

RULES & REGULATIONS

RULES & REGULATIONS A - Z

The following is in addition to the terms and conditions in the Licensing Expo 2014 exhibit contract. Exhibitors shall abide by all rules, regulations and guidelines as set forth in the exhibit contract and exhibitor service manual, and any materials sent. Violations may result in adjustments on-site.

AGE LIMIT

For security and safety, children under the age of 18, including infants, are not allowed on the exhibit floor or in the conference sessions at any time, including move in and move out.

ANIMALS

Permission for any domesticated animal (cats, dogs, etc.) to appear in a convention or trade show must be approved by Show Management and the Mandalay Bay Convention Center. Additional insurance may be required. Non-domesticated / exotic animals will be considered on an individual basis. Seeing eye/assistance animals are always permitted. Contact Jeanne Paloma at jpaloma@advanstar.com for more information.

ANNOUNCEMENTS

Show Management reserves the right to make public address announcements in the exhibit hall for conference sessions, meetings and other official events, or in the event of an emergency. No unauthorized announcements or advertisements will be allowed.

BADGES & REGISTRATION

Badges are required for entry into the exhibit hall at all times. Badges are not transferable. Detailed exhibitor badge registration information can be found within Exhibitor Badge and Conference Registration section.

BALLOONS

Show Management and Mandalay Bay must approve the use of balloons. The use of helium balloons smaller than 36 inches in diameter is not allowed. Smaller air-filled balloons may be used for decoration and/or handouts. Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. No helium balloons or blimps may be flown inside the building. Mylar balloons are not allowed anywhere on property. Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building is allowed. Balloons cannot be released out of doors due to airport flight patterns in the area. A cleaning fee will apply should the balloons be left on property after the event.

BOOTH PERSONNEL

Booth personnel, or persons hired by exhibiting companies, must remain in the exhibitor's booth and are not permitted to walk the aisles or lobbies for promotional purposes. They must wear appropriate exhibitor badge.

NEW CARPET/FLOOR COVERING

Carpet and/or alternative floor covering is required in all exhibits. Carpet and/or floor covering may be ordered from [GES Online](#) or exhibitors may bring their own. Floor covering is not provided by Show Management.

CATERING

Mandalay Bay has exclusive rights to all catering, food and beverage in the facility. Information including menus can be found through [Mandalay Bay Exhibitor Services](#).

RULES & REGULATIONS

RULES & REGULATIONS A - Z

CLEANING

Exhibitors are responsible for keeping their booth clean throughout the show. Cleaning services including vacuuming, shampooing and trash removal may be contracted from Mandalay Bay. Ordering information can be found through [Mandalay Bay Exhibitor Services](#).

COLUMN COVERING/WRAPPING

NEW

Every column has a fire strobe on each of its 4 sides, located APPROXIMATELY 11'6" up. Strobes are 6.5" high, 5" wide and 1.16" deep. Strobes must remain visible at all times. Please review the Column Wrapping Guidelines and you may contact Jeanne Paloma at 310-857-7666 or jpaloma@advanstar.com to obtain a floor plan of a column within your exhibit space.

COSTUMED CHARACTERS

Costumed characters are allowed at Licensing Expo as follows:

- Character must be owned or represented by a contracted exhibitor at Licensing Expo 2014.
- Characters must keep moving through the aisles or remain in the booth.
- No characters are allowed to "work the crowd" outside of the Show entrance.
- The lobby and registration area is a "NO solicitation area" for all exhibitors.
- Characters are not allowed to distribute material unless they are inside your booth area.
- Characters must conform to all other general rules and safety arrangements.
- For the safety of all show participants we recommend the characters have someone with them (a guide) at all times.
- Characters and guides must be badged as exhibitors.

Show management will provide a costume changing area. The security of costumes will be the responsibility of the exhibitor. The room will be locked at night, but no additional security will be provided by Show Management in this area.

For more information about the use of this room, entering a character in the parade, or if you need costume talent contact Adam Bonner at The Mascot Organization: 877-9-MASCOT or mascot@mascot.org.

