



Conference: January 28-31 • Expo: January 29 & 30

Rules & Regulations

SHOW RULES & REGULATIONS

1. AISLE SPACE

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship. If your company is interested in sponsorship opportunities, please contact your sales representative.

2. AMERICANS WITH DISABILITIES ACT (ADA)

All exhibitors are required and shall be fully responsible for complying with the Americans with Disabilities Act (ADA) as well as local rules and regulations with regard to their participation in the conference and their booth space, including, but not limited to, the wheelchair access provisions of such laws. Exhibitors shall indemnify, defend and hold harmless DesignCon, UBM LLC, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA or local rules and regulations. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301).

3. ANIMALS

No live animals are permitted. This does not include companion animals for people with disabilities.

4. ATTENDEE RESTRICTIONS

The conference is open to the trade only. No one under 18 years of age will be allowed on the exhibits floor at any time. No one will be allowed on the exhibits floor without a proper badge. Exhibitor Staff badges are for booth staff only. All clients and guests need to register as an attendee.

5. BADGES

Each exhibiting company receives five exhibitor booth staff badges per 10'x10' booth for set-up staff. All other guests, customers, & clients will have to register as "Expo" and will have access to the exhibit floor only during the posted exhibit floor hours.

6. BOOTH GIVEAWAYS AND SPONSORSHIP EXCLUSIVITY

If you are planning on giving away remembrances to attendees who visit your booth, please be sure that these mementos do not infringe on the exclusivity of any official sponsorships, as you will not be allowed to give them out from your booth if they are an infringement. If you are concerned that your giveaway might fall into this category, please contact Event Management or your sales representative prior to production so as not to incur unnecessary costs.

7. CHILDREN (see Attendee Restrictions)

8. DECORATOR

GES is the Official General Contractor. They are responsible for efficient operations of the event including scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. GES will handle all material handling at the event (drayage), cleaning, and the operation of any mechanical lifts.



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9. DEMONSTRATIONS AND BOOTH ACTIVITIES INCLUDING SOUND LEVELS

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during exhibit hours only. If you have any type of interactive display, you must have a two-foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope of the event by Event Management is not permitted.

The use of sound systems is permissible; provided that they are not audible in any neighboring exhibit space and that the sound is directed into the Exhibitor's exhibit space or vertically. Show Management shall have absolute control over the implementation of this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring Exhibitors. Under no circumstances shall the sound level exceed 80 decibels. Power to violating booths may be disconnected at Event Management's discretion.

10. EARLY MOVE-OUT

All exhibitors must stay on the exhibits floor until the exhibits floor closes on the last day. Early dismantling is not allowed. Any exhibitor who does not comply may not be allowed to participate in future events.

11. ELECTRICAL SERVICE

All electrical service is provided by GES. If you have any questions that are not addressed in this Exhibitor Service Manual, please contact GES directly. The Electrical Service order form can be found within the Forms & Brochures section of this manual under the Electrical tab.

12. EXCLUSIVE SERVICES

- Food and Beverage – Aramark
- Internet - SmartCity
- Electrical and Drayage - GES
- Telephone Service - SmartCity

13. EXHIBIT SET-UP

Union jurisdictions prevail over all set-up and dismantling of exhibits including signs and laying of carpet. A 10' X 10' display ("pop-up") may be set by an exhibitor if one person can accomplish the task in no more than 30 minutes (including crating and uncrating) and without the use of any tools. A pop-up booth is an exhibit of 10 linear feet or less that can be carried and set-up without tools or a ladder. Two 10' x 10' pop-ups within one exhibitor's booth are not separate displays. Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes to install, or exceeds ten feet in any direction, shall be installed by Union employees. The Union steward reserves the right to determine whether or not Union labor is required to set-up the exhibitor's booth.

14. EXHIBITOR APPOINTED CONTRACTORS

Exhibitors who wish to employ display houses or exhibit manufacturers to erect or dismantle their booth may have supervision of labor sent in from their supplier. Workers of this type cannot physically erect the booth, unless they are members of the appropriate Union Local. Please be sure to submit the required Exhibitor Appointed Contractor Form that is found in the Labor section to both GES AND Show Management by January 4, 2014.



