

GENERAL INFORMATION, RULES & REGULATIONS

Questions? Contact our Client Success Team:

E3BusinessQuestions@reedpop.com or E3ConsumerQuestions@reedpop.com



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ADA COMPLIANCE

All public areas, lobbies, exhibit halls and meeting rooms within the LACC are ADA accessible. ADA features include accessible parking and restrooms, automatic door entrances, TTY, payphone, and assisted listening devices. Please advise Show Management of special considerations at least 30 days in advance.

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.

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 12, 2023. You can find this form under the Show Information and Forms Section of the Exhibitor Manual.

ANIMALS

Pets are not allowed at the LACC. However, the LACC abides by the regulations for ADA Service Animals set by the US Department of Justice.

ATMs

There are six ATM machines located throughout the Center. Two are in the West Lobby, one is in the Concourse Corridor next to the Business Service Center and the remaining three are in the South Lobby.

BALLOONS

To mitigate damage to the Center's life safety laser detectors and air handlers, helium-filled balloons are **not** permissible in West Halls A/B, South Halls G/H/J/K and lobby areas. In Petree Hall, Concourse Hall and meeting rooms, gathered helium balloons are allowed provided the bouquet is tethered and weighted. Mylar balloons are not allowed in all cases. Exhibitor is responsible for any labor required to remove released balloons.

BATTERIES

Use of portable or car batteries for powered booth displays is not allowed. Temporary power must be provided by Exhibitor Services by ordering in advance.

BICYCLES/HOVERBOARDS/ROLLERBLADES

The riding of bicycles hoverboards and the use of rollerblades and "heelys" (sneakers with embedded wheels) are prohibited at all times in the Convention Center.

BOOTH APPROVAL/GUIDELINES

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' in height. The deadline for submitting a booth approval is April 7, 2023. Covered structures over 750 square feet must have a sprinkler system installed.

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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 several 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 7, 2023. The Booth Approval Form is in the Booth Construction and Set-Up Section in the Exhibitor Manual.

BOOTH ENCLOSURES

20' x 20' BOOTH SPACE OR LARGER: If your booth space is a 20'x20' or larger, please send a booth diagram to Skip Haile at Skip.Haile@rxglobal.com

- Any booth larger than a 10x10 (100 square feet) that has any material or object placed over or upon the exhibit is considered a covered booth (e.g. roof, canopy, tent, moss fabric, etc.) and requires approval from show management. If your booth has any type of covering, please submit a booth diagram for approval and fire marshal feedback / requirements to Skip Haile – Skip.Haile@rxglobal.com
- Covered booths that are between 101 – 300 square feet in area (this pertains to the covered portion only) will need to have the following items inside each booth:
 - A fire extinguisher bearing a minimum U.L. classification of 2A 10BC.
 - A portable smoke detector set inside the booth at the highest point of the covered area.
 - Means of turning off electrical power to the booth during non-show hours.
- Covered booths in excess of 300 square feet in area will need to submit their booth schematic/layout to Skip Haile Skip.Haile@rxglobal.com, for fire marshal approval. They must be protected by an approved automatic fire suppression system (i.e., automatic fire sprinkler system) which has been reviewed, approved, and inspected by the fire marshal. They also must meet all the requirements listed above.
 - The decorative and construction materials must be of non-combustibles or flame-resistant material or treated with a solution to make the material flame-resistant. All curtains, drapes, carpet and decorative materials must be non-combustible or flame-resistant material. Please be sure to keep copies of certifications with you on site. Any merchandise or material attached to drapes or table skirts must be on non-combustible or flame-resistant material or approved by the Fire Marshal.
- If any enclosed booth is over 50 feet in length and holds more than 50 people, it must have at least two marked exits.

BOOTH FURNISHINGS

Booth equipment, services and furnishings are available through the Official General Contractor of E3, GES. Please refer to the Vendor Forms & Deadlines section of the online manual for order information.

