



Exhibitor Manual

E3 2023 Exhibitors:

Welcome to E3 2023!

On behalf of ReedPop, the Electronic Software Association (ESA), and the thousands of fans waiting to experience E3 2023, we thank you for your participation. We are thrilled to have you and look forward to seeing you make your mark at the iconic event for the global games industry.

Our goal is to make sure your endeavors are successful. From operations and content, to sales and marketing, we are here to serve you. Please read through all the information provided, including important deadlines, contact information, contractor services, and the rules and guidelines associated with this event.

Whether you are participating in Industry Days, Gamer Days, or both, we are confident that this experience will be a highlight of your year.

This year we are utilizing Meet-to-Match to enhance the experience for our Industry visitors. Please use it to maximize your visibility at E3. More information on that will be provided through the newsletter and across our social media. We can't wait to hear about the connections and memories you make.

Naturally, situations may come up that are not outlined in the documentation provided. If that happens, please reach out to our Operations Team for guidance:

Skip Haile - Operations

203 840 5912

We are all better, together. See you in LA!

Sincerely,

Kyle Marsden-Kish, Global VP of Gaming
ReedPop



GOOD NEIGHBOR POLICY

Booth Design

Please be considerate of others when designing your booth. Every exhibitor has the right to be visible!

If you build your exhibit to the maximum height allowed across one or more sides of your booth, then you WILL BE blocking neighboring exhibitors from being seen. Please feel free to contact Show management - we would be happy to help you contact your neighboring exhibitors to discuss design layout of your exhibit spaces so that everyone can have a positive experience.

The following is E3's "Good Neighbor" policy for all exhibits:

- All booths, regardless of size or type, should be designed in such a way to prevent line-of-sight obstructions from one exhibit to the next. Please avoid adding any unnecessary walls or drapes that may contribute to obstructed views of exhibitors that surround your booth.
- Show management will be happy to assist you with the contacts and/or communications with your neighboring exhibitors in this effort.

Show management will review and approve all booth designs and renderings for booths 400 sq. ft. or larger. If Show management sees a potential violation to the Good Neighbor Policy, you will receive a phone call and you will be asked to change the design of your booth. Please avoid costly mistakes by complying with this policy.

Audio, Video and Demonstrations

E3's Sound Policy for speakers and video walls can be found under the Booth Construction Section, page 86. **A maximum level of 85 decibels** will be permitted in any exhibit area. This policy is strictly enforced by Show management onsite. Please be considerate to your neighboring exhibitors and adhere to this policy. You **MUST** get approval from Show management to have any performances or live demonstrations in your booth. This includes, DJs, live bands, etc. (Performances & Live Demonstrations Form is mandatory for all exhibitors having a live performance).



KEY DEADLINES

Due Date	Item Due	Contact
ASAP	E3 EVENTS, ACTIVITIES, & CELEBRITY APPEARANCES	Show Management Skip.Haile@rxglobal.com Shanna.Cito@rxglobal.com
ASAP	EXHIBITOR PROFILES For inclusion on E3expo.com & e3 mobile app	COMING SOON
ASAP	PR CONTACT & MEDIA	Robert Brown e3@stridepr.com
March 31, 2023	EMPLOYEE UNIFORM & COSTUME APPROVAL DEADLINE	Operations Skip Haile: Skip.Haile@rxglobal.com Kyle Batie: Kyle.Batie@rxglobal.com
April 7, 2023	BOOTH APPROVAL DESIGN DEADLINE	Operations Skip Haile: Skip.Haile@rxglobal.com Kyle Batie: Kyle.Batie@rxglobal.com
April 7, 2023	PERMANENT MEETING ROOM DESIGN APPROVAL DEADLINE	Operations Skip Haile: Skip.Haile@rxglobal.com Kyle Batie: Kyle.Batie@rxglobal.com
April 7, 2023	BOOTH SPACE SHARING	Sales Director Shanna Cito T: 203.722.3298 E-Mail: Shanna.Cito@reedpop.com
April, 19, 2023	SALES TAX PERMIT FORM <i>Mandatory if selling at E3</i>	Operations Skip Haile: Skip.Haile@rxglobal.com Kyle Batie: Kyle.Batie@rxglobal.com
April 19, 2023	INSURANCE FORMS DUE <i>Mandatory for ALL EACs</i>	Operations Skip Haile: Skip.Haile@rxglobal.com Kyle Batie: Kyle.Batie@rxglobal.com
April 28, 2023	SECURITY ORDER FORM Discount Deadline	Allied Universal Event Services T. 714.622.1404 E-mail: Jennifer.Pacheco@aus.com
May 5, 2023	GES / RIGGING Rigging Plan Submittal Form & Order Deadline	GES T. 800.801.7648 US T. 702.515.5970 International
May 10, 2023	ADVANCE SHIPMENTS May begin arriving at Warehouse: Monday- Friday 8:00 AM—2:30 PM Closed 12:00 PM – 1:00 PM	GES – E3 C/O Crane Freight & Cartage 1515 E WINSTON RD ANAHEIM CA, 92805
May 12, 2023	SECURITY ORDER FORM Discount Deadline	Allied Universal Event Services T. 714.622.1404 E-mail: Jennifer.Pacheco@aus.com
May 13, 2023	EXHIBITOR APPOINTED CONTRACTOR (EAC): Exhibitor Form, Contractor Form & Insurance Certificate Due	Operations Skip Haile: Skip.Haile@rxglobal.com Kyle Batie: Kyle.Batie@rxglobal.com
May 15, 2023	DEADLINE TO APPLY FOR INSURANCE	Buttine Underwriters Purchasing Group Kendra Reilly Monahan T. 212-867-3642 E-mail: kmonahan@risk-strategies.com



Due Date	Item Due	Contact
May 19, 2023	GES Advanced Discount Order Deadline	GES T. 800.801.7648 US T. 702.515.5970 International
May 19, 2023	ELECTRICAL ORDERS Advanced Discount Rate Deadline	GES T. 800.801.7648 US T. 702.515.5970 International
May 19, 2023	CATERING ORDERS	Levy Restaurants Rebecca Cooksey E-mail: RCooksey@Levyrestaurants.com
May 19, 2023	TELECOMMUNICATION Advance Discount Rate Deadline	Smart City Keely McGaffin T. 213.765.4647 E-mail: KMcGaffin@smartcity.com
May 19, 2023	INTERNET & NETWORK SERVICE Early Bird Rate Deadline	Smart City Keely McGaffin T. 213.765.4647 E-mail: KMcGaffin@smartcity.com
May 23, 2023	AV EQUIPMENT Advanced Discount Deadline	Reaction AV T. 949.600.8235 exhibitor@reactionav.com
May 30, 2023	EXHIBITOR PARKING (Pre-Order Parking Passes)	LACC Event Services Los Angeles Convention Center (LACC) E-mail: parking@lacclink.com
June 6, 2023	Last Day for ADVANCE SHIPMENTS May begin arriving at Warehouse: Monday- Friday 8:00 AM—2:30 PM Closed 12:00 PM – 1:00 PM	GES – E3 C/O Crane Freight & Cartage 1515 E WINSTON RD ANAHEIM CA, 92805
June 9 - June 12, 2023	DIRECT SHIPMENTS May begin arriving at Exhibit Site 8:00 AM – 4:30 PM (PDT) (Please refer to GES Shipping information for detailed instructions here)	Company Name / Booth # E3 2023 c/o GES Los Angeles Convention Center (LACC) 1201 S Figueroa St. Los Angeles, CA 90015
June 9, 2023	EXHIBITOR MOVE-IN STARTS June 9 – 12, 8:00 AM – 6:00 PM (PDT)	E3 2023
June 12, 2023	Last Day for DIRECT SHIPMENTS to Arrive at Exhibit Site By 4:30 PM (Please refer to GES Shipping information for detailed instructions here)	Company Name / Booth # E3 2023 c/o GES Los Angeles Convention Center (LACC) 1201 S Figueroa St. Los Angeles, CA 90015
June 15-20, 2023	EXHIBITOR MOVE-OUT June 15 6:00 pm – 11:00 pm – West Hall Only June 16 8:00 am – 6:00 pm – West Hall Only June 16, 6:00 pm – 11:00 pm – South Hall June 17-19, 8:00 am – 5:00 pm – West & South Hall June 20, 8:00 am 12:00 pm – West & South Hall	E3 2023 Los Angeles Convention Center



