

# **VRDC**

## EXHIBITOR INFORMATION



UBM

# GENERAL INFORMATION

## **VENUE & ACCOMMODATION DETAILS**

Park Central Hotel San Francisco  
50 3rd Street  
San Francisco, CA 94103  
(415) 974-6400  
[www.parkcentralsf.com](http://www.parkcentralsf.com)

Driving Instructions: <http://www.parkcentralsf.com/transportation>

We have negotiated a special sleeping room rate of \$309 at the Park Central Hotel San Francisco. In order to take advantage of this rate, please make your reservation by October 19, 2016:  
<https://resweb.passkey.com/go/vrdc2016>

## **EXHIBITOR REGISTRATION**

### **EXHIBITOR BOOTH STAFF PASSES**

Exhibitor booth staff passes are for exhibiting company personnel who will be involved in set-up, and require access to the exhibit hall during set up and move out times. Exhibitor registration is open:  
<https://vrdc.tech.ubm.com/2016/exhibitorreg>

If you have any questions regarding this process, please contact Rafael Trickett-Robles and Nora Nagy at [vrdcregistration@ubm.com](mailto:vrdcregistration@ubm.com) or at 415.947.6918 / 866.535.8993

After you have signed up for the event, you will receive an email from Sales Operations containing the link and specific instructions on how to register your staff. Only the primary contact for this event has access to manage the list.

All exhibitor booth staff pass allocations are based on sponsorship levels. Diamond sponsorships will receive six (6) booth staff passes. Gold and Silver sponsorships will receive four (4) booth staff passes. The system will not allow you to go over this limit, so please manage your internal allocation accordingly.

## **EXHIBITION OPERATIONS CONTACT**

Jessica de Robinson, CMP  
Event Operations Manager  
UBM Americas  
Office: 415.947.6399  
Cell: 510.229.8616  
Email: [Jessica.DeRobinson@ubm.com](mailto:Jessica.DeRobinson@ubm.com)

# GENERAL INFORMATION

## EXHIBITOR REGISTRATION

Wednesday, November 2	6:30am - 5:45pm
Thursday, November 3	7:30am - 5:45pm

## EXHIBITOR MOVE-IN

Tuesday, November 1	1:00pm - 8:00pm
Wednesday, November 2	8:00am - 9:30am

The doors will open to traffic at 10:30am on Wednesday, November 2, 2016, so please make sure your display is set up and fully staffed no later than 9:30am Wednesday morning.

## EXPO FLOOR HOURS

Wednesday, November 2	10:30am - 5:45pm
Thursday, November 3	10:30am - 4:00pm

## EXHIBITOR MOVE-OUT

Thursday, November 3	4:01pm* - 8:00pm
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\*Diamond Sponsor move-out begins at 5:46pm

All display materials and personnel must be cleared from the Expo Floor by 8:00pm on November 3.

## SECURITY

Please be advised that UBM Event Management will provide overnight perimeter security for the Expo Floor. However, please **DO NOT** leave any valuables at your booth overnight. Should you have any questions regarding security, or how to better protect your assets, please contact Event Management.

# YOUR EXHIBIT SPACE

Gold sponsorships will receive a 10 x 20 space on Expo Floor. Silver sponsorships will receive a 10 x 10 space on Expo Floor.

All sponsors will also receive the following items with their space:

- 8' high back wall drape (black) (not included in island booths)
- 3' high side wall drape (black) (not included in island booths)
- Booth identification sign (not included in island booths)
- 6' black skirted table and two chairs

- 5 amp electrical drop
- Wastebasket

**The following items are NOT included:**

**Carpet** - Exhibitors **MUST** provide carpeting for their booth. If you do not have carpeting for your booth, please order carpet from GES. Styles and colors can be found in the online Exhibitor Service Manual under [Booth Furnishings Rental](#). If you need additional assistance ordering the correct size, please contact GES at (800) 801-7648.

**Electricity, internet, and other utilities** – These additional services can be ordered using the appropriate order forms on the following pages.

Please note that any booth signage cannot be taller than 8’.

## **BOOTH REGULATIONS & GUIDELINES**

### 1) BOOTH APPEARANCE

All booths, regardless of size, must adhere to the Regulations & Guidelines put forth in this manual. Drapery backgrounds are 8' high, with side rails approximately 3' high. ID signs are 11" X 17". Island booths will not be provided with drapery or signs.

### 2) EXPOSED WALLS

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths. Exposed back and side walls may not display copy, logos, graphics, or any other advertising or signage (island booths are exempt). Exhibitors using curved pop-up backdrops/displays will be required to provide side masking drape, at their own expense if the curvature exposes the back scaffolding and/or electrical cords.

