

GENERAL INFORMATION & RULES GOVERNING E3 2017



ADMISSION POLICY

New for 2017: E3 is now open to the biggest fans of video games.

Industry professionals who are able to document their direct and current professional affiliation to the interactive entertainment industry may qualify for a complimentary industry pass. Registration deadlines apply. No one under the age of 17 is permitted (including infants). This policy is strictly enforced. Show Management shall have sole control over admission policies at all times.

ADULT MATERIALS

Nudity, partial nudity, bathing suit bottoms and all other sexually explicit or sexually provocative materials are prohibited on the Show Floor and all Common Areas. Show Management, at its sole discretion, will determine whether material is acceptable. Please review your **Exhibit Space contract (Character of Exhibits Section)** for more details.

AERIAL DRONES

Approved use of this technology is limited within the “four walls” of the Los Angeles Convention Center.

Aerial drones are defined as any remote-controlled, unmanned aircraft device under the operation of one or multiple persons. Aerial drones can be units that take video footage, take static images or provide some type of service.

Use and operation of aerial drones at E3 is subject to the advance review and approval of the Fire Marshal, Show Management, and LACC Management. Please refer to **the rules and regulations in the LACC section** of the manual and fill out the drone form in the **General Information section** of the manual.

Operation of aerial drones outside the “four walls” of the Los Angeles Convention Center is strictly prohibited.

AFTER HOURS RECEPTIONS / SPECIAL EVENTS

All Exhibitors hosting an event on the exhibit floor after scheduled show hours must complete the “After Hour Receptions/Special Events Form” and submit it to Show Management by **May 15, 2017**. You can find this form under the **Show Information and Forms Section** of the Exhibitor Manual.

BOOTH APPROVAL/GUIDELINES/HEIGHT MAXIMUMS

Booth heights and limits vary according to the size of the exhibit space contracted and the location of the booth. Please refer to the **LACC Temporary Structure & Temporary Structure form** in the Exhibitor Manual. All multi-story exhibits (regardless of whether people will occupy the upper area), and all exhibit features must have drawings available for inspection. Show Management, the installation

and dismantling contractor, and governmental authority reserve the right to review structure during the time the exhibit is being erected, exhibited and dismantled at show site.

The drawing should include a signature or stamp of reviewing structural engineer indicating that the structure is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must be posted clearly indicating the maximum number of people the structure will hold. The Los Angeles Convention Center requires additional permits for certain types of building structures used for exhibit purposes. Please refer to the **LACC Information** located in the **LACC Section** of the Exhibitor Manual.

Show Management must approve all structures 400 sq. ft. or larger and towers exceeding 12 foot height. The deadline for submitting a booth approval is April 3, 2017.

Covered structures over 750 square feet must have a sprinkler systems installed.

On Floor Meeting Rooms (OFMR) These meeting rooms come with four (4) standard perimeter GEM walls, a lockable door, standard booth carpet, one round table, four chairs and a waste basket. Each meeting room is provided with a standard identification sign that is hung over the door of the booth on the outside wall. **No hanging signs, banners or promotional material/graphics are allowed over the 8 foot height of the walls or on the exterior of the meeting room walls.**

There are a number of OFMR upgrade options that are available to be ordered through GES Exhibit Design Department, including:

- ◆ Additional internal walls
- ◆ Shelves
- ◆ Internal graphics
- ◆ Lighting
- ◆ Plexiglass perimeter non-shared walls
- ◆ Specialty furniture
- ◆ Open grid ceilings

In-Line booths should refer to the Booth Construction & Set-Up Section of the Exhibitor Manual. Exhibitors must submit requests AND Show Management must approve any exceptions to the guidelines no later than **April 3, 2017**. The Booth Approval Form is located in the **Booth Construction and Set-Up Section** in the Exhibitor Manual.



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BOOTH PERSONNEL REGISTRATION

Exhibitors are required to officially register their Exhibit personnel by clicking on the Exhibitor Registration link on www.E3Expo.com, and entering their company's personalized password. The password will be provided to your designated exhibitor registration contact by e-mail. Please contact Stephen Galeotalanza sgaleotalanza@irl-events.com if you require password assistance.

BOOTH SPACE SHARING

Host Exhibitors are required to officially register companies with whom they wish to share exhibit space. A Share Company must qualify with an interactive entertainment product / service directly relating to the Interactive Entertainment Industry. Official Share Company benefits include Badge Allocation, Media Relations activities and exhibitor listing. Space is limited to one share company per 100 sq. ft. of booth space sold including the host company.