E3 SHOW MANAGEMENT

EVP	Kyle Marsden-Kish	203.840.5858	Kyle.Marsden-Kish@reedpop.com
Event Director	Jennifer Martin	203.840.5454	jenny@reedpop.com
Operations	Skip Haile	516.410.3762	Skip.Haile@rxglobal.com
Operations	Kyle Batie	203.840.5937	Kyle.Batie@rxglobal.com
Operations	Bahiah Odeh-Eppig	203.722.3394	Bahiah.Odeheppig@rxglobal.com
Operations	Wendy Martinez	203.957.0407	Wendy.Martinez@rxglobal.com
Sales	Ryan Will		Ryan@ReedPop.com
Sales	Shanna Cito		Shanna.Cito@ReedPop.com
Sales	Julia Cohick		Julia.Cohick@ReedPop.com
	Nadine Alden		
Marketing & Content	Dwayne Waite		dwayne.waite@rxglobal.com
Event Coordinator	Brittany Osteen		brittany@reedpop.com
Registration	Meghan Plourde		meghan.plourde@rxglobal.com
Sponsorship Programs	Victoria Turley		Victoria.Turley@ReedPop.com
Sponsorship Programs	Solana Claudio-Albarran		solana@reedpop.com
Finance/Billing	Marylee Ritchey	203.840.5357	Marylee.Ritchey@rxglobal.com
Exhibitor Assistance E3BusinessQuestions@reedpop.com E3ConsumerQuestions@reedpop.com			



E3 OFFICIAL SHOW VENDORS

Service	Company	Contact Name	Contact Number	Contact Email
Audio Visual	Reaction AV		T. 949.600.8235	exhibitor@reactionav.com
Catering	Levy		T. 213.765.4469	TasteofLA@Levyrestaurants.com
Floral	800 Plant it		T. 800.752.6848	customerservice@800plantit.com
Hotel & Travel	Connections Housing		T. 725.246.2384	E3@connectionshousing.com
Insurance	Buttine Exhibition & Event Insurance	Kendra Reilly Monahan	T. 212.867.3643	kmonahan@risk-strategies.com
International Shipping	PIBL	Sherri Pelc	T. 702.575.4617	spelc@phoenixlogistics.com
Internet Access/Telecommunications	SmartCity	Keely McGaffin	T. 213.765.4647	kmcgaffin@smartcity.com
Model/Talent	TradeShow Temps	Gina Viola	T. 800.748.3677	Gina@tradeshowtemps.net
Security	Allied Universal Event Services	Jennifer Pacheco	T. 714.622.1404	Jennifer.Pacheco@AUS.com
Transportation	CMAC	Jeff Ducate	T. 800.616.2622	solutions@cmac.net

GES

T. 800.801.7648 (US)
T. 702.515.5979 (International)

Material Handling	LAFreight@ges.com	Truss/Hoist/Lighting Rentals/Production	Tammy Van Hooser T. 562.356.3797 tvanhooser@ges.com
GES Logistics	Iris Park T. 562-356-3705 ipark@ges.com		Belen Lopez T. 562.370.1621 blopez@ges.com
Graphics & Signage	Joanne Santa Maria T. 702-515-5837 JSantaMaria@ges.com	Hanging Sign/Truss Labor	Chad Bettge T. 562.370.1623 cbettge@ges.com
Order Information/Exhibit Questions	Liana Alpuerto T. 702.550.3545 LAlpuerto@ges.com		Belen Lopez T. 562.370.1621 blopez@ges.com
Plumbing	Greg Farley T. 562.356.3739 gfarley@ges.com	Electrical	Mark Witthoeft T. 562.370.1605 mwitthoeft@ges.com



OPERATING SCHEDULE

Location

Tuesday, June 13 – Friday, June 16, 2023

Los Angeles Convention Center
 1201 South Figueroa Street
 Los Angeles, CA 90015
 Tel: 213-741-1151

Exhibitor Hours

Tuesday, June 13, 2023	West Hall 11:00 AM–6:00 PM South Hall 11:00 AM – 6:00 PM	Industry Hours* Industry Hours*
Wednesday, June 14, 2023	West Hall 10:00 AM–6:00 PM South Hall 10:00 AM – 6:00 PM	Industry Hours* Industry Hours*
Thursday, June 15, 2023	West Hall 10:00 AM–6:00 PM South Hall 10:00 AM – 6:00 PM	Industry Hours* Open to all
Friday, June 16, 2023	South Hall 10:00 AM – 6:00 PM	Open to all

***Industry, Media, Exhibitor, VIP Buyer and Business Pass Holders**

Move-In Hours

Friday, June 9, 2023 – Monday, June 12, 2023 8:00 AM – 6:00 PM

Move-Out Hours

Thursday, June 15, 2023	6:00 PM– 11:00 PM	West Hall Only
Friday, June 16, 2023	8:00 AM – 6:00 PM	West Hall Only
Friday, June 16, 2023	6:00 PM – 11:00 PM	South Hall
Saturday, June 17- 19, 2023	8:00 AM – 5:00 PM	West & South Hall
Tuesday, June 20, 2023	8:00 AM – 12:00 PM	West & South Hall



EXHIBITOR EMAIL NOTIFICATIONS

Exhibitors are hereby notified that Show management and official vendors for E3 2023 may contact exhibitors via email regarding products and services available and/or necessary to help your company maximize its experience and presence at E3 2023; 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.



MEDIA AND PR INFORMATION E3 2023

Exhibitors in attendance at E3 have access to an extensive amount of media professionals from countries across the globe representing various outlets including consumer, business, trade, technology, and more.

For comprehensive details to make the most of your experience at E3, please thoroughly read the E3 Exhibitor Handbook. It includes useful resources including tools and tips to promote services and products, as well as further details of opportunities available to you as an exhibitor at E3.

Find the E3 Exhibitor Handbook at the Exhibitor Only/Exhibitor Promotional Opportunities Section of the E3 2023 website: www.E3Expo.com

If you have any question or general queries related to the event, please contact the E3 Public Relations Team:

Stride PR

www.stridepr.com

e3@stridepr.com



E3 2023 Policy: Prohibition on Recording of Show Floor Prior to Opening

The E3 2023 Exhibit Space Contract prohibits photographing, videotaping, or otherwise recording any part of the Show floor prior to June 13, 2023 at 11 AM Pacific. If an

Exhibitor, its employees, contractors, and/or agents is/are found to have violated this rule, then the following penalties will be imposed:

1. The individual responsible for photographing, videotaping, or otherwise recording any part of the Show floor prior to June 13, 2023 at 11 AM Pacific will be immediately removed from the Los Angeles Convention Center (LACC) and will be prohibited from
2. reentering the LACC through the end of the move-out period for the 2023 E3 show, and will be prohibited from participating in any manner in the 2024 E3 show.
3. If the individual responsible for photographing, videotaping, or otherwise recording any part of the Show floor prior to June 13, 2023 at 11 AM Pacific is a contractor of an Exhibitor (e.g., working through an Exhibitor Appointed Contractor), then the individual's employer (e.g., the Exhibitor Appointed Contractor) will be prohibited from participating in any manner in the 2024 E3 show.
4. The decisions and judgments made regarding potential violations of any E3 policy shall be made in the sole discretion of ESA, and are final and cannot be challenged.



