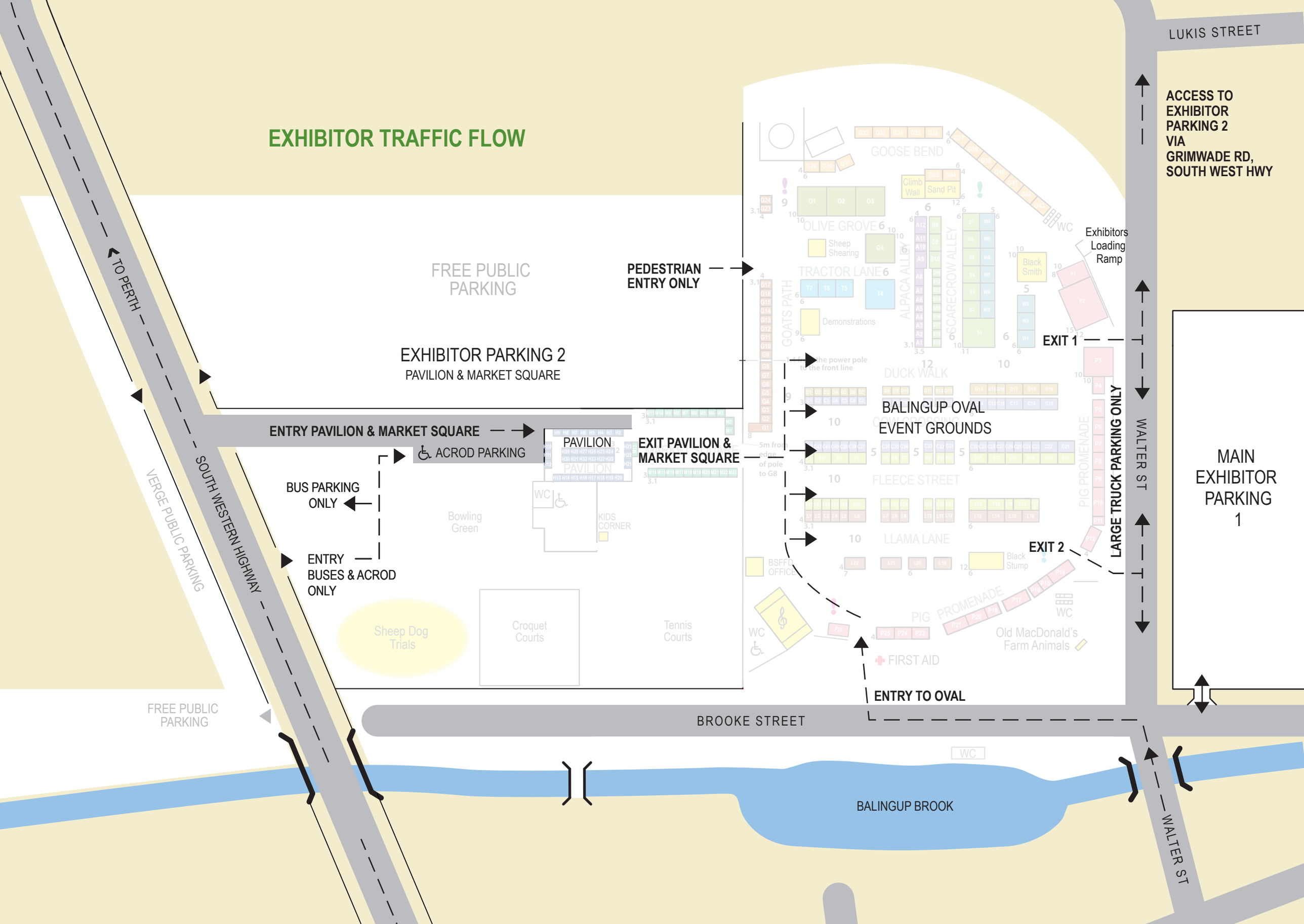EXHIBITOR TRAFFIC FLOW