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15. EXHIBITOR EVENTS

It is Event Management policy that exhibitors cannot plan events that interfere with exhibit or conference hours, or with events such as the Opening Night Reception or an Event Management-offered Attendee Party. If you have any questions about whether your event interferes with the conference scheduling, please contact Keri Schnakenburg, keri.schnakenburg@ubm.com.

16. FLAMMABLE/HAZARDOUS MATERIALS REGULATIONS

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Santa Clara Convention Center restricts the use of the following hazardous materials, including but not limited to compressed flammable gasses, flammable gasses, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in The Santa Clara Convention Center, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. Helium filled product (balloons) and helium tanks are also restricted. See the Fire Regulations Information within the Forms & Brochures section of this manual under the Rules & Regulations tab.

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons

17. FOOD AND BEVERAGE

Any food and beverage (including demo suite, meeting room, and staff food and beverage) must be ordered through Aramark, the official caterers of the Santa Clara Convention Center. No outside food is allowed. To order these food items, contact Aramark directly at (408) 748-7030.

18. HAND-CARRIED POLICY

Exhibitors may carry computers and appliances, provided it can be done reasonably by hand and in one trip. Exhibitors may also hand carry cases or cartons. Wheeled dollies are not permitted. Exhibitors may remove small computers and appliances from crates or boxes provided it can be done without a forklift or any power equipment. Common sense and safety will be considered when determining whether a package can be hand carried. Please be sure to thoroughly read the information on union regulations within the Forms & Brochures section of this manual under the Labor tab.

19. HANDOUTS/LITERATURE DISTRIBUTION

Literature, samples, or other promotional materials may only be handed out within the confines of contracted booth space. Any materials placed elsewhere will be discarded.

20. HOSPITALITY SUITES/MEETING ROOMS

Event Management retains space at the nearby hotels for exhibitors to use as hospitality suites and/or meeting rooms. If you are interested in requesting a hospitality suite at a hotel, please contact your Sales Representative. A limited number of meeting room packages are available.



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21. INDEMNIFICATION

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

22. MEETINGS ON THE EXHIBITS FLOOR

Though the exhibits floor will open at 8:00 am for move-in, no one will be allowed on the exhibits floor during non-exhibit hours without an exhibitor staff badge. Therefore no meetings with the press, clients, or staff without an exhibitor staff badge may be conducted in your booth or on the exhibit floor during non-exhibit hours. Event Management does have limited meeting room space available at nearby hotels. Please contact your Sales Representative for more information.

23. MINORS

The conference is open to the trade only. No one under 18 years of age, including infants will be allowed on the exhibits floor at any time.

24. PHOTOGRAPHY/RECORDINGS

Taking pictures or recordings within the exhibit area or meeting rooms is prohibited by Event Management.

25. RECRUITING

Recruiting of any kind is prohibited on the exhibits floor.

26. SELLING ON THE EXHIBITS FLOOR

Selling is allowed in the designated exhibit areas. If your company intends to sell merchandise at the event, it is imperative that you have a valid California Seller's Permit. You must provide us with your Seller's Permit number prior to the event to avoid a penalty. Email your Seller's Permit number by January 8, 2014, to keri.schnakenburg@ubm.com.

27. SIGNS

All signs must be professionally produced and may not be hung off of the drapery or infringe upon neighboring booths. All signs must be floor-supported and must adhere to line-of-sight rules. Hanging signs are allowed for 20 x 20 and larger booths only and must be submitted for approval. See Hanging Sign information within this section for



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more details. You may contact GES for signage production or to order sign holders. Information on graphics & signage is located within Forms & Brochures section of this manual under the Rental Exhibits & Graphics tab.

28. SMOKING POLICY

There is a no-smoking policy on the exhibit floor and throughout the facility. Smoking is only allowed outside of the building.

29. STORAGE-ACCESSIBLE

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have GES store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes. Arrangements can be made with GES for on-site storage of excess items. Check with GES on site for availability and rates for access storage. No security is provided for this area.

30. SUBLETTING

No exhibitor may assign, sublet or apportion any of the space contracted for, except with the prior written approval of Event Management.

31. TAXES AND LICENSES

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

32. TIPPING

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing DesignCon, UBM LLC, GES, and the Santa Clara Convention Center.

33. UNSPORTSMANLIKE CONDUCT

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.