given by a The Read House staff member. Failure to comply may result in being asked to leave the premises and/or removal from the premises. If any member of a photography shoot violates The Read House Photography Rules in any way, all members of the photography shoot may be asked to leave the premises whether the group has a The Read House Photographer's Pass or not. If the photographer has a The Read House Photographer's Pass, the pass will be collected and voided by The Read House and no refund will be given by The Read House for the pass.

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TERMINATION OF THE READ HOUSE PHOTOGRAPHER'S PASS

Photography that in any way violates The Read House Photography Rules and/or The Read House Photographer's Pass Rules will result in the photographer, client and/or members of the photography shoot being asked to leave the premises whether the photographer, client or member of the photography shoot has a pass or not. If the photographer, client and/or member of the photography shoot has a photographer's pass, the pass will be collected and voided by

The Read House and no refund will be given by The Read House for the voided photographer's pass.

Initial

I, the undersigned, have read, understand and agree to abide by The Read House Photography Rules and The Read House Photographer's Pass Rules. Furthermore, I, the undersigned, am responsible for discussing The Read House Photography Rules and The Read House Photographer's Pass Rules with all parties involved with my photography shoot. I am responsible for the actions of all parties involved in my photography shoot. I realize that failure by me or anyone involved in my photography shoot to abide by these rules or any directive given by a The Read House staff member, while I am on The Read House premises could result in a The Read House staff member collecting and voiding the The Read House Photographer's Pass. I also understand that no refund will be given by The Read House for the voided The Read House Photographer's Pass.

This the _____ day of _____, 20__.

Signature of Applicant/Responsible Party

Printed Name of Applicant/Responsible Party

Address of Applicant/Responsible Party

Telephone Number of Applicant/Responsible Party