It is the responsibility of the Host Company to submit an Exhibit Space Share Form to Show Management to officially register a Share. As the Host, you will then receive the E3 Share Contract for each approved sharing exhibitor as well as an invoice for the total payment due for the share(s) submitted. The host company is responsible for coordinating share company payments as well as making sure that the Share Company completes and submits their Share Contract to E3 Show Management.

As the Host Company, an exhibitor will be assessed a share fee on the following basis (if you need clarification regarding the share fees, please contact your account representative): \$1000 for a foreign pavilion share, \$5,000 for an affiliated share, \$10,000 for an unaffiliated share, and \$25,000 for a non-endemic share.

Please Note: Show Management reserves the right to determine exhibition eligibility and affiliation status. Show Management reserves the right to remove a company found on the exhibit floor without the proper credentials.

Please contact your account representative with any questions regarding Exhibit Space Sharing.

****Please Note: Show Management will continue to accept share registration forms submitted after April 4, 2017, but, in order to be included in the Show Directory, it is imperative that this form be received no later than April 11, 2017. See Exhibit Space contract for more details.***

CARPET/FLOOR COVERING

In order to ensure that E3 looks as attractive as possible, all booths must be completely carpeted. Carpet/floor covering must be flush against the booth markings as required by GES. Exhibitors not complying with this guideline will be responsible for the cost incurred to fill the space with aisle carpet. Aisles in West & South Halls will be carpeted with Blue Jay. Please refer to Carpet order forms in the **GES Information and Forms Section** of the Exhibitor Manual.

Exhibitors shipping carpet/floor covering should follow the guidelines established by GES. The guidelines can be found in the **GES Section** of the Exhibitor Manual.

PERMANENT MEETING ROOMS CARPET COLORS

- ◆ Concourse – 400's Meeting Rooms – Purple carpet with a gray border and gray specks.
- ◆ 300's and 500's Meeting Rooms – Teal carpet with a gray border and gray specks.

CATERING

Levy Restaurants is the exclusive catering contractor for the LACC. All Food & Beverage orders should be placed through Levy. Please reference the catering menu in the **Catering Section** of the Exhibitor Manual. For more information regarding catering please contact Kristin Howard, Los Angeles Convention Center (LACC) T. 213.765.4480 E-Mail: khoward@levyrestaurants.com

Exhibitors have two options for food and beverage needs during E3 **move-in** and **move-out**. Food and Beverage can be ordered and delivered directly to your exhibit space or meeting room thru Levy Restaurants the Los Angeles Convention Center's exclusive Catering provider. Alternatively exhibitors can carry in their own food and beverage to their booth or meeting room space during move-in and move-out only. Please note outside catering companies and/or delivery companies will not have access to the show floor or meeting rooms during move-in and move-out, any outside food and beverage must be carried in by exhibit staff only. Please note that this option is strictly for move-in and move-out only, all food and beverage ordered and consumed during show days June 13th-15th **MUST** be provided exclusively by Levy Restaurants.

CELEBRITY APPEARANCE

If your company is hosting a celebrity appearance you must notify Show Management no later than June 2, 2017. Show Management will assist you to arrange for celebrities show access and to make special arrangements for entering and exiting the show. In addition, Show Management will help you create a plan so that attendee lines do not block public aisles or in any other way obstruct the visibility of another Exhibitor.

All celebrity appearance schedules must be coordinated through Kelly O'Rourke no later than June 2, 2017. Please contact Kelly O'Rourke at T. 508.834.6196, E-Mail: korourke@irl-events.com

Promote your celebrity appearance:

We are also happy to help you with promoting your celebrity appearance(s) to media and/or attendees!

Media are in constant contact with Show Management to learn about celebrities who may be attending the



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June 13 - 15, 2017

Los Angeles Convention Center

E3Expo.com



CELEBRITY APPEARANCE (continued)

show and other Exhibitor "Happenings". We maintain and constantly update the "E3 Happenings" calendar of events and activities for media, and are happy to work with you under a Non Disclosure Agreement (NDA) to assist you in your planning.

Important: Please keep in mind that your exhibit space must be laid out to accommodate crowds within your booth. The Fire Marshal of Los Angeles prohibits congestion in public aisle space due to celebrity appearances. In the event that any part of your display is responsible for over-crowding within the aisle, Show Management reserves the right to close down that portion of the exhibit.

CHARACTER OF EXHIBITS

Products or services to be exhibited are limited to software/content for personal computer and game consoles; gaming systems; gaming accessories; in-game advertising; virtual commerce and service providers; academic institutions; wireless carriers; gaming peripherals, virtual reality products, augmented reality products, online gaming content and technologies; multimedia products; wireless/mobile/PDA content and technologies; products and packaging services; associated Publications; trade association services and qualified business partners. Material or conduct, including live models, that is sexually explicit and/or sexually provocative, including but not limited to nudity, partial nudity and bathing suit bottoms, are prohibited on the Show floor, all common areas and at any access points to the Show. ESA, in its sole discretion, will determine whether material is acceptable.

