



REGULATIONS & GUIDELINES

SHOW RULES & REGULATIONS

1) AISLE SPACE

Exhibitors shall not solicit business and distribute literature in aisles or outside the perimeter of their booth, 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.

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 UBM LLC, TechWeb, 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 17 years of age will be allowed on the show floor at any time. No one will be allowed on the show floor without a proper badge. Exhibitor Staff badges are for booth staff only. Demographic information is not included with the Exhibitor Staff badge; therefore, all clients and guests need to register as an expo or conference attendee.

5.) AUTOMOBILES

Automobiles are allowed on the Exhibit Floor however exhibitors are required to sign a Hold Harmless Agreement **BEFORE** the auto is brought to show site. Please be sure to notify Show Management that you are planning to bring an auto to the event by filling out the Automobile Request Form found in this section of the website.

6) BADGES

Each exhibiting company receives booth staff badges for set-up staff. All other guests, customers, & clients will have to register as "Exhibits Only" and will have access to the show floor only during the posted exhibit floor hours. Demographic information will be required to order Exhibits-Only badges, and limited information will be required for staff badges.

7) BANNER REQUIREMENTS

Pole Pockets – Include 4" pole pockets on the top and bottom of the banner.

"Acceptable" condition is required. We strongly suggest banners are stored and/or shipped in round shipping cases and not folded or creased for storage or shipping prior to the event. In the case Show Management determines a banner to be unacceptable, the banner will not be displayed and a replacement banner may be created on-site using GES's services, at the Sponsor's expense.



8) 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 Show Management or your sales representative prior to production so as not to incur unnecessary costs. See the acceptable and unacceptable booth giveaways list in this section.

*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

9) BOOTH REPRESENTATIVES AND STAFF

All company representatives shall wear badge identification furnished by Show Management at all times.

10) CODE OF CONDUCT

All exhibitors should be familiar with and abide the GDC Code of Conduct. For specific Code of Conduct information, please go to the GDC Website: <http://www.gdconf.com/codeofconduct.html>

11) CONVENTION CENTER RULES AND REGULATIONS – INCLUDES DRONE RULES AND REGULATIONS

All exhibitors should be familiar with the Moscone Convention Center's Rules and Regulations. For further information please visit www.moscone.com.

Moscone Convention Center's Drone Rules can be found here:

<http://www.moscone.com/site/do/mtgplanner/guideline/view?id=187>

12) DECORATOR

GES Exposition Services is the Official General Contractor. They are responsible for efficient operations of the show including scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. GES Exposition Services will handle all material handling at the show (drayage), cleaning and the operation of any mechanical lifts. For questions and onsite orders please visit the GES Service Desk.

13) 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 show hours only. If you have any type of interactive display, you must have a three-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 show by Show Management is not permitted.

Please take into consideration the placement of speakers and theater presentations when designing your booth properties and face the speakers so as to direct sound and light into the booth rather than into the aisle. Sound demonstrations and lights should remain at a reasonable level and not disrupt neighboring exhibitors. See Booth Contract for further restrictions. Continued sound violations will be treated as a penalty and can result in priority point loss. Nothing louder than 85 decibels is allowed in the booth at any time.

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14) EARLY MOVE-OUT

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

15) ELECTRICAL SERVICE PROVIDER

All electrical service is provided by Trade Show Electrical, which is part of GES. If you have any questions that are not addressed in this Exhibitor Service Manual, please contact GES Customer Service at (800) 475-2098 or www.ges.com. The Electrical Service Order Form can be found in the Utilities section of the website.

16) 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 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. 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, must 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.

17) EXHIBITOR APPOINTED CONTRACTOR REQUIREMENTS

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. If outside labor will be hired YOU MUST:

- 1.) Submit the Exhibitor Notice of Intent to Use EAC form to Show Management. (Found in the Exhibitor Appointed Contractors (EAC's) & Third Parties section of this website).
- 2.) Submit L4: Notice of Intent to Use Exhibitor Appointed Contractor form to GES (Found in the Exhibitor Appointed Contractors (EAC's) & Third Parties section of this website).
- 3.) Provide an approved Certificate of Insurance
- 4.) All forms must be received by: January 25, 2017

All questions regarding Exhibitor Appointed Contractors should be directed to Meredith Omori, 415-947-6379 or meredith.omori@ubm.com.

18) EXHIBITOR EVENTS

It is Show Management policy that exhibitors cannot plan events that interfere with exhibit or conference hours, or with the conference events such as the Booth Crawl or a show management-offered Attendee Party. If you have any questions about whether your event interferes with the conference scheduling, please contact Show Management or your sales representative.



19) FLAMMABLE/HAZARDOUS MATERIALS REGULATIONS

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Moscone 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 Moscone Convention Center, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. See the Fire Regulations Information in this section of the website.

Due to facility regulations, Helium or Mylar balloons are not permitted on the premises.

20) FOOD AND BEVERAGE SHOW RULES

All food and beverages handed out by an exhibitor on the exhibit floor (except small wrapped candies) must be ordered from the official caterer SMG of the Moscone Convention Center. Arrangements for outside food can be organized and will be charged a fee by SMG. To order food items, please contact Janice Vargas (jvargas@moscone.com) or Robert Duncan (rduncan@moscone.com) of the SMG catering office at the convention center. Also, see forms in Additional Show Services section of the website.

21) HAND-CARRIED ITEMS

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 in the Labor, Equipment and Storage section of this Exhibitor Service Manual.