E3 2023 ATTENDEE POLICY

- No one under the age of 17 is permitted.
- Photo ID is required. Entertainment Software Association (ESA), E3 Show Management **ReedPop**, and/or an E3 security officer may require attendees to show ID at any time.
- The E3 badge is non-transferable and is the property of ESA. E3 badge swapping and/or sharing is strictly prohibited. Any attendee found using another attendee's badge will have the badge confiscated and will be removed from the premises. The E3 badge must be worn at all times.
- All registration fees are nonrefundable.
- Harassment is not acceptable. Cause for removal includes, but is not limited to:
 - ◇ Verbal harassment;
 - ◇ Intimidation or threats;
 - ◇ Physical violence;
 - ◇ Stalking; and/or
 - ◇ Sexually explicit, suggestive, or provocative behavior.
- ESA does not tolerate discrimination or abusive treatment in any manner, including, but not limited to, in relation to national origin, ethnicity, gender or gender identity/expression, sexual orientation, marital status, or veteran status.
- If ESA and/or **ReedPop** determine that an attendee's attire, including, but not limited to, co-splay, violates E3 policy, then ESA and **ReedPop** reserve the right to require the attendee to change into appropriate attire and/or remove the attendee.
- If attendees have concerns or issues about their safety, the decorum of other attendees, or other matters, then they should contact a security officer or **ReedPop** (located at West Hall Room 509).
- No photography, videography, or other recording of the E3 show floors is permitted prior to June 13, 2023 at 11 AM PDT.
- Each attendee assumes all risk and danger in connection with his/her attendance at E3, including, but not limited to, performances and demonstrations at E3, whether occurring prior to, during or after E3, and agrees to release and hold harmless ESA and **ReedPop** in the event of harm incurred in connection with E3.
- By entering the E3 show, each attendee consents to release any and all rights such attendee may otherwise have to the attendee's likeness, and to any photographs, recordings, or other images owned or created by ESA, **ReedPop**, any exhibitor personnel, and/or any member of the media. Attendee grants ESA, **ReedPop**, all exhibitors, and media the right, permission, and license to use attendee's name, voice, image, and likeness, and releases and holds harmless ESA, **ReedPop**, all exhibitors, and media from liability resulting from such use.
- If an attendee violates this policy, causes any disruption, and/or violates any other E3 rules or policies, then ESA and **ReedPop** reserve the right to remove the attendee, confiscate the badge, and prohibit reentry at future events.
- The decisions and judgments made regarding potential violations of any E3 policy shall be made in the sole discretion of ESA and are final and cannot be challenged.

See the E3 Weapons policy for further guidance: <https://www.e3expo.com/e3-weapons-policy>



E3 WEAPONS POLICY

Please read this entire policy before attending E3. Failure to follow this policy may result in your removal from the convention without refund. The following items are forbidden at E3:

- Functional firearms (including air soft guns, BB guns, cap guns, paintball guns and pellet guns)
- Realistic replica firearms (including reproduction, fake or toy guns that can be confused for functional firearms)
- Functional projectile weapons (including blow guns, crossbows, long bows, silly string, slingshots, water balloons and water guns)
- Sharpened metal-bladed weapons (including axes, daggers, hatches, knives, kunai, shuriken, swords, sword canes and switch blades)
- Explosives (including firecrackers and fireworks) Chemical weapons (including mace and pepper spray)
- Blunt weapons (including brass knuckles, clubs and nunchaku)
- Hard prop weapons (including props made of metal, fiberglass and glass)
- Instruments that cause excessive noise levels like vuvuzelas, grenade whistles and grenade horns
- Whips
- Aerosol mustard

Prop weapons will be allowed providing they are composed of cardboard, foam, wood or other light materials. Prop firearms are allowed only if they cannot be mistaken for real weapons.

The barrel of all prop firearms must be covered with brightly colored caps. Prop bows will be allowed providing all arrows have soft tips. And no, selfie sticks are not allowed at **E3**. All permissible items are subject to **Show Management's** discretion.

All persons using **Los Angeles Convention Center** property are required to comply with all laws, statutes and ordinances, as well as any others also relevant to the issue. **LACC** has final approval on all goods sold during **E3**.

All attendees entering the **E3** will be reviewed for any props that resemble a weapon and this item will be tagged once deemed safe to the public. All other items deemed unsafe will be confiscated by **Show Management**.



AFTER HOURS RECEPTIONS / SPECIAL EVENTS

All exhibitors hosting an event on the exhibit floor after scheduled official Show hours must complete this form and submit it to Show management by **May 12, 2023**.

- Invitations are required for admittance onto the show floor for events. Events can only be held June 13-14, 2023. Please submit copy of the invitation to Show management.
- For every 20 people that are attending the events, a security guard, hired by the exhibitor, must be present. Security is required to escort event attendees to and from your booth and the exhibit hall entrance. Show management must receive a confirmation of hired security before approval for events will be granted.
- Guest lists are required for ALL events and must be submitted to Show management by May 12, 2023.
- All planning and costs associated with events are the responsibility of the exhibitor, including notifying customers about the event and coordinating with Show management.
- PLEASE REMEMBER to order 24-hour power in advance for event. The electrical service desk will be staffed until 6:00PM each day.
- Contact Levy Restaurants the exclusive LACC caterer for your catering requirements.

Please email this form by **May 12, 2023**. E3 Show management
Skip.Haile@rxglobal.com | Shanna.Cito@reedpop.com

EVENT DATE AND TIME

NUMBER OF ATTENDEES

COMPANY NAME

BOOTH NUMBER

CONTACT

PHONE

ADDRESS

CITY

STATE

ZIP



PERFORMANCES & LIVE ENTERTAINMENT

E3 requires every exhibitor that is planning to have a live performance during the show to complete and submit the Performances & Live Entertainment Form. 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 keep their activities within the confines of their booth space.

Additionally, as a reminder, all exhibitors hosting an event on the exhibit floor after scheduled official show hours ("Events") must complete the "After Hours Receptions/Special Events" form and submit it to Show management by May 12, 2023.

This form must be submitted by May 12, 2023 to Skip Haile or Shanna Cito at skip.haile@rxglobal.com or Shanna.Cito@Reedpop.com for approval. If no approval form is submitted Show management reserves the right to shut down your activities.

Required Information:

- Nature of performance, including any special effects (e.g., use of pyrotechnics, live band, DJ, food and beverage, audience participation, any product or service that would require a special permit through the City of Los Angeles).
- Day, time and duration of performance (please submit a schedule)
- Models or celebrities that will be performing
- Layout/set design that will be constructed as part of the performance
- Autograph signings
- Information regarding security contracted for crowd control and safety precautions
- Certificates of Insurance
- All performance audio presentations must adhere to the E3 Sound Policy limit of 85 decibels at all times.

Yes we are planning to have a Performance and/or Live Entertainment in our exhibit.

Description of Performance/Live Entertainment: _____

COMPANY NAME

BOOTH NUMBER

CONTACT

PHONE

EMAIL

SIGNATURE



EMPLOYEE UNIFORMS

All Exhibitors are required to send to Show management the design and/or photographs of Employee Uniforms. This includes all booth employee uniforms, model attire and costumes that are planned for the show.

Exhibitor may not display/exhibit any materials (including, but not limited to, products and signage) that infringe upon the intellectual property rights of another entity. Material or conduct, including employee uniforms, live models, or costumes 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 point at the Show. Exhibitor must seek and obtain ESA's prior approval of all costumes, model attire and employee uniforms by no later than **April 7, 2023**. ESA, in its sole discretion, will determine whether such items are acceptable.

Exhibitor Information

Company: _____ Date: _____

Contact: _____ Booth #: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

- Yes, we will be utilizing employee uniforms and/or costumes (please submit photos of the uniforms, model attire and costumes for approval)
- No, we will not be utilizing employee uniforms and/or costumes

Please Email by April 7, 2023 to: Attn: Skip Haile/Kyle Batie

Skip.Haile@rxglobal.com | Kyle.Batie@rxglobal.com



PERFORMANCE OF COPYRIGHTED MATERIAL

You are responsible for obtaining all necessary licenses and permits to use all copyrighted materials in your display. You may not play, broadcast or have performed any copyrighted materials, such as videos or photographs, without first obtaining the necessary licenses from the copyright owner or licensing agency representing the copyright owner.

For your information only, ESA holds blanket licenses for the public performance of music licensed by the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI). This, however, does not relieve you of the obligation to ensure that you have permission to use ASCAP and BMI music, in addition to all other copyrighted materials. This also does not relieve you of the obligation to indemnify ESA for any claims brought in connection with your unauthorized use of copyrighted materials (including, but not limited to, ASCAP and BMI music), as provided in the Indemnity Section of the Exhibit Space contract.

The proper license(s) must be posted in your booth and available for inspection at the request of Show management or the properly authorized licensing agency. Show management reserves the right to remove from the exhibit hall your display, or any part of your display that incorporated any copyrighted material for which you fail to produce proof that you hold all required licenses.