### 3) SIGN INFORMATION

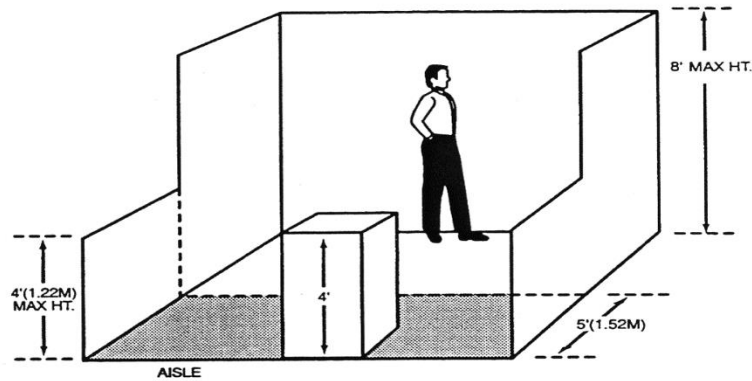
All exhibit booth signs, banners, lighting grids, or other exhibit-related equipment, should be free-standing and floor-supported. Attachment to exhibit hall ceiling beams or trusses is not permitted. Signs may not exceed 8' in height.

## **STANDARD LINEAR BOOTH**

Standard Linear Booth: One or more standard booth units (10 x 10 or 10 x 20) in a straight line.

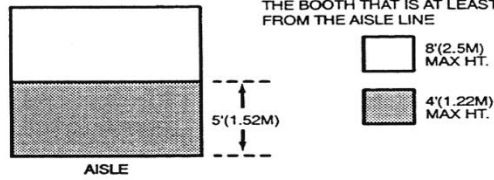
- The entire back wall of booth has a height of 8’.
- Front 5’ of booth has maximum height of 4’.
- Displays are limited to 4’ in height, in the front portion of each booth. Machinery, equipment or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If your display exceeds 4’ in height, it is required that you place it away from the 5’ x 10’ or 5’ x 20’ sightline area in the front of the booth in order to provide a “see-through” lane for neighboring exhibitors.

### EXAMPLES OF STANDARD LINEAR BOOTHS



**Single Standard Booth Unit**

DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



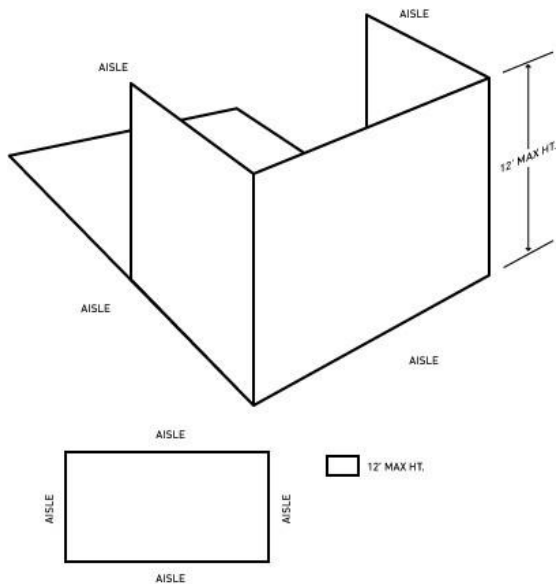
### ISLAND BOOTH

Island Booth: A minimum of four standard booths with aisles surrounding all four sides of the exhibit.

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- Booth and signage maximum height is 8'.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- Walls may be installed in any portion of the booth; however, 50 percent of the perimeter of the booth must be left open. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.
- All booths must be carpeted entirely due to safety and aesthetic reasons.
- All exhibitors with a 20x20 or larger must bring a copy of their US Engineer-stamped plans on-site for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

**EXAMPLE OF ISLAND BOOTH**



## ADDITIONAL SERVICES

**AUDIO VISUAL**

If there is any technical or audio visual equipment that you would like to order for your booth, please place your order with **Event Technology Services (ETS)** ([order form](#))

**INTERNET**

Should you need upgraded Internet at your booth, please order from **PSAV** ([order form](#))

**ELECTRICAL**

Electrical will be available through **GES** ([order form](#))

**FOOD AND BEVERAGE**

Each booth staff pass holder and VRDC pass holder will receive lunch on each day of the event with their badge. If you would like to arrange for catered private meetings with customers or business partners, please contact the Park Central Hotel San Francisco for assistance. Multiple options are available including hospitality suites and private meeting rooms.