Exhibits or conduct by Exhibitor, which ESA determines, in its sole discretion, are likely to constitute a violation of state or federal law, are prohibited. ESA has the right, upon such determination, to require immediate removal of the exhibit, or portion thereof, the offending Exhibitor. Any Exhibitor not utilizing the official service contractor for Models and/or Talent, will be required to follow the procedures for using an Exhibitor Appointed Contractor and furnish the appropriate forms and certificates of insurance to Show Management before these personnel will be allowed access to the show floor.

CLEANING

GES is the exclusive cleaning contractor for E3 2017. All booths are expected to be cleaned and ready **at the opening** of each show day. You can find the **Cleaning Order Form** in the **GES Section** of the Exhibitor Manual.

Exhibitors occupying permanent meeting rooms will be given one complimentary trash pick up for each show day, under the condition that you place your trash outside of your meeting room at the close of each show day. If additional cleaning services are required please contact GES for paid porter service. Exhibitors are **NOT** allowed to empty trash in the Los Angeles Convention Center trash cans.

CRATE REMOVAL/STORAGE

Crates, boxes and packing materials will be removed from exhibit booths and stored by GES at no charge if the exhibitor has shipped through GES. If not, this is a paid service and removal, storage and returns must be arranged through GES. All Crates & Display Cases must be off the show floor by 9:00AM on Tuesday June 13, 2017 (this includes all I&D houses) - **NO EXCEPTIONS**. Please keep in mind that empty crates and cartons are returned at the end of the show only if they are properly labeled. Please remove all old labels from crates before attaching the "Empty" Label supplied by GES. Clearly mark all labels with the correct company name and booth number. At the close of the show, storage items will be returned once aisle carpet as been removed.

DEMONSTRATIONS/DISTRIBUTIONS

Unless you are a contracted Sponsor for E3, all demonstrations or other promotional activities must be confined to your exhibit space. Booth personnel, including models, talent, and contractors, are **NOT** allowed to distribute literature or promotional items of any kind outside the confines of your contracted exhibit space.

Any unauthorized booth personnel handing out literature or promotional items outside their contracted Exhibit space will be instructed to stop and the Exhibitor will be invoiced for an Interactive Distribution sponsorship fee.

To contract for an Interactive Distribution, please contact Shanna Cito, VP, Event Marketing Sales, T. 203.259.3355, E-Mail: scito@irl-events.com.

DRONES

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Use and operation of aerial drones at E3 is subject to the advance review and approval Fire Marshal, Show Management, the LACC Event Manager. Please refer to **the rules and regulations in the LACC section** of the manual and fill out the drone form in the **General Information section** of the manual.

Operation of aerial drones outside the "four walls" of the Los Angeles Convention Center is strictly prohibited.

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ELECTRICAL SERVICE

Electrical service must be ordered through GES. Complete orders (power, labor, floor plan) must be received by May 15, 2017 in order to receive the discounted rates for power and labor. The order form for electrical service is located in the **GES Section** of the Exhibitor Manual.

EXHIBITOR EMAIL NOTIFICATION

Exhibitors are hereby notified that Show Management and official vendors for E3 2017 may contact exhibitors via email regarding products and services available and/or necessary to help your company maximize its experience and presence at E3 2017, including, but not limited to, electrical, internet, and exhibitor registration services. Show Management and official vendors may also email you regarding order deadlines and discount reminders.

EQUIPMENT REMOVAL PASSES

In order to protect the property and equipment of the Exhibitors, Equipment Removal Passes will be required for all equipment hand-carried out of the exhibit hall during open show days. All such property and equipment is subject to inspection by Show Management and security.

The following rules must be strictly enforced in order to ensure the protection of all Exhibitor property:

- ◆ Equipment must remain inside the exhibit hall until the close of the show at 5:00 PM PST on Thursday June 15, 2017.
- ◆ An Equipment Removal Pass must be presented to a security guard upon exiting the exhibit hall with any kind of equipment, including laptop computers, and monitors, during open show days.
- ◆ Equipment Removal Passes can be picked up at the West & South Security offices at show site.

EXHIBITOR APPOINTED CONTRACTOR

An Exhibitor Appointed Contractor (EAC) is a company other than the official show contractors, which provides a service (e.g., display and installation, florist, photography, audiovisual) and needs access to your booth during the installation and dismantling. If your EAC is registered with Show Management, they will receive pertinent updates and information.