COVERED EXHIBITS AND MULTI-STORY BOOTHS

- Single-story covered booths and multi-story booths exceeding 1,000 square feet require an interior automatic sprinkler system and a separate permit is required for the sprinkler system.
- Fire sprinkler systems must be installed by a Nevada state licensed fire sprinkler contractor.
- All multi-level booths must have two (2) remote means of egress if the upper level is greater than 300 square feet.
- All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. Doors must be unlocked during occupancy of the booth. The CCFD may require additional equipment.
- If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway must be present.
- All materials used in the construction of the booth and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) within exhibitor booths and those used for special events must be non-combustible or made flame retardant. Certificates of flame retardant treatment must be submitted to the Clark County Fire Department along with samples of said materials prior to construction of booth. You must maintain copies of flame certificates on premises as the Clark County Fire Department can require verification at any time. Utilizing cardboard boxes as parts of exhibits or displays is not permissible.
- Foam plastic elements greater than ¼-inch thickness shall not be permitted. Fire resistant foam board signage, not greater than ½-inch thickness, is acceptable in exhibit booths.
- Booth construction shall be substantial and fixed in position in a specified area for the duration of the show

Exhibitors must notify show management if they intend to display a multi-story or covered exhibit. Please contact Jeanne Paloma at jpaloma@advanstar.com.

RULES & REGULATIONS

RULES & REGULATIONS A - Z

DECORATIONS

Decorations are not permitted on ceilings, painted surfaces, columns, fabric and walls. Nails, tacks, gummed labels, or stickers and other similar materials may not be used on any walls, doors or columns of the Mandalay Bay Convention Center or the meeting rooms. No helium balloons or adhesive-backed decals, signs, etc. are permitted to be given out on the premises.

Exhibitors causing damage to the Mandalay Bay Convention Center will be responsible for costs incurred to repair damages. No signs other than those furnished by Show Management may be placed outside of any exhibitor's space or in doorways or hallways of such space.

DEMONSTRATIONS

Demonstrations must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other Exhibitors. Aisles may not be obstructed at any time.

EXHIBIT MATERIAL

Show Management reserves the right to review show exhibit material. If the material is deemed offensive (racial, ethnic, religious or sexually insensitive), Show Management will request removal of the offensive item(s) from the show floor.

EXHIBITOR APPOINTED CONTRACTORS

Licensing Expo, through a bidding process, selects and appoints certain show and exhibitor service contractors who are permitted to identify themselves as "Authorized Contractors" to the Show. The use of authorized contractors at the Show is highly recommended by Licensing Expo. If Exhibitor desires to appoint a contractor other than an Authorized Contractor (an "EAC") to perform I & D Services (as defined below) at the Show, Exhibitor shall be required to certify to Licensing International Expo that (i) such EAC is, and as of the Show will be, a party to a collective bargaining agreement with a union labor organization qualified to perform I & D Services at the Show; and (ii) all I & D Services performed at the Show for Exhibitor by such EAC shall be performed exclusively by employees who are represented by a Las Vegas-based local of that union. Licensing International Expo may receive some economic benefit when Exhibitors use services provided by Authorized Contractors, which may help Licensing Expo defray the overall Show and booth costs. For the purposes of this section, "I & D Services" means all services associated with the erection, touch-up painting, dismantling and repair of exhibits, including, without limitation, the installation, dismantling and/or removal of wall coverings, floor coverings, pipe and drape, hanging of signs and decorative materials, placement of exhibit-related signs and the erection of platforms for exhibit-related purposes.

Exhibitors using the service of display firms/ independent contractors must notify Show Management in writing prior to May 9, 2014. Please refer to the Exhibitor Appointed Contractor section of the Exhibitor Service Manual.

The contractor must agree to abide by all rules and regulations of the building, show management, governing unions and the event rules and regulations. The contractor must also be on the Mandalay Bay Convention Center list of approved independent contractors. It is the EAC's responsibility to get the necessary approval from the Mandalay Bay Convention Center. Notification must include a current insurance certificate, which includes general liability coverage, injury and property damage coverage, and workman's compensation.

EAC's must check in with security for a wristband to gain access to the exhibit hall. For security reasons, EAC's are prohibited from wearing exhibitor badges. ALL EAC's must have the EXHIBITOR submit an EAC Authorization Form & the CONTRACTOR must submit an EAC Badge Request form by May 9, 2014. Please refer to Exhibitor Appointed Contractor section of the Exhibitor Service Manual.