BOOTLEG POLICY

The buying and selling of counterfeit / knock-off / unlicensed materials is not tolerated E3. E3 is a celebration of the best of popular culture, and bootlegs have no place in the show. Violation of this rule will result in one and only one warning. A second violation and you'll be removed from the show.

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BULK SALE OF YOUR BOOTH

In the event you sell a portion or all of your booth's merchandise to an outside retailer who wishes to remove items at the close of the show, the retailer must contact GES at the Exhibitor Service Center PRIOR TO 10:00 AM, Monday, June 19, 2023. They will receive special instructions on how to remove the merchandise they've purchased from your company at show close.

BUSINESS CENTER

The business center at LACC is Image Quest Plus (IQ). IQ is Conveniently located on Concourse Hallway between South Hall and West Hall lobby areas ([Map](#)), IQ provides year-round support to Los Angeles Convention Center (LACC) clients and their attendees, exhibitors, and vendors. Providing full-service Printing-Copying, Inbound-Outbound Shipping assistance, and a well-appointed Business Service Center (BSC) to support conferences, meetings, expos, special events and trade shows. The BSC is staffed year-round by Image Quest Plus, a City of Los Angeles-recognized Certified Small Business Enterprise (SBE).

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 Exhibitor Manual. For more information regarding catering please contact Levy Catering T. 213.765.4469 E-mail: RCookskey@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 through 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 13 -16 MUST be provided exclusively by Levy Restaurants

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 show management. 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 Meeting Rooms – Purple carpet with a gray border and gray specks.
- 300 and 500 Meeting Rooms – Teal carpet with a gray border and gray specks.

COAT/BAGGAGE CHECK

Coat /Baggage Check - The IQ (Business Center) operates a coat check open to all Exhibitors and Fans. You can also check briefcases, backpacks, umbrellas and luggage. Overnight storage is prohibited.

COLD STORAGE

We do not have cold storage available for medications. Please plan accordingly.

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COPYRIGHTED MUSIC

If any copyrighted music is to be played in your booth, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner. The licensing requirements include the playing of live, as well as recorded music, (records, tapes, compact discs, etc.) and also include music, whether it is the essence of the presentation or is only used as background, on a videotape or other presentation.

The proper license must be posted in your booth and available for inspection at the request of Show Management or properly authorized agents of ASCAP or BMI. We advise you to contact these agencies as listed below to acquire the proper licenses:

ASCAP Licensing Dept. 1 Lincoln Plaza New York, NY 10023 Tel: 212-621-6000	BMI (Broadcast Music, Inc.) 10 Music Square East Nashville, TN 37203-4399 Tel: 800-925-8451, 615-401-2000
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Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law, and a breach of your contract for exhibit space for the show.

CELEBRITY APPEARANCE

If your company is hosting a celebrity appearance you must notify show management no later than May 31, 2023. 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 Skip Haile no later than May 31, 2023. Please contact Skip Haile at T. 516.410.3762, E-mail: Skip.Haile@rxglobal.com

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; mobile phone manufacturers, 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. 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 2023. 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

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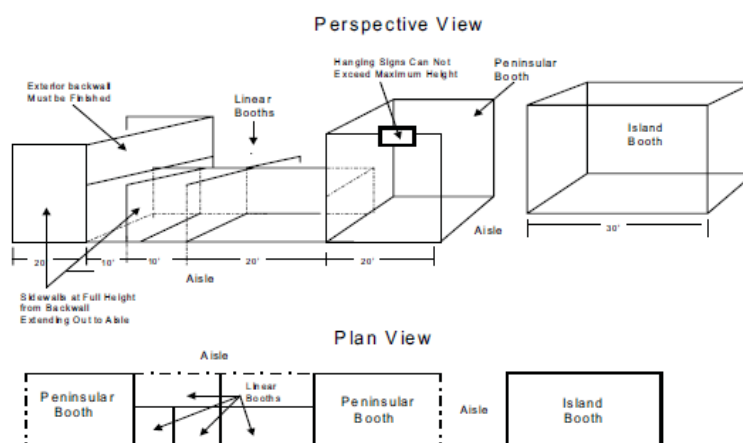
additional cleaning services are required please contact GES for paid porter service. Exhibitors are NOT allowed to empty trash in the Los Angeles Convention Center trash cans.