Due to the necessity of coordinating all activities during Move-In and for security purposes, Exhibitors who choose to use an EAC must complete the Notification of Intent to Use Exhibitor Appointed Contractor form located in the **Booth Construction Section** of this Exhibitor Manual and comply with all rules and regulations. A Notification of Intent to Use Exhibitor Appointed Contractor Form signed by the Exhibitor must be E-Mailed prior to **April 21, 2017**.

Your EAC must submit: A Certificate of Insurance showing proof of coverage for combined single limit bodily injury and broad form property damage coverage,

including broad form contractual liability including Move-In, Show, and Move-Out dates. This certificate must name AEG Management LACC, LLC, the City of Los Angeles, GES Expositions Services, ESA, and Show Management, as well as their respective parents, subsidiaries, affiliates, licensees, lenders, contractors, partners, members, shareholders, officers, agents, representatives, directors, employees, successors and assigns, as additional insured.

Exhibitor Appointed Contractors are allowed to do exhibit assembly work only. Rigging Labor is an exclusive service of GES, this includes supervision, assembly, installation and removal of all items suspended from the ceiling.

Exhibitor Appointed Contractors are allowed to use genie lifts to affix headers to permanent displays only. GES will remove any equipment left in the exhibit hall and the EAC will be subject to any handling charges incurred to remove the equipment.

Exhibitors are responsible for informing their EAC of the above requirements and for ensuring their compliance. If you fail to fulfill any of the above listed requirements, your EAC will not be allowed to obtain wristbands and admission to the exhibit floor and you may be required to use GES contractors.

FCC REQUIREMENTS

Exhibitors displaying digital devices (e.g., personal computers, printers, monitors, keyboards) must comply with Section 302(b) of the Communications Act and Section 2.803 of the FCC's rules. Specifically, all digital devices on display must have the required FCC certifications. These procedures should be followed by manufacturers prior to the marketing of their devices.

Personal computers and peripherals are defined as Class B digital devices. Those devices that emit radio signals when operating must carry **an FCC Warning Label and ID Number**. Uncertified digital devices may cause harmful interference to important radio communications. For more information, contact your local Federal Communications Commission Office.

FIRE/STRUCTURE REGULATIONS AND PERMIT REQUIREMENTS

Please review the Los Angeles Convention Center (LACC) exhibit structure guidelines found in the **LACC Section** of the Exhibitor Manual. It is the responsibility of the Exhibitor to ensure compliance with the rules and regulations of the LACC.

All booths with structures exceeding 16 feet in height and all two-story exhibits are required to have both schematic drawings available for inspection at show site throughout installation and show days. The drawings must include a signature or stamp of the reviewing



GENERAL INFORMATION & RULES GOVERNING E3 2017

FIRE/STRUCTURE REGULATIONS AND PERMIT REQUIREMENTS (continued)

structural engineer indicating that the structure is properly engineered for its proposed use, and a signature of an authorized official of the exhibit-building company indicating that the structure is built in compliance with details and specifications set forth on the drawings.

All booths must comply with the fire and safety rules as outlined in the **LACC Exhibit Structures Requiring Building and Safety Permits information**.

GES SERVICE CENTER HOURS

GES will operate a service center at each exhibit hall throughout Move-In, Move-Out and Show days. The hours of the service center are (all in PST):

Sunday, June 4	8:00 AM – 4:30 PM
Monday, June 5	8:00 AM – 4:30 PM
Tuesday, June 6	8:00 AM – 4:30 PM
Wednesday, June 7	8:00 AM – 4:30 PM
Thursday, June 8	8:00 AM – 4:30 PM
Friday, June 9	8:00 AM – 4:30 PM
Saturday, June 10	8:00 AM – 4:30 PM
Sunday, June 11	8:00 AM – 4:30 PM
Monday, June 12	8:00 AM – 6:00 PM
Tuesday, June 13	8:00 AM – 6:00 PM
Wednesday, June 14	8:00 AM – 6:00 PM
Thursday, June 15	8:00 AM – 9:00 PM
Friday, June 16	8:00 AM – 4:30 PM
Saturday, June 17	8:00 AM – 4:30 PM
Sunday, June 18	8:00 AM – 4:30 PM
Monday, June 19	8:00 AM – 12 Noon

GUIDELINES FOR EXHIBITORS ON REPORTING SECURITY RELATED INCIDENTS

All exhibitors that have any show-related incident should report these incidents immediately to Show Management in Room 509.

If there is a medical related emergency, security should be notified so that the on-site paramedics can be summoned or dial extension 3000 on an LACC house phone, **do NOT** dial 911. The paramedics will provide a report to Show Management. It is requested that the exhibitor follow up with Show Management to insure that all necessary reports are secured for insurance purposes. There are First Aid facilities located on both the West and South sides of the LACC, as well as show security offices on both West and South sides of the LACC.