EXPOSED AREAS MUST BE FINISHED

All backwalls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed.

FIRE AND SAFETY REGULATIONS

The fire code at Mandalay Bay is very rigid. A fire marshal will be making inspections throughout the show to ensure that all exhibitors and show management are in compliance with state and local codes. Please carefully review the Fire Safety Regulations.

FIRST AID

A permanent First Aid room is located on Level 1 adjacent to the Business Center. If services are required on the show floor, notify your floor manager or dial 77911 from a house phone or directly at 702-322-9184.

FLOOR LOAD LIMITS

The floor load limits in the exhibition halls are 350 pounds per square foot, live load. All ballroom and meeting room floor load limits are 150 pounds per square foot, live load. Any exhibit exceeding this limit will require special handling to distribute the load. Exhibitor is responsible for notifying show management of any potential weight concerns.

NEW GENERAL CONTRACTOR

GES has been selected as the official general contractor for Licensing Expo 2014. Their forms for labor, furniture, graphics, etc. are available in this service manual. Take advantage of their pre-show discounts by ordering by May 9. They will have a service desk set up during move-in and throughout the show. When ordering on-site, you will be charged substantially higher prices, so ORDER EARLY!

HALOGEN LIGHTING

The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is prohibited. Stem mounted fixtures employ an arm that extends outward from the mounting mechanism, and which is typically terminated in a light head that pivots, swivels, or is otherwise movable.

What Halogen Lighting is NOT Covered by this Policy?

Conventional track lighting systems that use any of the approved types of halogen bulbs and that are securely mounted to stable exhibit structures will continue to be allowed.

Halogen bulbs, or lighting fixtures containing halogen bulbs, that are being displayed or demonstrated as part of an exhibiting company's product line or business in its booth, and any theater, stage, or studio lighting equipment utilizing halogen bulbs, are also allowed.

Approved Halogen Bulbs	Disapproved Halogen Bulbs
MR 11/16 Covered-low voltage	MR 11/16 Uncovered
MR 16 Covered-line voltage	Line Voltage
PAR 14, 16, 20, 30 and 48	Low Voltage-Bi-Pin

HALOGEN LIGHTING CONT.

How do the Restrictions Affect Stem Mounted Halogen Light Fixtures?

Unless otherwise stated in this policy, stem mounted halogen light fixtures installed in the Mandalay Bay Convention Center must:

1. Have an additional glass shield that is integral with the bulb design, and require no other shield as part of the light fixture.
2. Utilize a bulb not exceeding the listed wattage permitted for use by the fixture manufacturer, up to a maximum of 75 watts.

HAND CARRY

Exhibitors may "hand carry" material. Hand carry is defined as small items such as cartons and packages that an exhibitor is able to carry.

HANDOUTS

Distribution of literature, samples, or other material outside your contracted exhibit space is available as a paid sponsorship only. Please contact your [sales representative](#) for further information.

INSPECTION DEADLINE

Any booth not occupied by 8:00 am Tuesday, June 17, will be presumed abandoned. If there is no freight in the booth and/or Show Management believes the exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time may be given alternative space available and may incur additional costs. If you will be arriving late, contact Jeanne Paloma at jpaloma@advanstar.com.

INSURANCE AND LIABILITY

Exhibitors are required to secure adequate insurance protection against personal injury to himself, his employees or visitors to the exhibitor's booth. Contact your insurance carrier for details concerning a rider for your current policy. Each exhibitor is required to provide show management with evidence of general liability and workman's compensation at \$1,000,000 per occurrence and \$2,000,000 aggregate. Additionally insured must include Licensing International Expo 2014; Advanstar Communications Inc.; Mandalay Bay Corporation and Mandalay Bay Resort Group. Please review the Insurance Requirements listed in this manual.

It is also recommended that exhibitor's regular company insurance includes coverage outside of company premises and that they have their own theft, public liability and property damage insurance. Show Management and its contractors will not be responsible for injury or damage that may occur to an exhibitor or his/her employees or agents, nor to the safety of any exhibit or other property against theft, fire, accident, or any other destructive causes. See booth contract for more details.