CRATE REMOVAL, STORAGE, AND RETURN

Empty crates, shipping containers, cardboard boxes, etc. marked with “EMPTY STICKERS” will be removed to storage and returned to your booth at the end of the show by our floor crew at no additional charge, **provided you have used material handling services for the delivery of your booth**. Do not store merchandise in crates or cartons marked for empty storage or behind booths- this is prohibited due to Fire Regulations in the building. “EMPTY STICKERS” can be acquired from the GES desk located at the Exhibitor Service Center. Please label your materials as soon as they are ready to be removed. We ask your cooperation in this important matter so that we can clean the aisles and install aisle carpet.

CUBIC CONTENT

E3 follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below. **However, anything above the provided drape heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor.**



The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly. Maximum allowable height is also directly affected by the ceiling height of your booth area. Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 12 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

<u>BOOTH TYPE</u>	<u>BOUNDED BY</u>	<u>MAXIMUM HEIGHT LIMIT</u>
Linear Booth	1 or 2 Aisles	12 Feet
Peninsula Booth	3 Aisles	20 Feet
Island Booth	4 Aisles	25 Feet

PLEASE NOTE: All structures over 18 feet must be approved by show management and the rigging partner on the event. Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. Maximum allowable height is also directly affected by the ceiling height of your booth area.

- Anything exceeding 20' in height must be secured by rigging. Please send a booth diagram to Skip Haile Skip.Haile@rxglobal.com and contact GES to order rigging.
- Signs with any dimension greater than 20' must be pre-approved by Show Management. Please send booth diagram to Skip Haile – Skip.Haile@rxglobal.com
- Hanging signs must fit within the footprint of your booth space.

****If you have a question about the type of your booth, please contact Reed Exhibitions Operations****

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CUSTOMS BROKER/INTERNATIONAL SHIPPING

Phoenix International Business Logistics, Inc. is the official provider of international shipping, customs brokerage, freight forwarding and related services. All merchandise imported into the United States requires Custom House Clearance prior to release from any USA port or airport. It is the sole responsibility of the exhibitor to adhere to customs and international guidelines.

The exhibitor must ensure that all documents are valid and complete, and procedures are followed correctly. Show Management will not be held liable for freight held up due to customs issues, duty payments or any other problems related to inbound and outbound international shipments.

DEMONSTRATION AREAS AND EQUIPMENT

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

Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

DISPLAY BOOTH SPECIFICATIONS AND GUIDELINES

Exhibitor's display booth(s) shall conform to the following specifications - the maximum height of a display booth at the backwall, including any form of lighting system, signage, or header shall be:

- In-Line (standard) booth -Bounded by 1 or 2 aisles- 12' HEIGHT LIMITATION
- Peninsula booth(must be 400sqft or larger)-Bounded by 3 aisles- 20' HEIGHT LIMITATION
- Island booth -Bounded by 4 aisles - 25' HEIGHT LIMITATION

Please refer to the **HEIGHT LIMITATIONS** section for additional information.

If you have a question about the type of your booth, please contact Reed Exhibitions.

DO NOT BLOCK THE AISLES OR INVADE NEIGHBOR'S SPACE

No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances

DOUBLE DECKER BOOTHS/LARGE BOOTH REGULATION

Per Los Angeles Convention Center regulation, all double decker booths, must submit a wet-stamped, engineered plan of the structure and involve the review/approval by (a) City of LA Building Safety Department AND (b) the LACC Fire Marshall.