Adherence to these federally mandated copyright licensing laws is of critical importance. It is your responsibility to ensure that all licenses have been obtained. If you encounter any difficulty in your attempt to obtain a license, then please immediately contact the Show management team at Skip.Haile@rxglobal.com or Kyle.Batie@rxglobal.com



EXHIBITOR SALES TAX

Under California State Law, Show management is required to keep a record of each exhibitor's sales tax information for inspection upon demand by the State or be subject to a fine of \$1,000.00 per exhibitor. This fine will then in turn be levied against the exhibitor in violation.

Therefore, in order to comply with this law, we require ALL exhibitors to complete and return this form to the address below. Please be advised that failure to return this Sales Tax Form with all the relevant information provided may result in the delay of your participation in the event. **Show management will not allow any exhibitor to set-up their booth without this form on file.** Due to the significant nature of the fines, this policy will be strictly adhered to without exception.

Not planning on selling at the event?

Simply check off that you are not selling on the show floor and send the form back to us.

Planning on selling at the event?

We will need a completed Sales Tax Form with your California Seller's Permit Number (mandatory if selling).

For questions and to apply for a California Sellers Permit:

<http://www.cdtfa.ca.gov/services/permits-licenses.htm>

Exhibitor Information

Company: _____ Date: _____

Contact: _____ Booth #: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Phone: _____

I Will Not Be Selling Any Products On The Show Floor

I Will Be Selling Products On The Show Floor

California Seller's Permit Number (mandatory if selling):

Please submit your Sales Tax Permit form to the Exhibitor Dashboard no later than **April 21, 2023**.



TRAVEL INFORMATION

AIRLINE DISCOUNT

Airline discounts are available for United Airlines. Reservations can be booked by making your reservation on-line or by calling the phone number listed below. Be sure to note the discount numbers below to take advantage of these E3 fares, or provide this information to your travel consultant. *Please note that airline discounts for international travel (from outside the U.S. and Canada) are available on United Airlines.*

<u>Company</u>	<u>Phone</u>	<u>Discount Code</u>	<u>Website</u>
United Airlines	800.521.4041	Z Code ZMFY and Agreement Code 452272	www.united.com/meetingtravel

Please [click here](#) to book your flights!



SUBMITTING DESIGN PLANS & SEEKING BOOTH APPROVALS

In an effort to expedite the review, comment, and approval process for E3 booth/project designs, please use the following protocols. **The deadline to submit Booth Approvals is April 7, 2023.**

[South Hall, West Hall](#)

For projects in South Hall, West Hall, that are larger than 400 sq. ft., please email drawings & information to **BOTH** the LACC and show management.

A. Event Services: eventservices@lacclink.com

Please include the following drawings/information when you E-mail the LACC team:

1. Plan view drawing of the entire booth space.
2. Two or three perspective view (Isometric view) drawings or renderings of the entire booth space. For larger projects, send more views.
3. A covered area plan indicating all covered elements within the booth and the respective size and dimensions of each covered area. See the LACC information regarding "Covered Areas and Structures" document for further guidance.
4. A booth exit plan that shows via use of arrows all exit pathways in which attendees can exit the booth. Exit plans should also show exit paths from 2nd level decks and any enclosed areas you may have within the booth such as theaters, conference room complex, etc.
5. Stamped Engineered Drawings (SED's) for all 2-story structures, and for all other "Category-II" type structures as defined in the LACC "Temporary Structures and Temporary Structure Form" document.
6. Details concerning any dynamic performance or element you are proposing (i.e., skateboarding or biking, moving simulators, aerial performances, etc.). Basically any moving elements or performances.
7. **IMPORTANT:** The above outline renderings must be sent to the LACC along with the Exhibit Structure Building Permit Form. Los Angeles Convention Center, Attn: Event Services – Exhibit Structure Review, 1201 S. Figueroa Street, Los Angeles, CA 90015. Exhibit booth renderings will not be reviewed without these documents.

In the subject line of your E-mail write the following: E3/Name of Booth, Booth Number/Plan Review. As an example: If a company were exhibiting in booth 101 as Tom's Games, the subject line would read: **"E3/Tom's Games, Booth #101/Plan Review"**

B. In addition to the LACC you also **must** submit a copy of design/artistic renderings/drawings* to show management.

Show Management will send a personalized email with a secured link and instructions on how to upload your files. Please do not email your files, due to the large size of these design renderings they cannot be received through regular E-mail. If you have any questions please do not hesitate to contact us:

Skip Haile, skip.haile@rxglobal.com or Kyle Batie, kyle.batie@rxglobal.com

*** Show Management does not require the Stamped Engineering Drawings (SED's)**



SUBMITTING DESIGN PLANS & SEEKING BOOTH APPROVALS

[LACC Permanent Meeting Rooms](#)

In an effort to expedite the review, comment, and approval process for E3 booth/project designs, please use the following protocols. **The deadline to submit booth approvals is April 7, 2023.**

For projects in LACC permanent meeting rooms, please email drawings & information to **BOTH** the LACC and Show management.

A. Event Services: eventservices@lacclink.com

Please include the following drawings/information when you E-mail the LACC team:

1. Plan view drawing of the entire meeting room/space.
2. Two or three perspective view (Isometric view) drawings or renderings of the entire room/space. For larger projects, send more views.
3. A covered area plan indicating all covered elements within the room/space and the respective size and dimensions thereof. See the LACC information regarding "Covered Areas and Structures" document for further guidance.
4. An exit plan that shows via use of arrows all exit pathways in which attendees can exit the room/space. Exit plan should also show exit paths from any enclosed areas you may have within the meeting room or exhibit space such as theaters, conference room complex, etc.
5. Details concerning any dynamic performance or element you are proposing (i.e., skateboarding or biking, moving simulators, etc.), basically any moving elements or performances.

In the subject line of your E-mail write the following: E3/Name of Exhibiting Company, Room or Space Number/Plan Review. As an example: If a company were exhibiting in LACC meeting room 310 as Tom's Games, the subject line would read: **"E3/Tom's Games, PMR 310/Plan Review"**

B. In addition to the LACC you also **must** submit a copy of design/artistic renderings/drawings* to Show management.

Show management will send a personalized email with a secured link and instructions on how to upload your files. Please do not email your files, due to the large size of these design renderings they cannot be received through regular E-mail. If you have any questions please do not hesitate to contact us: Skip Haile, skip.haile@rxglobal.com or Kyle Batie, kyle.batie@rxglobal.com

*** Show management does not require the Stamped Engineering Drawings (SED's)**



SHOW MANAGEMENT RULES & REGULATIONS SUBMISSION OF BOOTH DESIGN/LAYOUT APPROVALS

All structures, display components, stunt-related or dynamic performances, and/or special effects must be approved by show management prior to the construction, display, or exhibit thereof. The City of Los Angeles requires a building permit for certain types of building structures used for exhibit purposes. Please refer to "LACC Temporary Structures and Temporary Structures Form" in the **LACC Information and Forms Section** of the Exhibitor Manual. In addition to the information listed in the **LACC Information and Forms Section** of the Exhibitor Manual and in the exhibit space contract, the following requirements shall also apply.

1. All design/layout drawings and specifications must be sent to the LACC and show management no later than **April 7, 2023**. NO EXCEPTIONS
2. Each exhibitor that contracts for **400 square feet** or more of booth space must submit a booth design drawing. If your booth falls under the Temporary Structures criteria you must submit design plans, **wet-stamped by a structural engineer**, for review by LACC Fire Marshal as directed in the "LACC Temporary Structures & Temporary Structures Form" which can be found in the **LACC Information and Forms Section** of the Exhibitor Manual. The layout must include renderings and isometric drawings that clearly define the size and shape of the structures, identify all covered areas, indicate exit plan for all internal spaces, identify any performance areas and the scope of the performance, identify any dynamic or moving elements use within the display, and state the intended use of said dynamic/moving elements.
3. All structures built to accommodate dynamic performances or presentations, such as half-pipe structures, basketball courts, boxing rings, moving scenery or elements, shall be designed and built so they are structurally sound and seismically stable. For more information, refer to LACC Temporary Structures information within the **LACC Information and Forms Section** of the Exhibitor Manual.
4. All structures or spaces that will be used for any performance or activity, such as skateboarding, biking, rollerblading, or basketball, shall be designed and built in such a fashion as to provide a protective barrier surrounding the entire performance area to assure that all items and activity are contained within said barrier.
5. The height of barriers shall extend at least 8 feet higher than the maximum height of any items within the display, including the maximum height that any skateboard, bike, person, ball, etc. would have the potential to travel (including stunts in which the item gets away from the performer). The minimum height of the barrier shall extend at least 25 feet above any platform(s) at the top of a structure, and/or the barrier must be designed with a ceiling for complete containment where necessary. Any openings in the barrier, such as netting, etc. shall be sized so that NO items within the performing area can pass through the barrier. Rigging points in the ceiling may be used (where available) to suspend netting, ceilings, etc. to achieve the required height and/or containment. Please contact Tammy VanHooser at tvanhooser@ges.com if you have any questions related to rigging.
6. The exhibit space for structures/performance areas using barriers made of flexible material, such as netting, shall be designed to create a "Buffer Area" between the netting and the area that the public can access, in order to prevent contact with the public when items/performers go into the net. The buffer shall be a minimum of 3 feet beyond the maximum travel (stretch) of the netting. Some types of performances or dynamic elements will require an increased "Buffer Area". Actual distance will be determined when plans and scope of performance are reviewed by show management. No portion of such structures/performance



areas can be within 15 feet of any aisle.