**COLLECTING CONTACT INFORMATION**

Lead Retrieval will be available through ITN ([order form](#))

**DELIVERIES**

Due to limited space at the Park Center Hotel San Francisco, no direct shipments are allowed. Please send all equipment, collateral and promotional items to the Advance Warehouse by **October 28**.

**PRIVATE MEETING SPACES**

The hotel lends itself to space for one on one conversation. Feel free to take conversations out of the exhibition and into the lounge space of the main lobby, patio areas, or lounge/bar. There is no cost to utilize these areas, and they allow for organic conversation.

**SECURITY**

Security will be available through **Maloney Security** ([order form](#))

Should you find yourself needing to have confidential conversations, you may inquire with show management about obtaining (based on availability) meeting room space and hospitality room space. Contact your sales representative for more information and pricing.

# DEADLINE CHECKLIST

DEADLINE	ACTION ITEM / FORM
Act Now!	Book your hotel room now! Limited availability
October 11	Deadline for graphic submission to GES Electrical
October 14	Audio Visual & Internet
October 17	Security
October 19	Cut-off date for discounted hotel rates
October 20	Lead Retrieval
October 28	Deadline for advance shipments
November 1	Exhibitor move-in
November 2-3	Enjoy the show!

**IMPORTANT NOTE ON SHIPPING**

The hotel will not accept direct shipments to show site. All shipment should be sent to the Advance Warehouse (from October 4 - October 28). Receiving Hours are Monday through Friday 8:00am - 3:00pm.

c/o GES  
VRDC 2016  
Company Name / Booth #  
YRC  
201 Haskins Way  
South San Francisco, CA 94080

# EXHIBITION RULES

## 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 VRDC, 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 & CHILDREN

The event is open to the trade only. No one under 18 years of age will be allowed in the exhibition at any time. No one will be allowed on the exhibits floor without a proper pass. Booth staff passes are for booth staff only. All clients and guests need to register as an attendee.

## 5. PASSES

All exhibitor booth staff pass allocations are based on sponsorship levels. Diamond sponsorships will receive six (6) booth staff passes and five (5) VRDC passes. Gold and Silver sponsorships will receive four (4) booth staff passes and three (3) VRDC passes. All other guests, customers, & clients will have to purchase a VRDC pass 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. DECORATOR

GES is the Official General Contractor. GES will handle all material handling at the event (drayage), graphic production and booth installation.

## 8. SOUND LEVELS

The use of sound systems is permissible, but must be controlled. The sound cannot be audibly distracting in any neighboring exhibit space. Event Management shall have absolute judgment of what is permissible as well as absolute control over the implementation of this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring exhibitors. Power to violating booths may be disconnected at Event Management's discretion.



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### 9. EARLY MOVE-OUT

All exhibitors must stay until the exhibition 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.

### 10. ELECTRICAL SERVICE

All electrical service is provided by GES. If you have any questions that are not addressed in packet, please contact GES directly.

### 11. EXCLUSIVE SERVICES

- Audio Visual - ETS
- Internet/Telephone – PSAV
- Electrical – GES
- Food and Beverage – Park Central Hotel San Francisco
- Lead Retrieval - ITN
- Security – Maloney Security
- General Contractor – GES

### 12. 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 Expo Floor Happy Hour. If you have any questions about whether your event interferes with the conference scheduling, please contact Event Management or your sales representative.

### 13. FLAMMABLE/HAZARDOUS MATERIALS REGULATIONS

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Park Central Hotel San Francisco 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 Park Central Hotel San Francisco, 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.

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

### 14. 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.

### 15. 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 VRDC, 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

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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 Park Central Hotel San Francisco, 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.

### 16. MEETINGS ON THE EXPO FLOOR

No one will be allowed on the Expo Floor during non-expo hours without a booth staff pass. Therefore no meetings with the press, clients, or staff without a booth staff pass may be conducted in your booth or on the Expo Floor during non-expo hours.

### 17. 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.

### 18. PHOTOGRAPHY/RECORDINGS

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

### 19. 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 to [Jessica de Robinson](#) at by October 1, 2016.

### 20. SIGNS & DISPLAYS

Contact [Michelle Montoya](#) for signage opportunities within your booth or your sales representative on additional sponsorship branding opportunities.

### 21. SMOKING POLICY

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

### 22. STORAGE ACCESSIBLE

There is no storage available in the exhibition hall. Please store items in your hotel room or with GES.

### 23. 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.

### 24. TIPPING

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing VRDC, UBM LLC, GES, and the Park Central Hotel San Francisco.

### 25. 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.