ELECTRICITY & LIGHTING

Electrical service must be ordered through GES. Complete orders (power, labor, floor plan) must be received by May 19, 2023, in order to receive the discounted rates for power and labor. The order form for electrical service is in the utilities section of the GES service manual.

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 disable 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 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

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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 Witthoeft, 562.370.1605 or E-mail at mwitthoeft@ges.com

EMERGENCY RESPONSE

In the event of a medical emergency, please contact LACC Security immediately. You may contact Security Control by dialing x3000 from any house phone located in the facility. You can also call the LACC security manager at 213.765.4605. If a medical emergency occurs while you are at LACC, please contact LACC Security immediately. LACC requests that guests NOT contact 911 directly when possible. Contacting LACC Security will minimize the response time of emergency response units in the event they need to be dispatched to the facility. LACC Security Officers can lead emergency response units directly to the individual in need. For this reason, LACC requests all clients and guests not to call 911 directly.

EXCESSIVE TRASH AND BOOTH ABANDONMENT

Any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during move-in. Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include Installation & Dismantle Labor, Forklift/Rigging Labor, and/or Dumpster Fee. Please call the GES Exhibitor Services Department at 800.475.2098 for a quote.

EXCLUSIVE SERVICES

The following services are provided by the Los Angeles Convention Center on an exclusive basis. No outside contractor may provide these services at the venue.

- Food & Beverage – Taste of LA by Levy Restaurants
- Internet & Telecommunications – Smart City
- Network Cabling / Cable Television – Smart City
- ATM (Public Areas) – The ATM Guy

EXHIBITOR APPOINTED CONTRACTORS (EAC'S)

EAC's are hired by exhibitors to build and dismantle exhibits. EAC's supply their own on-site management and hire exhibit building labor employed by the LACC. To hire labor directly from the Center, EAC's must open an account, which requires, among other things, the posting of a guarantee of payment bond or letters of credit and the fulfillment of certain insurance requirements. 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. EAC's MUST comply with the pre-show Photography Policy. For more information, please refer to the [EXHIBIT APPOINTED CONTRACTORS](#) section of the online manual.

EXHIBITOR REGISTRATION

Exhibitor staff personnel wishing to enter the exhibit floor must wear an Exhibitor Badge at all times during Move-In, Show Days and Move-Out. Access to the Show floor begins at 8:00 AM during Show days. For those individuals who still need a badge, one may be obtained at the Exhibitor Registration Counters. Only booth personnel with an exhibitor badge can enter the exhibition hall prior to Show hours, or those individuals who made prior arrangements for meetings.

For Exhibitor Appointed Contractors (EAC's) to gain admittance into the Hall, Show Management requires everyone wear a wristband. For your convenience, wrist bands may be picked up at the Security Command Post. Proper credentials will be required. Only three designated supervisors of approved EAC's will be issued the necessary credentials. **Please do not give Exhibitor Badges to EAC personnel for Security reasons.**

For more information, please refer to the [EXHIBIT APPOINTED CONTRACTORS](#) section of the online manual.

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EXHIBITORS WITH SPECIAL REQUESTS

In the interest of fairness to all exhibitors, variances to allowable display heights will not be granted. Exhibitors wanting to discuss special needs for their exhibit should send detailed plans of their proposed display for this approval to: **Skip Haile/ Operations Director / Reed Exhibitions / Skip.Haile@rxglobal.com**

EXPOSED AREAS MUST BE FINISHED

All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back-wall completely will not be allowed. Please note **that ALL FIRE HOSE CABINETS MUST BE KEPT VISIBLE AND CLEAR. After 6:00 PM on Monday, June 12, 2023,** any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

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 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.**

FIREWORKS

Fireworks, flash pots and other pyrotechnic devices/events are prohibited without advance written approval from Center management. Approval will be contingent, in part, on the Show Manager or Exhibitor obtaining appropriate government permits and insurance coverage.