22) HANDOUTS/LITERATURE DISTRIBUTION

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

23) HOSPITALITY SUITES/MEETING ROOMS

The Conference encourages exhibiting companies to operate a hospitality suite, demo suite, or meeting room. However, functions may not conflict with conference and exhibit floor hours, or any sponsored special event. Show Management retains space at the convention center, as well as at all host hotels. If your company wishes to arrange for a meeting room in the Center, or to stage an after-hours reception, please contact your sales representative to make sure there are no conflicting dates or times with any other show activities. A limited number of meeting room packages are available, so check with your sales rep.

24) INDEMNIFICATION

It is understood and agreed that neither Show Management, nor the owners, nor the lessors of the property which serves as the exposition hall, nor the management of these properties, can or will be responsible for the safety of exhibits, exhibitors, or their employees against robbery, burglary, theft or damage by fire or any other cause. Show Management will provide perimeter security for the limited protection of property during hours when the exposition is closed. In all cases the Exhibitor is advised to insure its property against damage or loss, and insure itself against public liability at its own expense. The Exhibitor waives all claims of any kind against Game Developers Conference and/or UBM LLC, Show Management, or any of their directors or employees, arising from the conduct of the exposition and agrees that none of the parties referred to above shall be liable for any loss, damage or destruction of property belonging to the Exhibitor, its agents or its employees, while on the premises, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Exhibitor's business by reason of failure to hold



the conference and/or exhibition, or failure to provide space for an exhibit or the removal of an exhibit, for any action of Management and the owners and lessors of the exposition areas of the Moscone 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.

25) MEETINGS ON THE SHOW FLOOR

Though the show floor will open at 8:00 am for move-in, no one will be allowed on the show 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 show floor during non-exhibit hours. The show floor is only available for these types of meetings during show floor hours.

26) MINORS

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

27) PHOTOGRAPHY/RECORDINGS

Anyone taking pictures or recordings within the exhibit area or meeting rooms is prohibited by Show Management. The official photographer is exempt from this rule. If you wish to have pictures of your booth taken, please refer to their order form in the Additional Show Services Section of this Exhibitor Service Manual.

28) PROHIBITED EQUIPMENT AND OPERATIONS DURING SET-UP & DISMANTLING

- Materials-handling equipment which exceeds established emission levels.
- Electrically powered tools and equipment other than those listed by Underwrites Laboratories, Inc. or approved by a nationally recognized testing laboratory.
- Portable heating equipment.
- Painting with flammable or volatile paints and finishes.
- Any equipment or operation that increases the risk to fire and life safety.

Please contact Meredith Omori at 415-947-6379 or meredith.omori@ubm.com if you have questions.

29) PROHIBITED MATERIALS, PROCESSES AND EQUIPMENT

- Blasting agents, or explosives.
- Pyrotechnics.
- Flammable cryogenic gases.
- Smoking within the facilities.
- Fueling of motor vehicles.
- Wood matches with all-surface strikes.
- Cellulose nitrate motion picture film.
- Aerosol cans with flammable propellants.
- Adhesive backed decals
- Balloons
- Confetti/Glitter
- Liquid petroleum gas
- Pressurized gas tanks, empty or full
- Gas operated cooking equipment
- Overnight sleeping
- Portable heating equipment

Please contact Meredith Omori at 415-947-6379 or meredith.omori@ubm.com if you have questions.

30) PROPER FOOTWEAR

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



31) RECRUITING

The Game Developers Conference allows recruiting only in the Career Pavilion area.

32) SELLING ON THE SHOW FLOOR

Selling is allowed in the designated exhibit areas with a valid California Seller's Permit. You must provide us with your Seller's Permit number prior to the show to avoid a penalty. Email your Seller's Permit number to meredith.omori@ubm.com by January 25, 2017.

Permits are obtained from the State Board of Equalization by mail, fax, or downloaded off of the Internet. The Information Center and Permit Request Line phone number is 800-400-7115 or you can go to the web site www.boe.ca.gov and look for the form BOE-400-SPA.

For exhibiting companies located outside of California please call the Out of State District branch at 916-227-6600.

33) SIGNAGE RULES

All signs must be professionally produced and may not infringe upon neighboring booths. Very lightweight banners may be hung with "S" hooks off the drape. All signs that are floor supported must adhere to line-of-sight rules. See booth regulations for more info. Hanging signs are allowed for 20' x 20' and larger booths only and must be submitted for approval. See Hanging Sign information in this section for more details. You may contact GES for signage production or to order sign holders. Information on graphics and signage is located in the Booth Furnishing section of this website.

34) SMOKING POLICY

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

35) SPONSORSHIP BANNERS- WHAT THAT INCLUDES

The price of your sponsorship banner includes the placement of one logo or one banner depending upon sponsorship. The placement of additional logos may incur an extra fee. The Show Information section has all Marketing & Promotion details regarding banner locations and prices. Please contact your sales representative for details. Most banners must be provided by the sponsor.

36) STORAGE- ONSITE RULES

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. See the Labor, Equipment and Storage section of this website for the Skid Accessible Storage Form to order.

37) SUBLETTING A BOOTH

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

38) 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.



39) TIPPING

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

40) 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.

41) VR DEMO HYGIENE

Any exhibitor utilizing VR headsets for demoing is required to wipe down with disinfectant wipes or similar all of the equipment (HMD foam, lenses, nose bridge, controllers, headphone earcups) directly in front of the user.

PLEASE READ THE GES FIRE REGULATIONS INFORMATION