7. The overall exhibit space and the respective location of all dynamic displays and performances must be designed so that attendees have adequate space within the booth to gather for viewing the performance. Further, the design must be such that no attendees gather in the aisles to view the performance.

8. All designs/layouts are subject to a review and approval process by Los Angeles Fire Department (LAFD), and show management.

9. Exhibitor shall abide by all regulations set forth by the ESA, the LACC, local safety and fire regulations. The exhibitor's compliance with regulations does not guarantee ESA approval of the structural safety of the display. ESA does NOT allow inflatable booth displays. Exhibitor and its display company shall be solely liable for the safety of the exhibit.

10. All requests for stunts, special performances, or special effects must be submitted to LAFD, and show management for review and approval.

11. If at any time during the review process it is discovered that the exhibitor must make mandatory modifications, a notice will be sent to the exhibitor.

12. Upon satisfactory completion of all review processes by LAFD and show management, show management will provide written notice to the exhibitor.

NOTE: Failure on the part of LAFD and/or show management to identify an unapproved or unacceptable condition during the review process will NOT waive the right to deny approval on-site. LAFD and/or show management shall not be responsible for any costs associated with any corrective action required to eliminate an unsafe or otherwise unacceptable condition, including conditions that may have been missed during the review period. Any condition(s) found during construction and/or on-site inspections that are determined to be unsafe will require corrective action on the part of the exhibitor to remove and correct the respective hazard. Any failure on the part of the exhibitor to comply with the requirements stated in "LACC Temporary Structure and Temporary Structure Form" found in the **LACC Information and Forms Section** of the Exhibitor Manual, and/or any failure to comply with the above stated show management rules and regulations governing the submission of booth design/layout approvals, will result in the booth not being set-up, and /or the respective performances or effects not being permitted. The construction and/or use of exhibit structures, dynamic elements, special effects, or performances will not be permitted without written approval from show management.



LOS ANGELES CONVENTION CENTER (LACC) HALLS MAXIMUM CEILING HEIGHTS

The maximum ceiling height in the halls at the Los Angeles Convention Center (LACC) 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'

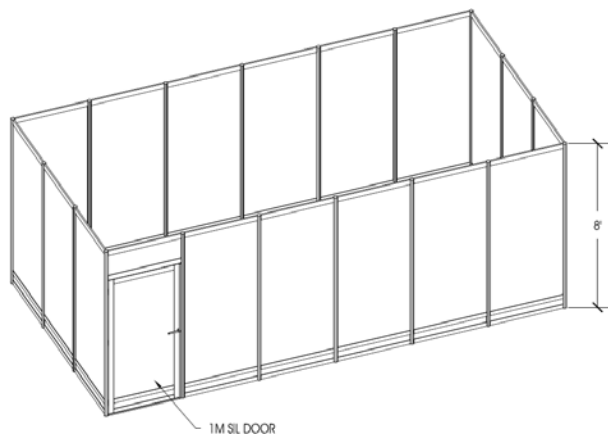
Any build over 25' will need variance.

*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 Tammy VanHooser @ 562.356.3797 or E-mail tvanhooser@ges.com.

ON FLOOR MEETING ROOM RULES & REGULATIONS OFMR(S)

- All On Floor Meeting Rooms are constructed out of 8 feet high GEM braelock panels in metal framing with a lockable door. Exterior walls can be upgraded to plexiglass panels at the exhibitor's cost.
- No overhead signage or any exterior signage, posters, graphics included, except for company Identification Sign which is provided as part of the meeting room package and is hung over the door, is permitted.
- On Floor Meeting Rooms are carpeted. Any exhibitor wishing to change carpet color or upgraded carpet should contact GES. There will be an additional charge to the exhibitor for renting carpet from GES.
- **Please note all doors must open into the booth.**
- No lighting fixtures are provided as part of the meeting room package.
- On floor meeting room exhibitors are required to follow rules and regulations pertaining to General Liability Insurance requirements.
- All on floor meeting rooms are 10 feet x 20 feet or 10 feet x 10 feet in size with Gray panels.
- All On Floor Meeting Rooms include a round table, four chairs and a waste basket.
- Nothing can be placed outside of any OFMR, including furniture and signage.

*The panels for the OFMRs are gray





LOS ANGELES CONVENTION CENTER RULES & REGULATIONS GOVERNING THE CONSTRUCTION OF COVERED STRUCTURES WITHIN LACC MEETING ROOMS

1. The total aggregate amount of covered area in any LACC meeting room shall **NOT** exceed the LESSER of the following two parameters: 70% of the total area of the LACC meeting room, or 750 square feet.
2. All existing sprinkler heads are to be unobstructed. Ceilings and other display components are not allowed to be within 36 inches of any sprinkler head.
3. Covered areas exceeding 100 square feet shall be outfitted with audible smoke detectors. The number and location of smoke detectors will be determined when the room plans are reviewed by the LAFD.
4. Fire extinguishers shall be located in areas of the meeting room where they will be visible and accessible. The number and location will be determined when the room plans are reviewed by Los Angeles Fire Department (LAFD).
5. Nothing can be attached or adhered to the walls or ceilings in the LACC Meeting Rooms. In addition, existing carpet in the LACC Meeting Rooms must be protected if any covering is being placed on top of the existing flooring. Any damage to an LACC Meeting Room is the responsibility of the exhibitor including the cost to repair.
6. Assigned Security may be required in the meeting room during non-show hours acting in the capacity of a "Fire Watch". The LACC will notify you after the Fire Marshal has reviewed your room design if a Fire Watch is required. This person shall have telephone communication with the building security. The cost for the Fire Watch and phone line shall be paid for by the exhibitor.
7. The installation of temporary fire sprinkler systems in LACC meeting rooms is not allowed.
8. Exhibitors shall submit plans to LAFD for any covered area within a LACC meeting room. These plans shall have accurate measurements for both the existing LACC meeting room, as well as planned temporary room(s), exhibits, and structures. The plans shall clearly show how much of the space is covered, and the respective square footage thereof.
9. Information regarding electrical service available in the meeting rooms will be E-mailed to each permanent meeting room occupant. Exhibitors are urged to review their power requirements. Approval for additional power is based on power availability, satisfactory conditions regarding a safe installation, LAFD regulations, security concerns, and the timeliness of the request. Requests for additional power must be made by **May 12, 2023**
10. See Protocols for Submitting Design Plans and Seeking Booth Approvals.

The deadline to submit this form to Event Services at the Los Angeles Convention Center is April 7, 2023.

I have read and agree to abide by the above stated rules and regulations.

Company Name/ Booth Number

Signature/Name/Date

***** Please email this document to** E-mail to: Skip.Haile@rxglobal.com / Kyle.Batie@rxglobal.com



BOOTH EXCEPTION/VARIANCE APPROVAL REQUEST FORM FOR IN-LINE BOOTHS

To ensure equal visibility for all exhibitors at E3, exhibitors occupying **400 square feet or less of In-Line exhibit space** requesting an exception/variance to E3 guidelines, must complete and return this form along with a detailed drawing or schematic diagram of your booth layout for approval. All forms and drawings/schematics must be returned to the address listed below by **April 7, 2023**. **All booth designs must follow the E3 guidelines for Booth Regulations & Configurations.**

Company Name: _____
Contact: _____
Address: _____ **City:** _____
State: : _____ **Zip:** _____
Telephone: _____ **E-Mail:** _____
Booth Number: : _____ **Booth Dimensions:** _____ **X** _____

STRUCTURE INFORMATION:

Please include on your drawing/schematic diagram of the exhibit layout, the height and width of structure towers, graphic panels, truss, graphics (including hanging signs), and lighting specifications. Booth approval requests will not be approved unless this information is provided to show management.