If the incident is security related (e.g., loss of personal or booth property, unauthorized personnel in your booth), notify both Show Management and the show security personnel. If your security related incident involves a support service contractor, notify such contractor immediately after notifying Show Management and show security.

LACC security should always coordinate with the official show security supervisor. Contractors and security personnel are required to file reports with Show Management (and provide copies to the other Exhibitors involved for insurance purposes, if applicable).

If you have a security related incident of any kind, DO NOT wait until the end of the show to report this incident to the appropriate parties.

Please report all incidents to the appropriate parties as soon as they occur. Confidentiality is guaranteed.

HOTEL INFORMATION

For a listing of the official E3 2017 hotels, see the **Hotel/Travel Section** of the Exhibitor Manual.

INDUSTRY AFFILIATE PASSES

As an Exhibitor at E3 2017, you have the unique opportunity to provide your top clients in the industry with **COMPLIMENTARY** admission to the E3 exhibit halls. Invite your most valuable customers to visit your booth at the industry's most important event!

You will have the ability to issue your Industry Affiliate Passes via email from your company's Exhibitor Registration Exhibitor Portal. Each qualified invitee will receive a complimentary three-day exhibit floor pass.

Please note: *Affiliate Passes should be distributed only to your clients who are members of interactive entertainment industry.*

INSURANCE

ALL Exhibitors are required to carry commercial liability insurance. This insurance protects your company from claims that could arise if someone were to injure themselves or someone else while in or around your booth. For a complete list of requirements see the **Insurance Information** on page 41.

INTERNATIONAL FREIGHT FORWARDER

Airways Freight Corporation has been appointed as the official customs broker and international freight forwarder for E3. For additional information on International Freight Forwarding, please refer to the **Official Vendors Section** of the Exhibitor Manual.

ITEMS INCLUDED WITH BOOTH SPACE

Each year Show Management negotiates, on behalf of Exhibitors, services and benefits to enhance the exhibit experience. This year, we are pleased to offer:





GENERAL INFORMATION & RULES GOVERNING E3 2017

ITEMS INCLUDED WITH BOOTH SPACE (continued)

- ◆ Standard booth ID sign for booths under 400 square feet
- ◆ 24-hour perimeter security on the exhibit floor
- ◆ Industry Affiliate passes for qualified key clients/customers
- ◆ Discount airfare packages
- ◆ Complimentary Official Online Show Directory listing and website listing.
- ◆ Transportation service from E3 official hotels to the Los Angeles Convention Center on show days. Wristbands distributed to individuals booked within the official E3 Hotel Block.
- ◆ Monthly newsletters with up-to-date Exhibitor information
- ◆ Complimentary use of the pre-registered press list
- ◆ Free link from E3 website with company logo stream
- ◆ Promotional and Media Relations Opportunities as outlined in the Exhibitor Only Section of www.e3expo.com
- ◆ Access to Meet @ E3. E3's complimentary meeting service.

LABOR

GES is the official labor contractor for E3. GES will be available to set-up, service, and dismantle your exhibit. Installation of your exhibit may begin as soon as your freight has been delivered to your booth. Please remember that the freight target date refers to when freight will begin to be delivered to your booth.

Rigging Labor is an exclusive service of GES, this includes supervision, assembly, installation and removal of all items suspended from the ceiling.

Union labor is required to set-up your exhibit. If your company plans to use a labor firm other than GES, you must complete the "Intent to Use an Exhibitor Appointed Contractor Form" located in the **Booth Construction and Set-Up Section** in the Exhibitor Manual, and return it along with a certificate of insurance prior to **April 21, 2017**.

Completed forms and certificates of insurance may be mailed to E3 Show Management, P.O. Box, 1798, Centreville, VA 20122, or E-Mail to mley@irl-events.com or aroberts@irl-events.com

Please note: In the event that notification of your intent to use an Exhibitor Appointed Contractor and Certificate of Insurance are not received by April 24, 2017, labor must be arranged through GES.

Decorators Union—Local 831

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and carpet installation. This does not apply to the unpacking and placement of your merchandise. You may set-up your

exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. If your exhibit preparation, installation, or dismantling requires more than one-half (1/2) hour, you must use union personnel supplied by the Official Service Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

Teamsters Union

Members of this union claim jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

LEAD RETRIEVAL

CompuSystems will be providing several options for lead retrieval equipment. Refer to the **Official Vendors Section** of the Exhibitor Manual for more information. Please contact CompuSystems directly at 708.486.6263 with any questions.

LIABILITY

Please refer to your **Exhibit Space contract** for further information regarding the E3 liability policy.