FLOOR MANAGERS

We have professional Floor Managers working on the Show Floor and are responsible for enforcing the rules and regulations of the event. If you have any questions, problems, or need any information at all, please stop by to see them. Counters are staffed from the first day of installation through the end of dismantling.

FOOD AND BEVERAGE

Taste of LA by Levy is the exclusive provider of Food and Beverage services. An exhibitor who does not manufacture, process, or distribute food as their normal course of business and would like to distribute food items must purchase these items from Levy Food Services. Please contact LACC Exhibitor Services at 213.765.4480 to make these arrangements or to purchase food and beverage from the exhibitor menu. Catering orders must be placed before the published advanced ordering deadline to receive advanced pricing rates. A six-

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week lead time is needed to guarantee special order requests. No selling of food or beverage is permitted by exhibitors.

FOOD SAMPLING

Subject to Show Management approval, those exhibitors who manufacture, process or distribute food as their normal course of business and wish to distribute food samples may be allowed.

FOOD & BEVERAGE SAMPLING

As the venue's exclusive food and beverage partner, Taste of LA by Levy Restaurants has sole rights on all food and beverage distribution within the Los Angeles Convention Center. Food and beverage sampling is allowable at tradeshow, conventions and food-related consumer shows with **written approval by Taste of LA by Levy prior to move-in day**. The product being sampled must be germane to the exhibitor's line of business. Sampling size is limited to 2 oz. portion of food samples, 4 oz. of non-alcoholic beverages and requires a permit from the Los Angeles County Public Health Department. Food and beverage sampling may be subject to applicable receiving, storage, utility and labor charges. There are no exceptions to this guideline unless specifically approved in writing by Levy Restaurants in advance. Please contact Taste of LA by Levy Restaurants at 213.765.4480 for further assistance.

GENERAL DECORATING CONTRACTOR

General Decorating Contractors are hired by Show Management. They are generally responsible for the physical planning of the event, the shipment and delivery of exhibition freight, the rental of furniture, carpets and other booth/exhibit equipment and the building and dismantling of most of the exhibits. General Contractors supply their own on-site management and supervisors and hire freight moving and exhibit building labor from the LACC.

GOOD TASTE AND THE RIGHTS OF OTHERS

Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

GRAPHICS ON COMMON BORDERS

Backside of walls - the common border facing a neighboring booth - must be finished, neutral/clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

GREEN INITIATIVES

E3 is committed to reduce, reuse, and recycle approach to planning and producing our shows. Recycling waste, trash and other paper products and using recycled products are just a few of the steps we have taken toward "green" tradeshow experience.

For example, sending out this Service Manual in a web-based format conserves over 150,000 pieces of paper previously used for the 3-ring binder format.

Here are a few examples of what you can do to help the environment:

- Reduce, Reuse, Recycle
- Sign your office up for a recycling program: paper, plastic, cans, etc.
- Develop an online ordering system for your buyers.
- Reduce marketing on paper by opting for more electronic communication, email attendees after the show.
- Design your booth display to last for 5 years or longer using natural fibers.
- Practice Green Purchasing wherever possible by specifying Environmentally Preferable Products (EPP). These products or services contain recycled content, minimize waste, conserve energy or water, and reduce the number of toxics disposed or consumed.
- Reduce packing material by utilizing recyclable materials and take advantage of convention center recycling options for packaging.
- Donate extra amenities or promotional products to local charities rather than shipping them back or tossing

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them in the trash.

- Reed Exhibitions has implemented the following programs and purchasing habits in an effort to reduce the amount of waste generated and encourage our clients and vendors to Reduce, Reuse and Recycle whenever possible.
- We have successfully implemented Express Badge on many shows, allowing attendees to print their badge on demand at show site. This process reduces the printing and mailing of unnecessary badges.
- Our offices are set up to recycle paper, plastic, cans.
- We design a show look for a minimum of 3-year lifecycle and recycle graphics for the same period.
- We have reduced paper communications both internally and externally by opting for electronic communication.
- Producing an on-line exhibitor manual reduces our paper consumption by over 150,000 sheets on this show alone.
- Wherever possible we partner with local charities to provide donation opportunities for our exhibitors to “reuse” leftover products and merchandise, thus saving on packing materials and carbon emissions by not shipping home. A great way to “Reuse” material for a good cause.