FOR OFFICE USE ONLY

- Booth Approved by show management Booth Not Approved by show management Booth
 Approved Pending Modifications as Noted Below

Terms of Variance Review:

Show Management Signature: _____ Date: _____

*Please note: All variance requests will be acknowledged in writing by show management within ten (10) days after receipt of request. Verbal approvals will not be granted. On-site, show management will inspect all booths receiving advanced approval. In the event the actual booth does not comply with the approved specifications, the exhibitor will be required to alter or remove the booth at its own expense. Booth approvals are valid only for E3 2023.

RETURN DEADLINE **April 7, 2023** E-mail to: Skip.Haile@rxglobal.com / Kyle.Batie@rxglobal.com

*NOTE: All booths must comply with the LACC Exhibit Structure and Regulations and may be required to have a building permit.



EXHIBIT HALL LIGHTING POLICY

- There must be a minimum of one (1) GES electrician for every one (1) of the contractor's staff that is working on electrical/lighting. See GES electrical rental information in the **GES section** of the Exhibitor Manual for more details.
- Lighting fixtures must be directed toward properties within your booth space.
- Lighting fixtures and logos cannot be projected onto facility walls, into aisles, or onto any space outside of your booth space.
- Intelligent lighting fixtures must be programmed to travel within the confines of your booth space only.
- Lighting fixtures installed on pipe intended for booth perimeter lighting cannot exceed or extend more than 3' beyond your booth space.
- The practice of extending lighting into the aisle shall be limited to allow for only the projection of light onto exterior walls or properties on the perimeter of your exhibit.
- Lighting fixtures installed outside of your booth space under the conditions as set forth above must have a steel safety capturing all components and terminating back to the main truss.
- Lighting fixtures installed on pipe perpendicular to the main truss will create a twisting force on the main truss. This twisting effect must be considered and eliminated by counterbalance, shackle offset, or other similar techniques. Twisted truss will not be allowed to go to trim.
- Electrical requirements for an exhibit at all convention facilities are for the safety of all exhibitors and are based on national, state, and local electrical codes and ordinances.
- In the interest of public safety, exhibits at all convention facilities may be inspected to determine if any violations exist. If violations are found, then GES will be available to correct the problems. This work will be performed on a time and material basis and is the financial responsibility of the exhibitor.



LIGHTING/LIGHTS OUT REQUEST

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

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.

Any exhibitor located in a booth of 400 square feet or more may request that the lights located directly above its booth be turned off for E3 2023. **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 sole determination/approval of show management. If complaints arise after the lighting pattern is set, and show management determines that additional lighting should be added, then exhibitor must pay for the additional lighting promptly or lighting patterns may be restored to normal patterns until payment is made.

No gel wrap covering over any exhibit hall lights will be permitted.

To review existing exhibit hall lighting pattern grids, please contact GES, at 800.801.7648

Any exhibitor wishing to turn off lights must submit the complete form below and email to show management at skip.haile@rxglobal.com Show Management will notify the exhibitor on-site if the request has been granted after obtaining approval from the LACC.

Please complete information below:

Company Name: _____ Booth #: _____

Contact Name: _____ Tel: _____

Location and number of lights requested to be turned off:

RIGGING/HANGING SIGN AND TRUSS



REGULATIONS INFORMATION

ALL RIGGING MUST ADHERE TO THE FOLLOWING REGULATIONS:

- ◆ **South and West Halls:** The maximum height for hanging signs and graphics is **25 feet** (measured from the top of the sign to the floor) where available, and subject to approval. The maximum height for truss/lighting is **30 feet**. The maximum allowable beam load (A&B combination on GES RCP) is **800 lbs.**

APPROVAL OF RIGGING:

- **All rigging/hanging signs require prior written approval by GES and show management.**
Exhibitors who plan to hang signs, truss/lighting, audio, and or video walls must fill out and submit the Rigging Plan Submittal Form along with a Rigging Plot (.DWG) plan to GES. This form is located in the **GES Section** of the Exhibitor Manual. Deadline to submit your final floorplan is **May 6, 2023**, to receive the lowest review fee. Exhibitors who return this form **after May 6, 2023** may not be eligible to hang signage, truss/lighting, or audio/video, and will not be eligible for advanced pricing. The hanging sign / truss labor order form is due on **May 13, 2023**.
- Self-climbing ground supported truss must be installed by GES.
- All requests for rigging/hanging sign approval must be accompanied by a detailed .DWG plan to be reviewed by GES. This must include a plan view showing the sign's location within the booth, elevation and orientation with neighboring booth numbers.
- Approvals for rigging/hanging signs are pending the allowable load limits of the Los Angeles Convention Center.

Important Rigging deadline dates:

May 6 - Rigging approval form deadline

May 6 - Floorplan deadline (.DWG) including all rigging elements (signage, truss/lighting, audio, and LED walls). If you are not utilizing GES for your truss and hoist, you must submit your drawings with point load calculations, and load distribution to the ceiling.

May 13 - Hanging Sign/Truss Labor Order Form deadline

May 13- Credit Card Authorization for Rigging, located in the **GES Section**

***Important Note:** Should there be any discrepancy between what GES and show management approved and what is actually hung on-site, the sign will be removed at the exhibitor's expense. Please see the Rigging Approval Request Form on the following page. This form must be returned prior to **May 6, 2023**.

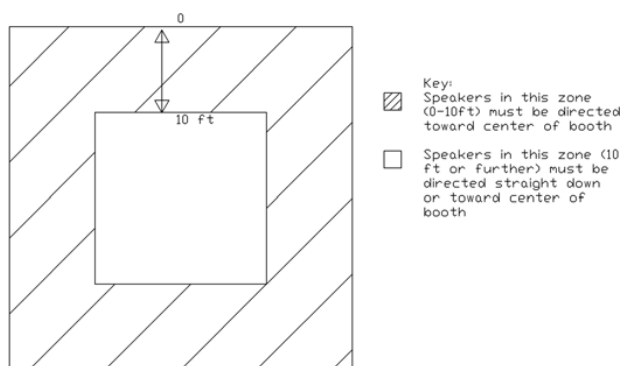
SOUND POLICY FOR SPEAKERS & VIDEO WALLS

All speakers must be installed in accordance with the following guidelines:

- A maximum level of 85 decibels will be permitted in any exhibit area.
- Speakers installed within 0-10 feet of the exterior booth line must be directed towards the center of your booth space.
- Speakers installed 10 feet or more from the exterior booth line must be directed straight down or towards the center of your booth space.
- Decibel readings will be conducted by Show management from the closest aisle to the speaker source or speaker direction.
- All speakers must be installed with immediate access to the audio power supply.
- Power supplies for audio should be identified for specific speaker locations. *It is recommended that each area speaker have its own power source.*
- **All speakers and video walls must be included on rigging plot plans that are presented for approval to GES and LACC. In addition to the speaker placement, plans must reflect**
- **readily accessible power locations for the audio system.**
- **Show management will conduct decibel meter readings on Monday, June 10, 2023, from 12 noon to 6:00 PM.** It is recommended that the exhibitor or its audio contractor have a
- decibel meter on hand so that the Show management decibel meter and the exhibitor decibel meter can be synchronized during the sound test.

Any exhibitor found in violation of this policy will receive ONE verbal warning. If a second violation occurs, a written violation notice will be issued. If a third violation occurs, Show management will disconnect exhibitor's power for the remainder of the show, deduct fifty percent (50%) of exhibitor priority points for the show, and ESA shall not be liable for any refund of exhibitor expense.

This sound policy will be STRICTLY ENFORCED. The information above should be shared with your audio design personnel prior to installation of your sound system in order to get the desired audio effects from your sound system.