The use of exhibit space by an Exhibitor in any manner which infringes upon public performance or copyright laws is expressly prohibited. Exhibitor acknowledges that Show Management does not exercise control over the selection of any work which may be used by the Exhibitor that is protected by public performance or copyright laws. Exhibitors are responsible for payment of all fees, royalties or fines for use of work that is protected by public performance of copyright laws.

Show Management reserves the right to close down an exhibit which Show Management decides, in its sole discretion, displays products without the proper licenses.

LICENSING / FEES / FINES / TAXES

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals under local or state law applicable to their activity at E3 2017. Exhibitors also shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at E3 2017.

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LIGHTING / LIGHTS OUT REQUEST

Work light (50% of full capacity) is maintained in all exhibit halls during Move-In and Move-Out. During show days, lighting is at the following capacity in the designated areas:

- ◆ **South Hall** - 25% of full capacity – all lights over the aisles **MUST** be left on.
- ◆ **West Hall** - 25% of full capacity – all lights over the aisles **MUST** be left on.

The Exhibit Hall lighting system is setup in light banks, whereby individual lights cannot be turned off without turning off all the lights in the bank. It may be possible to unscrew an individual light if it is easily accessible after booth set-up.

All Exhibitors located in booths of 400 square feet or greater may request that the lights located directly above their booth be turned off for E3 2017. **The Exhibitor requesting lights-out will be responsible for any cost associated with turning off the lights above their booth.** If the request for lights out affects a neighboring Exhibitor, the request is subject to the determination/approval of Show Management. No gel wrap covering over any Exhibit Hall lights will be permitted by Show Management.

To review existing Exhibit Hall lighting pattern grids, please contact Mark Witthoef, GES, 562.370.1605, or E-Mail at mwitthoef@ges.com

LOGO—PERMISSION TO USE E3 LOGO

Exhibitor shall sign a separate license agreement in order to use the official show logo for the 2017 show.

LOS ANGELES CONVENTION CENTER (LACC) SPECIFIC FACILITY INFORMATION

The Los Angeles Convention Center is now privately managed by AEG Facilities, a division of AEG, which owns, operates and provides services to over 100 of the preeminent venues around the world.

- ◆ The address at the Los Angeles Convention Center is 1201 S. Figueroa Street, Los Angeles, CA 90015. T. 213.741.1151, F. is 213.765.4266
- ◆ NO STICKERS may be applied anywhere within or outside of the facility.
- ◆ The floor of the exhibit hall is concrete (West and South Hall).
- ◆ The floor load capacity in the exhibit halls is 300 pounds per square foot.
- ◆ GES will provide set location for the Marshalling Yard at a later date. For further assistance about the Marshalling Yard please contact GES at 562.370-1500.
- ◆ Maximum ceiling height in the halls is as follows:

	<u>Max/Build to</u>
*West Hall	36' / 25'
South Hall	39' / 25'
Petree Hall	17' / 14'
Concourse Hall	16'10" / 14'

Any build over 25' will need a variance.

*In West Hall there is a drop ceiling that covers an area 30 feet out from front, sides and back walls creating a "Limited Rig Zone." This drop ceiling is 36' above the floor. In the back of West Hall in front of the freight doors there is a soffit that is 25' above the floor, the maximum height to build a booth in this area is 22". For questions call Kelly Green at 562.356.3764 or E-Mail kgreen@ges.com.

Utility service access plates are located throughout the exhibit halls. In order for you to utilize any utility (e.g., electrical, water, drain, air), it will be necessary to complete the appropriate forms in the **GES** Section of the Exhibitor Manual. Please note **Smart City** handles telecommunications orders, the form is in the **Vendor section** of the Exhibitor Manual.

- ◆ It is the obligation of each Exhibitor to leave the facility, floors and walls in the same condition as they were prior to Move-In. It is solely the financial responsibility of the Exhibitor for any damage done to the facility.
- ◆ Levy Restaurants is the exclusive contractor for catering service at the Los Angeles Convention Center.
- ◆ The Exhibitor shall not post, exhibit, or allow to be posted any signs, advertisements, show bills, lithographs, stickers, posters or cards or any description inside, in front of, or in any part of the Los Angeles Convention Center.

MATERIAL HANDLING/DRAYAGE

The Teamsters are responsible for:

- ◆ Loading and unloading all trucks, trailer, and individual company vehicles
- ◆ Handling empty crates
- ◆ Operating forklifts
- ◆ Unloading/loading and un-skidding heavy machinery and equipment

Their jurisdiction also covers the reverse operations as outlined above for the removal of equipment.

MEDIA RELATIONS

Detailed information is available at www.E3Expo.com, media tab or contact the official Public Relations company for E3, Double Forte at media@e3expo.com.