HANDOUTS

Exhibitors cannot distribute literature, samples, or other material outside your contracted exhibit space.

HARASSMENT POLICY

Harassment of any kind, including stalking, deliberate intimidation, unwelcome physical attention, physical assault, and battery, will not be tolerated at E3. Please refer to show website for full policy information.

HAZERS/ LASERS / PYRO

Use of fog machines, hazers and lasers in the Center must be approved by the Fire Marshal. Foggers and hazers must be nontoxic, and water based. Please contact show management for detailed specifications required to begin the approval process with the Fire Marshal. Contact Skip.Haile@rxglobal.com

HEALTH & SAFETY GUIDELINES

Please refer to our show website for the most up to date Health & Safety information.

HEIGHT LIMITATIONS

Hanging signs must comply with the HEIGHT LIMITATIONS guidelines listed below. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend “hanging signs” are only Island, Peninsula or Walk-Through booths of 400 sq. ft. or larger.

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on-site at the show. Please plan your booth display and sign structures accordingly. **Maximum allowable height is also directly affected by the ceiling height of your booth area.** The maximum height of a display booth at the backwall, including any form of lighting system, signage, or header shall be:

Linear Booth - Bounded by 1 or 2 aisles. Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 12 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 12 FEET

Peninsula Booth - Bounded by 3 aisles. Exhibit booths must also be at least 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 20 ft. to top of sign. Two-sided Signs must be hung 5 ft. from the back wall and the side facing rear of the booth must be clear of copy, logos or other graphics so as not to be an eyesore to neighboring exhibitors. Note: the back-drape provided is 8 feet high.

MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH = 20 FEET

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Island Booth - Bounded by 4 aisles. Booths must also be 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in island booths may reach a height limit of 25 ft. to top of the sign.

MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH = 25 FEET

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. **Maximum allowable height is also directly affected by the ceiling height of your booth area.**

HOTEL/TRAVEL DISCOUNTS

Please refer to the E3 expo website for information.

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

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.

Electrical Union

Electrical Union Members of the IBEW claim jurisdiction for hard wiring ordered outlets to the line side of the exhibitors' equipment and wiring of caps over 120 volts to the raw cord feeding exhibitors' equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

LICENSING/FEES/FINES/TAXES

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

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals under local or state law applicable to their activity at E3 2023. 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 2023.

LOS ANGELES CONVENTION CENTER (LACC)

The Los Angeles Convention Center is 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.

- Los Angeles Convention Center

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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 a set location for the Marshaling Yard later.
- For further assistance about the Marshaling Yard please contact GES at 562.370.1500.

Maximum ceiling height in the halls is as follows:

	Max/Build to
*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 Tammy VanHooser at 562.356.3797 or E-mail tvanhooser@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.

LOST AND FOUND

All found items are logged and placed in the LACC Security Control office. We attempt to identify and return all items. To inquire about lost items, contact the Security Control office at 213.765.4605 or Show Management. We request that all "lost" items turned in during the event to the show office, info desk or registration desk be turned over to LACC Security before vacating the premises.

MATERIAL HANDLING (DRAYAGE) SERVICES

GES is the exclusive material handling provider on the exhibit floor. They will receive all shipments whether consigned in advance to their warehouse or sent directly to the LACC. Material Handling includes return of your empty cartons and crates at the close of the Show. Please refer to the **Vendor Forms & Deadlines** section of the online manual for more details. GES will maintain a full staff on-site at the Exhibitor Service Center.