BOOTH REGULATIONS & CONFIGURATIONS

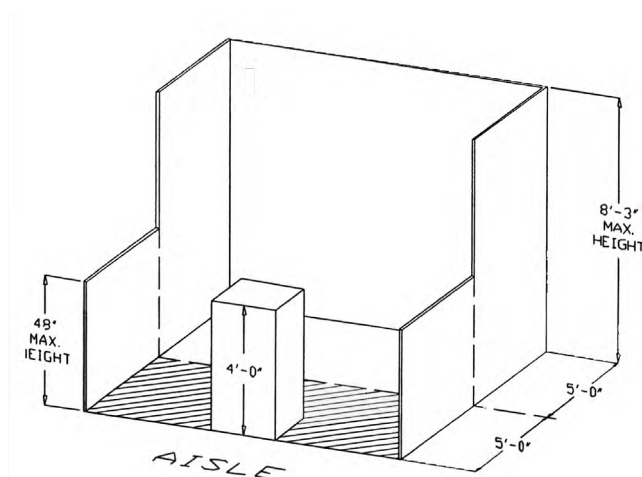
LINEAR BOOTH

Following are the regulations outlining booth construction. Please keep in mind that the following information is a guideline for determining the configuration of your booth. If you find that you cannot stay within these guidelines, you must seek show management approval. For consideration, please contact: Skip Haile skip.haile@rxglobal.com or Kyle Batie kyle.batie@rxglobal.com

Linear booths have only one side exposed to an aisle and are usually arranged in a straight line.

Linear booths are 10 feet wide and 10 feet deep with a back wall height limitation of 8 feet 3 inches which includes all fixtures and signs.

The maximum height of 8 feet 3 inches is allowed only in the rear half of the booth space, with a 4 feet height restriction imposed on all materials in the remaining space forward to the aisle. This ensures that the sightlines of neighboring exhibits are not obstructed.



No hanging signs are permitted in linear booths.

Important:

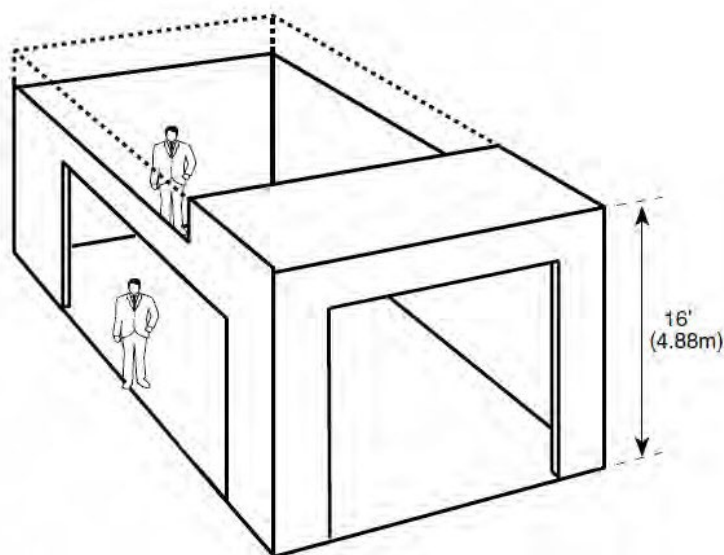
Space dimensions shown on floor plan are from the centerline of booth equipment, such as side rails and/ or back drape. Exhibit structures must be constructed to allow sufficient tolerance and for utility service at the rear of the booth.

ISLAND BOOTH

An island booth has 1 or more display levels in 4 or more standard units with aisles on all 4 sides.

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted. **If you have any type of interactive display, you must have a 3 feet clearance from the aisle(s), to allow for crowds.**

Signs, graphics and/or structures **may not exceed 25 feet** where available. Please refer to the floor plan and ceiling height chart in the **Show Information and Form Section** of the Exhibitor Manual for the ceiling height of your booth location, or contact Show management for more information.



Hanging signs are permitted in island booths. Please refer to the rigging regulations information and rigging approval request form located in the **Booth Construction & Set-Up section** of the exhibitor manual.

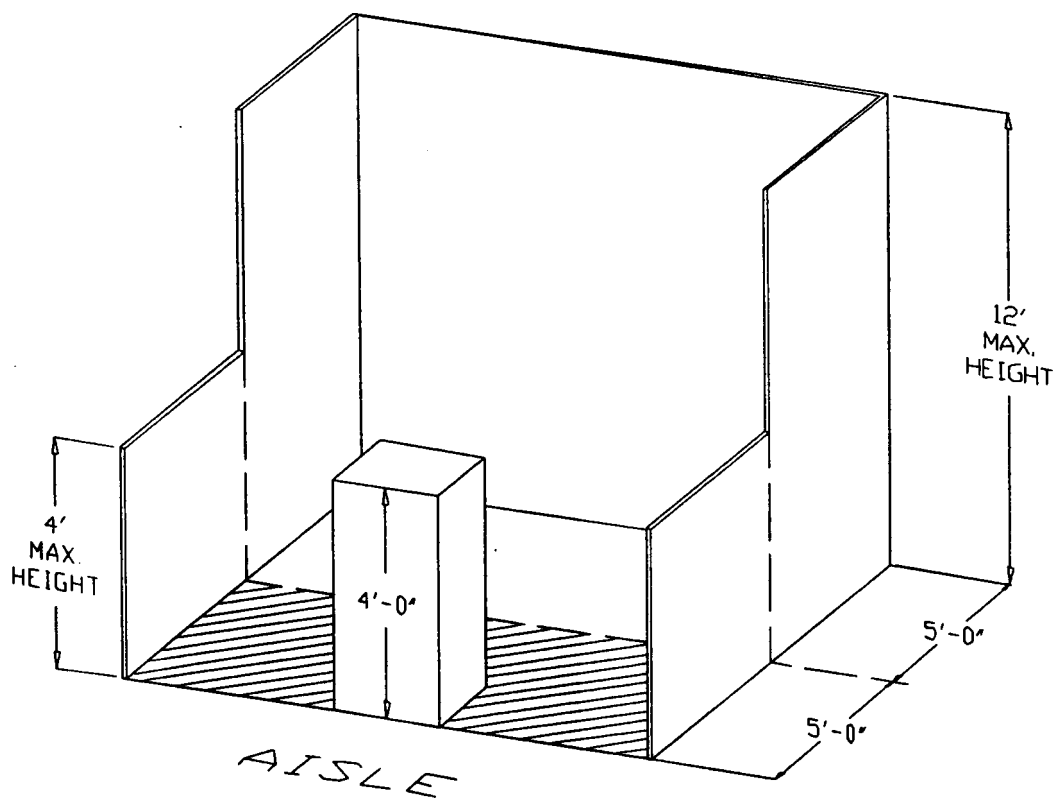
PERIMETER BOOTH

A perimeter booth is a linear booth that backs to a wall of the exhibit facility rather than another exhibit.

Perimeter booths are 10 feet wide and 20 feet deep with a back wall height limitation of 12 feet which includes all fixtures and signs.

The maximum height of 12 feet is allowed only in the rear half of the booth space, with a 4 feet height restriction imposed on all materials in the remaining space forward to the aisle. This ensures that the sightlines of neighboring exhibits are not obstructed.

No hanging signs are permitted in perimeter booths.



Important:

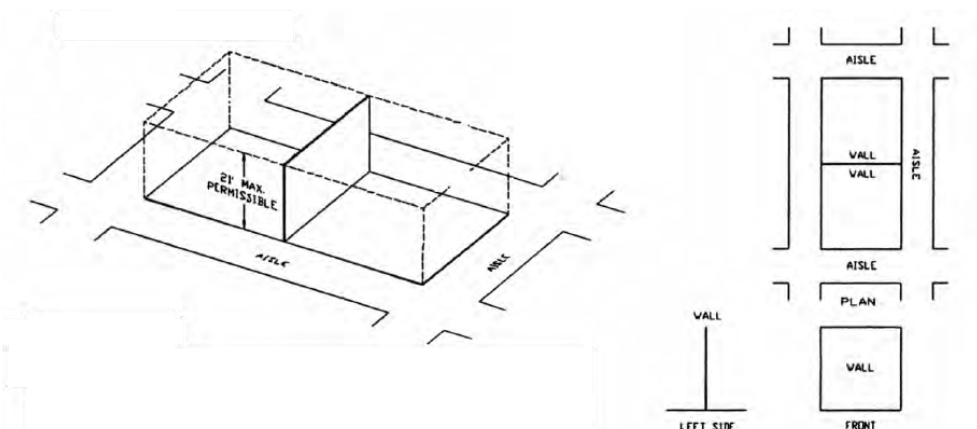
Space dimensions shown on floor plan are from the centerline of booth equipment, such as side rails and/ or back drape. Exhibit structures must be constructed to allow sufficient tolerance and for utility service at the rear of the booth.