MINOR ADMITTANCE POLICY

NO ONE UNDER THE AGE OF 17 (INFANTS INCLUDED) IS PERMITTED ON THE SHOW FLOOR. Anyone under 17 will be turned away at the door (no refunds issued).

See the "Minor Admittance Policy" under the **Registration Section** of the Exhibitor Manual for more information about this policy.





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MODEL & TALENT

The official model & talent vendor is TradeShow Temps. Information regarding this company can be found under the **Vendor Section** of the Exhibitor Manual. If you choose not to use the official vendor for E3 your model and talent company **must** be registered as an official Exhibitor Appointed Contractor (EAC). Information regarding using an EAC and required forms can be found in the **Booth Construction and Set-Up Section** of the Exhibitor Manual. In addition they must provide Show Management with a Certificate of Insurance. Every company must comply with the E3 Character of Exhibit Policy (Please refer to your Exhibit Space Contract).

MOVE-IN /MOVE-OUT POLICY

All exhibits must be set up by 9:00 AM PST on Tuesday, June 13, 2017. Booth space not occupied by this time will revert to Show Management with no refund offered. Exhibitors may not dismantle any part of their exhibits until the close of the show, Thursday June 15, 2017 at 5:00 PM. Materials not removed by the end of your specific Move-Out period may be removed by Show Management and put into storage at the Exhibitor's expense. Show Management assumes no liability for any materials that may be placed in storage or left unattended.

OPEN TOE SHOES

OSHA regulations prohibits the wearing of open toe shoes during Move-In and Move-Out by all personnel on the show floor. This rule will be strictly enforced by security for the safety of all E3 participants. Open toe shoes **can** be worn during all open Show hours.

PARKING

In/Out privileges must be made through the LACC Parking Office or on-site at the LACC Customer Service Desk located in West and South lobbies. Please note that the entrances are designated for drop off and pick up only of buses, limousines and media satellite trucks; the parking of vehicles near the entrance is not allowed. All vehicles, which do not adhere to this rule will be removed at the owner's expense. For more information please contact 213-741-1151 for LACC Event Services. Please refer to the **LACC Section** of the Exhibitor Manual.

PERFORMANCES

ALL EXHIBITOR SPONSORED PERFORMANCES MUST TAKE PLACE WITHIN THE CONFINES OF YOUR ALLOTTED BOOTH SPACE.

When planning for your themed performances, be sure to design an area that can sufficiently hold your audience within the confines of your exhibit space.

No performances will be permitted that interfere with the use of other exhibits or impede the free use of the aisles.

Booth personnel, including demonstrators, talent and models, are required to limit their activities to the confines of your booth space.

Please see the mandatory Performances and Live Entertainment Form located in the **Show Information and Forms Section** of the Exhibitor Manual.

PRIZE DRAWINGS

Raffles, prizes, and giveaways are the sole responsibility of the Exhibitor. If the giveaway is food related, then it must be coordinated with the exclusive LACC caterer. The Exhibitor is responsible for conducting any prize drawing, but all activities must be confined to its booth area. Exhibitors are also responsible for ensuring that the winners of prizes are properly notified and it is the responsibility of the Exhibitor to ensure that the winner in fact does receive the advertised prize.

PROMOTIONAL OPPORTUNITIES

Take advantage of great promotional opportunities such as the Media List, Website hyperlinks, the Virtual Press Office, Event Marketing opportunities and more. A complete listing of promotional opportunities can be found in the **Exhibitor Only/Exhibitor Promotional Opportunities Section** of the E3 2017 website: www.E3Expo.com

RULES GOVERNING E3 2017

All Exhibitors are urged to read their Exhibit Space contract. For a complete listing of additional E3 rules and regulations, please refer to the **General Information & Rules Governing E3 2017 Section** of the Exhibitor Manual. The Manual is not intended to limit the Exhibit Space contract.

SALES ON SHOW FLOOR

Exhibitor shall have the right to sell merchandise within Exhibitor's booth during the Show so long as Exhibitor has obtained and can produce evidence of (upon ESA's request) full, unencumbered rights to sell such merchandise without infringing upon the intellectual property rights of another entity. Exhibitor shall be solely responsible for ensuring that all taxes and fees are paid on all Merchandise Revenues as well as for obtaining all necessary certificates and permits, and shall furnish proof of the foregoing to ESA on or before April 21, 2017. Please fill out the Mandatory Sales Tax form in the **Show Information section** of the Exhibitor Manual.