MINOR ADMITTANCE POLICY

NO ONE UNDER THE AGE OF 16 (INFANTS INCLUDED) IS PERMITTED ON THE SHOW FLOOR DURING MOVE-IN/MOVE-OUT. Anyone under 16 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.

MODEL & TALENT

The official model & talent vendor is Trade Show 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

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All exhibits must be set up by 8:00 AM PDT on Tuesday, June 13, 2023. Clear floor policy - NO crates or materials in the aisle after Monday, June 12, 2023. 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. 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.

NO NAILS OR SCREWS

Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

PAINTING/BUILDING ALTERATIONS

- Painting any structural part of the LACC (walls, floor, ceilings, etc.) is prohibited
- Altering any building component such as drilling holes in the floor, or installing anchor bolts in the walls is prohibited

PARKING

Exhibitor parking is available at all three LACC garages at the posted parking rate upon entry. There is no in/out access for exhibitor parking. Long-term exhibitor parking is strictly prohibited at loading dock areas and violators may be issued citations. Limited oversized parking may be available on a first come, first serve basis. Please refer to the LACC Section of the Exhibitor Service Manual. Additionally, parking information can be found [here](#).

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.

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 19, 2023. Please fill out the mandatory Sales Tax form in the Show Information section of the Exhibitor Manual.

SECURITY

GENERAL INFORMATION, RULES & REGULATIONS

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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 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 Jennifer Pacheco, T. 714.622.1404.

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.
- 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.

SHIPPING

Please refer to the [SHIPPING QUICK FACTS](#) section of the online manual for information on your shipping options.

SOUND LEVELS

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. E3 will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

STAFFING ATTIRE

All Expo staff whether it be exhibitors, direct employees or hired contractors are expected to dress in an appropriate manner conducive to conducting business. Attire of an overly revealing, suggestive nature or expletive nature is not permitted. Examples of such inappropriate attire may include but are not limited to:

- Tops displaying excessive cleavage
- Tank tops, halter tops, camisole tops or tube tops;
- Miniskirts or minidresses;
- Shorts;
- Lycra (or other Second-Skin) bodysuits;
- Objectionable or offensive costumes.

These guidelines are applicable to all booth staff, regardless of gender, and will be strictly enforced. Reed Exhibitions and the E3 Show Management team reserve the right to request that individual(s) / booth staff change their attire or leave the premises immediately if we feel their appearance might be offensive / disruptive to other exhibitors or attendees.

TAXES

All E3 exhibitors must comply with the sales tax laws of California State. For questions and to apply for a California Sellers Permit: <http://www.cdtfa.ca.gov/services/permits-licenses.htm>

TEMPORARY STRUCTURE GUIDELINES

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Refer to the Los Angeles Convention Center Facility Guidelines – Temporary Structures section of the **Vendor Forms & Deadlines**.

VEHICLE DEMONSTRATIONS OR EXHIBITIONS

Displayed vehicles must be placed on a scaled floor plan and subject to approval of the LACC Fire Marshall. At minimum, fuel tanks must not exceed $\frac{1}{4}$ capacity, vehicle battery must be disconnected, and display cannot obstruct aisles or exit ways. Exhibitors must provide detailed information on these types of vehicles, including a floor plan and complete manufacturer specifications to show management no later than thirty (30) days prior to move-in.

VENDOR INVOICES

Show Management will have personnel on hand throughout the course of the show to consult with exhibitors regarding any bills received from service companies. If there is any question as to the charges made, please consult with our show representatives before paying the bill. Do not wait until after the show to settle problems that can be easily resolved at the Convention Center.

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, hatchets, 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.

WHEELCHAIRS

The LACC's Guest Services Team can assist with wheelchair rentals when available. Please ask a Guest Services Representative for assistance. Additionally, the event's EMT typically offers this service to show attendees. Wheelchair rentals need to be rented in advance. There is no vendor in the LACC.

Here are some local options.

<https://locations.scootaround.com/losangeles>