

SHOW RULES AND REGULATIONS

Rules & Regulations A-Z

The following is in addition to the terms and conditions in the Licensing Expo 2018 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 Frank Misceo at frank.misceo@ubm.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 an appropriate exhibitor badge.

CARPET/FLOOR COVERING

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

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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](#)

CLEAN FLOOR

Due to the volume of display crates and the limited aisle space available during move in, a clean floor policy will be in effect. On Sunday, May 20 all crates must be empty and labeled for removal by GES by 10:00pm. Crates not marked with Empty Storage labels will be removed from the hall.

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](#)

CODE OF CONDUCT

All exhibitors should be familiar with and abide by the Licensing Expo Code of Conduct. You can find the code of conduct under Regulations and Guidelines in the exhibitor kit.

COLUMN COVERING/WRAPPING

Some columns have 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. Any exhibitor planning to place graphics on/around a column must contact Frank Misceo at frank.misceo@ubm.com to receive specs and requirements.

COSTUMED CHARACTERS

Costumed characters are allowed at Licensing Expo as follows:

- Character must be owned or represented by a contracted exhibitor at Licensing Expo 2018.
- 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.

COVERED EXHIBITS AND MULTI-STORY BOOTHS

- If covered booths exceed 1,000 square feet, they need interior automatic sprinkler protection if they will be in place for more than seven show days or if they contain vehicles, open flame, or hot works. Provide a separate sprinkler installation permit application for covered that require fire sprinklers.
- Fire sprinkler systems must be installed by a Nevada state licensed fire sprinkler contractor.
- All manufactured homes must have two (2) means of egress.
- 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.
- 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 Frank Misceo at frank.misceo@ubm.com

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.

DRONES

Drones are not allowed in Mandalay Bay Convention Center at any time.

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EARLY MOVE-OUT

All exhibitors must stay on the show floor until the show floor closes on the last day. Early dismantling is not allowed. Any exhibitor who does not comply may be prohibited from exhibiting at future shows.

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 April 20, 2018. 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 April 20, 2018. Please refer to Exhibitor Appointed Contractor section of the Exhibitor Manual.

EXPOSED AREAS MUST BE FINISHED

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

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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.

GENERAL CONTRACTOR

GES has been selected as the official general contractor for Licensing Expo 2018. Their forms for labor, furniture, graphics, etc. are available in this service manual. Take advantage of their pre-show discounts by ordering by April 23. 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.

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:

- Have an additional glass shield that is integral with the bulb design, and require no other shield as part of the light fixture.

- Utilize a bulb not exceeding the listed wattage permitted for use by the fixture manufacturer, up to a maximum of 75 watts.

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HAND CARRY

Exhibitors may "hand carry" material provided they do not use material handling equipment to assist them. Hand carry is defined as small items such as cartons and packages that an exhibitor is able to carry. When exhibitors choose to hand carry material, they may not be permitted access to the loading dock / freight door areas.

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.

INDEMNIFICATION

It is understood and agreed that neither Show Management, nor the owners, nor the lessors of the property which serves as the exposition hall, nor the management of these properties, can or will be responsible for the safety of exhibits, exhibitors, or their employees against robbery, burglary, theft or damage by fire or any other cause. Show Management will provide perimeter security for the limited protection of property during hours when the exposition is closed. In all cases the Exhibitor is advised to insure its property against damage or loss, and insure itself against public liability at its own expense. The Exhibitor waives all claims of any kind against Licensing Expo and/or UBM LLC, Show Management, or any of their directors or employees, arising from the conduct of the exposition and agrees that none of the parties referred to above shall be liable for any loss, damage or destruction of property belonging to the Exhibitor, its agents or its employees, while on the premises, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Exhibitor's business by reason of failure to hold the conference and/or exhibition, or failure to provide space for an exhibit or the removal of an exhibit, for any action of Management and the owners and lessors of the exposition areas of the Mandalay Bay Convention Center, harmless from claims by the Exhibitor's agents or employees or by any other persons arising out of any act or omission connected with the Exhibitor's participation in the conference and/or exposition, whether negligent or not.

INSPECTION DEADLINE

Any booth not occupied by 8:00 am Tuesday, May 22, 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 Frank Misceo at frank.misceo@ubm.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, upon request only, 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 2018; UBM, LLC; 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

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safety of any exhibit or other property against theft, fire, accident, or any other destructive causes. See booth contract for more details.

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](http://www.state.gov) web site.

LABOR REGULATIONS

Exhibitors using contractors other than GES for labor and/or supervision must return the EAC Exhibitor Authorization Form (to be submitted by EXHIBITOR) by April 20, 2018. Please refer to the Exhibitor Appointed Contractor section of the Exhibitor 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 5, 2018 to Frank Misceo at frank.misceo@ubm.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 2018. All exhibitors are urged to insure their merchandise and equipment.

MATERIAL HANDLING (DRAYAGE) SERVICES

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

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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.

MINORS

No one under 18 years of age, including infants will be allowed on the show floor at any time.

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.

NO SMOKING/VAPING

According to the Nevada Clean Indoor Act, there is no smoking or vaping (e-cigarettes), permitted in the facility with the exception of the main casino and designated guest rooms.

PARKING

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

PHOTOGRAPHY

Professional photography and videography are not allowed unless approved in advance of the show by Show Management. Personal cameras are allowed; however Show Management reserves the right at its discretion to prohibit photography/videography in certain areas of the show and/or booths.

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.

PROPER FOOTWEAR

All booth staff in the hall during set-up and tear down are required to wear closed toed shoes for safety purposes. Any exhibitors found not to be in compliance will be asked to leave the hall.

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SECURITY

Show Management will provide the services of a reputable protective agency during the Show for general safety and security purposes only. The security services provided by Show Management are not intended or offered, nor are they to be interpreted by Exhibitor, in any form whatsoever, as a guarantee by Show Management against any loss, theft or damage to Exhibitor or any of Exhibitor's property. All items, goods and materials brought to the Show are done so at Exhibitor's own risk. The Exhibitor is solely responsible for the security and safeguarding of its exhibit space and its contents at all times. Information on hiring security for your goods can be found in 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 between April 13 - May 14, 2018. Show site shipments - Inbound and Outbound - must be scheduled PER THE TARGETED MOVE IN and MOVE OUT PLANS. These Targeted Move In/Out Maps can be found in the Shipping section of the Exhibitor Service Manual.

SHOW FLOOR ACCESSIBILITY

For security reasons, exhibitors must wear badges to be permitted onto the show floor during move-in and move-out hours. Exhibitor staff will be allowed on the show floor one 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:

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"

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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>

TIPPING

Work rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing UBM LLC, GES, and Mandalay Bay Convention Center. Show you be solicited for a tip, please report the incident to Show Management as soon as possible.

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 Frank Misceo frank.misceo@ubm.com no later than April 17, 2018 and 2) Exhibitor provides a floor plan of the location of the vehicle(s) to Frank Misceo frank.misceo@ubm.com no later than April 23, 2018. 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.