INTERNATIONAL SHIPPING

Phoenix International Business Logistics Group is the official provider of international shipping, customs brokerage, freight forwarding and related services for the show. All merchandise imported into the United States requires Custom House Clearance prior to release from any USA port or airport. It is the sole responsibility of the exhibitor to adhere to customs and international guidelines. The exhibitor must insure that all documents are valid and complete and procedures are followed correctly. Show management will not be held liable for freight held up due to customs issues, duty payments or any other problems related to inbound and outbound international shipments. Please refer to the International Freight Guidelines & Customs in the GES section of the Exhibitor Service Manual.

INTERNATIONAL VISAS

The U.S. government requires residents of some countries to obtain a Visa before entering the U.S. Recent changes to the Visa application process have increased the length of time required to receive your Visa. We recommend that you start the Visa application process as soon as possible. Visa information is available on the [U.S. Department of State web site](http://www.usa.gov). For questions contact Raquel Villazon at rvillazon@advanstar.com.

LABOR REGULATIONS

Exhibitors using contractors other than GES for labor and/or supervision must return the EAC Exhibitor Authorization Form (to be filled out by EXHIBITOR) by May 9, 2014. Please refer to the Exhibitor Appointed Contractor section of the Exhibitor Service Manual.

LIGHTS OUT REQUESTS

You may elect to turn out the lights directly above your booth. "Lights-Out" is an option for island booths only with the prior approval of Show Management. Please send requests in writing by May 16, 2014 to Jeanne Paloma at jpaloma@advanstar.com. Once approved, please note the following:

- Lights may only be turned out when directly overhead and within the confines of your booth. Lights will only be turned off DIRECTLY over the exhibitor's booth. Emergency lighting must remain on.
- The exhibitor must make arrangements directly with Mandalay Bay Exhibitor Services and will be responsible for paying the labor to turn the lights out over his or her own booth. Cost is \$50.00 per light

LITERATURE DISTRIBUTION

Canvassing in any part of the exhibit hall, adjacent lobbies or corridors is strictly prohibited. Printed or product promotional materials may be distributed only at the exhibitor's booth. Exhibitors must restrict their activities to the space for which they have contracted. Any unauthorized solicitation, whether by an exhibitor or attendee, should be brought to the attention of your floor manager.

LOSS OR DAMAGE

Neither Show Management nor the General Contractor (GES) shall be responsible for damage to uncrated materials, materials improperly packed, or for any concealed damage, loss or theft of materials, or any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees prior to, during or subsequent to the period of Licensing Expo 2014. All exhibitors are urged to insure their merchandise and equipment.

MATERIAL HANDLING (DRAYAGE) SERVICES

NEW Material handling (drayage) is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event. GES is the sole material handling provider on the exhibit floor. They will receive all shipments whether consigned in advance to their warehouse or sent directly to the Mandalay Bay Convention Center. Material Handling includes return of your empty cartons and crates at the close of the Show. Please refer to the Drayage and Material handling section for more details including rates and pricing.

MEETINGS IN YOUR BOOTH

If you plan to use your booth to conduct meetings before or after official show hours, you must complete the Guest Early Access Request Form. Access to the floor during non-show hours for non-exhibitor personnel will be denied unless Show Management receives this written request in advance. Show Management reserves the right to have the exhibitor hire security personnel for any event held on the show floor during non-show hours. PLEASE NOTE: All attendees and booth personnel must have a badge to enter the exhibit hall.

RULES & REGULATIONS

RULES & REGULATIONS A - Z

MUSIC

If exhibitors intend to use copyrighted music in their booths, whether recorded or live, exhibitors must obtain music licenses from the copyright owner or agent. Licensing International Expo is not responsible for music used by exhibitors. Exhibitor takes full responsibility for obtaining any necessary license to play or perform such music.

PARKING

The Mandalay Bay Convention Center parking lot is located on the south end of the building and can be accessed via Las Vegas Boulevard or Russell Road. Parking is complimentary.

PHOTOGRAPHY

Unauthorized photography or video taping of exhibits is strictly prohibited. ExpoEase is the official photographer. Refer to the the Additional Show Services section of the Exhibitor Service Manual for ordering information.

PRIVATELY OWNED VEHICLES (POVs) / SELF-UNLOADING

Privately owned, small passenger vehicles will be allowed time to load and unload in designated areas as long as there is always someone with the vehicle. GES offers privately owned vehicles (POVs) round trip service for exhibitors requiring minimal assistance. Refer to the General Show Information section of the Exhibitor Service Manual for complete details.