PENINSULA BOOTH

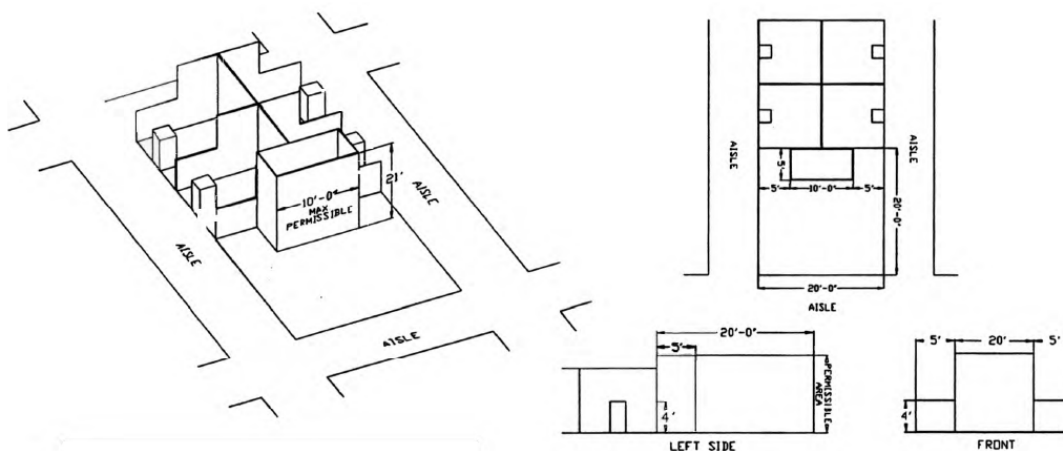
A peninsula booth is 20 feet x 20 feet or larger and is exposed to aisles on 3 sides. There are 2 types of Peninsula Booths:

Peninsula Abutting Linear

A peninsula booth backs up to two linear booths, the back walls of the peninsula booth are restricted to 4 feet high within 5 feet of each aisle. The remaining back wall height restriction is 21 feet high. The back-side of the wall must be finished and not contain signage or logos. This is to ensure that the line of sight into an exhibitor's booth is not obstructed.



Hanging signs are permitted in peninsula booths. Please refer to the rigging regulations information and rigging approval request form located in the **Booth Construction & Set-Up Section** of the Exhibitor Manual.





RIGGING / HANGING SIGN AND TRUSS

REGULATIONS INFORMATION

ALL RIGGING MUST ADHERE TO THE FOLLOWING REGULATIONS:

- ◆ **South and West Halls:** The maximum height for hanging signs and graphics is **25 feet** (measured from the top of the sign to the floor) where available, and subject to approval. The maximum height for truss/lighting is **30 feet**. The maximum allowable beam load (A&B combination on GES RCP) is **800 lbs.**

APPROVAL OF RIGGING:

- **All rigging/hanging signs require prior written approval by GES and show management.** Exhibitors who plan to hang signs, truss/lighting, audio, and or video walls must fill out and submit the Rigging Plan Submittal Form along with a Rigging Plot (.DWG) plan to GES. This form is located in the **GES Section** of the Exhibitor Manual. Deadline to submit your final floorplan is **May 5, 2023**, to receive the lowest review fee. Exhibitors who return this form **after May 5, 2023** may not be eligible to hang signage, truss/lighting, or audio/video, and **will not** be eligible for advanced pricing. The hanging sign / truss labor order form is due on **May 12, 2023**.
- Self-climbing ground supported truss must be installed by GES.
- All requests for rigging/hanging sign approval must be accompanied by a detailed .DWG plan to be reviewed by GES. This must include a plan view showing the sign's location within the booth, elevation and orientation with neighboring booth numbers.
- Approvals for rigging/hanging signs are pending the allowable load limits of the Los Angeles Convention Center.

Important Rigging deadline dates:

May 5 - Rigging approval form deadline

May 5 - Floorplan deadline (.DWG) including all rigging elements (signage, truss/lighting, audio, and LED walls). If you are not utilizing GES for your truss and hoist, you must submit your drawings with point load calculations, and load distribution to the ceiling.

May 12 - Hanging Sign/Truss Labor Order Form deadline

May 12- Credit Card Authorization for Rigging, located in the **GES Section**

***Important Note:** Should there be any discrepancy between what GES and show management approved and what is actually hung on-site, the sign will be removed at the exhibitor's expense. Please see the Rigging Approval Request Form on the following page. This form must be returned prior to **May 5, 2023.**



RIGGING/ HANGING SIGN APPROVAL REQUEST FORM

The purpose of this approval form is to gather enough data to calculate the total weight of all the elements suspended above your booth. Please have the person with this knowledge complete and return this form.

PLEASE NOTE: Should the diagram approved by GES and/or show management differ from the actual structure on-site, the structure may be required to be either altered or removed at the exhibitor's expense. The rigging approval and rigging plot must be returned to the address listed at the bottom of this form no later than **May 5, 2023**. If this deadline is not met, approval is not guaranteed and exhibitors will not be eligible for advanced pricing. Please refer to the **GES section** of the Exhibitor Manual.

EXHIBITOR INFORMATION:

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Name: _____ E-mail _____
Phone: _____ Fax: _____
Booth Number: _____ Booth dimensions: _____ x _____

Please include the exact location of signage, truss/lighting, audio, and or LED wall within the booth. Include height, width and weight, and denote areas that will have print or graphics a .DWG file must accompany all requests. Rigging/Hanging Sign Approval Requests cannot be approved unless a .DWG file, including all rigging elements, sizes, elevation and weights are provided. Self-climbing ground supported truss must be installed by the authorized show rigging contractor.

Hanging Sign Information: Deadline date: May 12, 2023

Height: ____ Width: ____ Weight: ____ lbs.
Number of rigging points ____
Height from top of sign to show floor: ____ft. ____in.

Brief Description of Sign:

Truss/Lighting Information: Deadline date: May 12, 2023

Truss Mfg.: _____ Truss Specs ____" x ____" (box) (tri)
Truss Dimension: ____ ft. x ____ft. Trim Height/Elevation ____ft. ____ in.
Heaviest Single Point Load: ____ lbs.

Audio Information:

Speaker/Cluster Weight: ____ lbs. Number of rigging points: ____
Trim Height/Elevation: ____ ft. Heaviest Single Point Load: ____ lbs.

Video Wall Information:

Video wall Mfg.: _____ Number of rigging points ____ Number of Panels: ____
Total Video Wall Dimension: ____ x ____ Total Video Wall Weight: ____ lbs.

FOR OFFICE USE ONLY

Approved Approved pending Modifications Noted Below Not Approved As Noted Below

Terms of Rigging Request: _____

Attn: Tammy VanHooser & Chad Bettge
E-mail: .DWG plans and approval form to: tvanhooser@ges.com; cbettge@ges.com
Questions? Please contact Tammy VanHooser at direct line 562.356.3797

EXHIBITOR INSURANCE PROGRAM

EXHIBITOR GENERAL LIABILITY INSURANCE

E3 Exhibitors are required to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. . Such policy shall name Entertainment Software Association (ESA), RX Global and the Los Angeles Convention Center as Additional Insured. This insurance must be in force during the lease dates of the event, June 1-20, 2023.

Our insurance:



- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is \$80 per exhibiting company - regardless of booth size

IF YOU HAVE YOUR OWN INSURANCE

Certificate Holder:

RX Global
201 Merrit 7
Norwalk, CT 06851

Additional Insured:

Entertainment Software Association (ESA), RX Global and the Los Angeles Convention Center

IF YOU NEED TO PURCHASE INSURANCE -IT'S EASY TO APPLY...

- Apply online here – [Exhibitor Application](#)

QUESTIONS?

Please Contact:

Buttine Underwriters Purchasing Group, LLC
Kendra Reilly Monahan at 212-867-3642 or kmonahan@risk-strategies.com

Deadline to apply for these insurance programs is May 15, 2023