SECURITY

Security guards will be posted along the **perimeter of the exhibit areas**, from the beginning of Move-In through the end of Move-Out. However, **Show Management is**



GENERAL INFORMATION & RULES GOVERNING E3 2017

SECURITY (continued)

not responsible for any lost, damaged or stolen Exhibitor materials. It is strongly recommended that Exhibitors hire individual booth security. For more information on individual security, please contact Larry Lopez, 714-397-3871.

Exhibitors who plan to hire private security through an agency other than the official security vendor must fill out the Contractor Only Form (EAC) and return it to Show Management as well as notify the official show security vendor.

Important Show Security Guidelines (please review carefully):

- ◆ Exhibitors are responsible for the security of all items in their display. Show Management, facility personnel, and security contractors try to guard against theft, but the ultimate responsibility is the Exhibitor's.
- ◆ Do not list the contents of crates or cartons on the shipping label.
- ◆ Do not store extra products or anything of value in empty crates. Empties will not be stored in a secured area.
- ◆ Never display one-of-a-kind items or irreplaceable items unless someone is present at all times to guard them.
- ◆ Do not leave your booth unattended during the hectic and heavily trafficked Move-In and Move-Out times.
- ◆ Consider draping your exhibit with some sort of cloth at the close of each show day. This psychological deterrent makes it more difficult for people to handle merchandise or take note of what they would like to steal at a later time.
- ◆ Business tools such as laptops, mobile devices, and give-away items are the things most often stolen. These items should be guarded or stored safely overnight.
- ◆ Thieves will take personal items such as purses, suit coats and briefcases. Do not leave them unattended in your booth.

SHUTTLE BUSES

Shuttle bus service will be provided from E3 official hotels to the Los Angeles Convention Center during Show days. Wristbands will be distributed at the hotel to attendees staying within the E3 official hotel block. More information and a schedule will be available on the E3 2017 website at www.E3Expo.com

SIGNAGE/RIGGING

Regulations regarding signage/rigging vary based on the exhibit hall location. Please refer to the **Booth Construction and Set-Up Section** of the Exhibitor Manual for detailed information.

SMOKING POLICY

Smoking is not permitted in the Los Angeles Convention Center.

SOUND POLICY

A maximum level of **85 decibels** will be permitted in all

exhibit areas. Please refer to the Sound Policy for Speakers & Video Walls under the **Booth Construction & Set-Up Section** of the Exhibitor Manual for more information.

TARGETED MOVE-IN SCHEDULE

Please make sure that delivery of your hanging properties and booth freight is in accordance with the targeted floor plan. There are two schedules (the same target plan) for deliveries: one for hanging items and one for booth freight. Please refer to the **GES Section** of the Exhibitor Manual.

UNION REGULATIONS

To assist you in planning your participation in E3 2017, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

Decorators Union—Local 831

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and carpet installation. This does not apply to the unpacking and placement of your merchandise. You may set-up your exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. If your exhibit preparation, installation, or dismantling requires more than one half (1/2) hour, you must use union personnel supplied by the Official Service Contractor.

As an exhibitor, you will be please to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

Teamsters Union

Members of this union claim jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

VIDEOGRAPHY/PHOTOGRAPHY GUIDELINES

Exhibitors are permitted to videotape and photograph their own booth space. Permission from the affected Exhibitors must be obtained prior to photographing or videographing other exhibitor booths. **No Videography or Photography is permitted during Move-In.**

WIRELESS NETWORK / HIGH-DENSITY WIRELESS ENVIRONMENTS

In an effort to properly set expectations for E3, a technical explanation of "High Density Wireless Environments" is helpful. It is defined as a specific area within a public space where large concentrations of wireless 802.11 capable devices such as laptops, tablets, or smartphones will be present.





GENERAL INFORMATION & RULES GOVERNING E3 2017

WIRELESS NETWORK / HIGH-DENSITY WIRELESS ENVIRONMENTS

(continued)

There are two frequency bands in which the 802.11 wireless technologies reside – 2.4GHz (less stable) and 5GHz (more stable). Large concentrations of devices in a single area can cause significant interference and over-saturation, which can be perceived as problems with the overall network.

In most cases these issues can be minimized by using only devices utilizing the 5 GHz 802.11a/n/ac space. The 2.4GHz frequency is used and can be affected by common devices like Bluetooth, cordless phones, wireless microphones, wireless cameras, game consoles and even microwave ovens. This causes it to appear as though the network is "down" when in fact the client devices are having issues talking to the wireless router. showNets recommends only deploying 5 GHz 802.11a/n/ac in all exhibitor spaces.

We hope that this information will help exhibitors have a better understanding so their experience is positive. Please know that showNets designs and installs the most reliable wireless network. Show Management cannot control interference that may be experienced from outside sources. If you have any questions or would like showNets to help you plan your wireless requirements, please call [800-310-4454](tel:800-310-4454).