SECURITY

Show Management will provide perimeter security personnel on the exhibit floor on a 24 hour basis during the entire period of the show (including installation and dismantle). Every reasonable effort will be made to prevent losses; however the final responsibility lies with the exhibitor. If you have items in your booth that are vulnerable to theft, take them with you when you leave the building for the day. For larger items that cannot be moved, we recommend that you hire additional security for your booth. Pro-Tect Security is the Official Security Contractor. To place an order visit the Additional Show Services section of the Exhibitor Service Manual.

SHIPPING

Refer to GES's Shipping section of the Exhibitor Service Manual for information on how to address your shipment and the various shipping options. Advance warehouse shipments must be delivered to GES by May 12, 2014 - Tuesday, June 10, 2014. Show site shipments must be delivered PER THE TARGETED MOVE IN PLAN. The Targeted Move In Map can be found in the FLOOR PLAN section of the Exhibitor Service Manual.

SHOW FLOOR ACCESSIBILITY

For security reasons, exhibitors must wear their badges to be permitted onto the show floor during move-in and move-out hours. Only exhibitor staff will be allowed on the show floor one (1) hour prior to show opening, and may remain one-half (1/2) hour after closing each show day.

SOUND LEVELS

Sound levels of presentations should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show Management will exercise the right to provide and maintain a fair exhibiting environment to all customers and has established the following guidelines with regards to sound in exhibitor's booths:

SOUND LEVELS CONT.

- The standard for the noise level at the show is 75 decibels.
- Any complaints reported to Show Management will be addressed by measuring the sound level. The decibel level will be measured from the center of the aisle in front of the exhibitor's booth in question. If the noise level goes above 75 decibels, or is particularly disturbing or disruptive, Show Management may request you turn the level of noise down.
- If after ONE warning by Show Management, the offending exhibitor does not reduce the sound level, Show Management, at its discretion, may elect to shut off the power to the offending portion of the exhibit. In this event, the exhibitor will be responsible for any charges related to this action.
- All speakers must face inward and not out towards the aisles. If Show Management finds exhibitors with speakers not in compliance to this guideline, they will have the direction of the speakers turned. Offending exhibitors will be responsible for all charges related to the movement of the speakers.

STORAGE

Storage of any kind behind back drapes, display walls or inside the display areas is not allowed including all cartons, crates, containers, packing materials etc. If you need to store empty boxes or crates, you may keep them in your vehicle or hire GES to store them for you. Your empty boxes/crates will be returned to you when the show closes. "Empty" stickers can be obtained from GES or your assigned Floor Manager on-site. Do not store merchandise in crates or cartons marked for empty storage as crates may be stored off-site.

TELEPHONE AND INTERNET SERVICES

All telecommunication services including internet lines will be handled through the Mandalay Bay Convention Center. All services can be ordered through [Mandalay Bay Exhibitor Services](#).

TENTS AND CANOPIES

Tents in excess of 200 square feet, canopies in excess of 400 square feet, and temporary membrane structures must be approved by the Clark County fire marshal. The Application for Permit is available online at <http://fire.co.clark.nv.us/Files/pdfs/permitappl.pdf>

VEHICLES AT THE SHOW

A separate permit is required for display of all motor vehicles. Licensing Expo may obtain an overall permit for vehicles on display at Licensing Expo if 1. Exhibitor notifies Jeanne Paloma jpaloma@advanstar.com no later than May 16 and 2. Exhibitor provides a floor plan of the location of the vehicle(s) to Jeanne Paloma jpaloma@advanstar.com no later than May 16. Vehicles at Licensing Expo subject to approval. Vehicle displays must be in accordance with the following:

- Less than 1/8 tank of fuel
- Batteries to be removed or disconnected
- Locking gas caps or caps sealed with tape
- Ignition keys removed
- Propane tanks to be removed
- Each vehicle must be equipped with its own fire extinguisher
- Visqueen or other protective covering approved by the Mandalay Bay Convention Center placed underneath vehicle
- Exhibitor is responsible for acquiring permit and having onsite

Exhibitor must arrange for vehicle placement with GES. See Vehicle Placement Order Form in the Shipping, Drayage and Material Handling section of the service manual.