Exhibitor Services Manual

SOLARPOWER® EVENTS

POWERED BY SEIA Solar Energy Industries Association® Smart Electric Power Alliance

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EVENT INFORMATION

Event Location

Hilton San Francisco Union Square

333 O'Farrell Street

San Francisco, CA 94105

Expo Hall Location: Grand Ballroom B

Exhibitor Service Desk Location: Grand Ballroom B, back of the hall

*Specific questions regarding the exhibit hall, freight docks, and freight doors should be directed to GES at (800) 475-2098, Monday – Friday from 6:00 am – 5:00 pm PST.

Housing and Transportation

Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Friday, December 27 at 11:59 pm PST**, or when the block sells out, whichever comes first. **BOOK YOUR HOUSING >>**

Registration

Location: Yosemite Foyer on the Ballroom level

Badge Pick-up Hours:

- Thursday, January 16, 10:00 am – 6:00 pm
- Friday, January 17, 7:30 am – 4:00 pm

With your booth, you receive 8 complimentary registrations per 100 sq. ft. of booth space purchased, 2 tickets (in total per booth) to the networking event on Thursday, January 16, and 50 customer invitations. In order to redeem your passes, you need to enter a unique promo code in the registration form. You will receive your codes shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact Wes Sutler at **wsutler@sets.solar** or 703-738-9475.

Any additional staff working the event must purchase a pass at the regular rate. **Prices increase after January 14, 2020. REGISTER>>**

Exhibit Hall Hours

Only exhibit staff will be allowed in the expo hall before it opens. All other attendee types will not be permitted to enter the hall until it officially opens. Show Management approval is required to access the exhibit hall outside the below hall hours. **All exhibits must be staffed during the following times.**

- Thursday, January 16, 12:00 pm – 6:00 pm (exhibitor-only access starts at 8:00 am)
- Friday, January 17, 9:00 am – 3:00 pm (exhibitor-only access starts at 8:00 am)

LOGISTICS AND SHOW REQUIREMENTS

Booth Package – What's Included in a Standard Booth

- 8 ft. high purple back-drape and 3 ft. high teal side-drape (included for linear booths)
- Paper identification sign with company name
- (1) table and (2) chairs per 100 sq. ft. of booth space purchased
- (2) tickets to the networking event on the evening of **Thursday, January 16**
- (50) customer invitations, each including a complimentary expo only registration pass
- Exhibitor listing on the event website and mobile app
- Ability to promote in-booth demonstrations via the mobile app
- Exclusive opportunity to sponsor a technical training in one of our theaters
  Learn more >>

Carpet and Drape

Linear Booths are equipped with complimentary 8 ft. (2.44m) high purple back-drape and 3 ft. (1.22m) high teal side-drape. The ballroom is carpeted, but if you want a specific color carpet or different color drape, you may order, at your own expense, via the **Exhibitor Service Kit**.

Move-in

Thursday, January 16, 8:00 am – 12:00 pm

All booths must be completely set by 12:00 pm on Thursday, January 16. After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Exhibitors may lose their right to exhibit if they do not adhere to this schedule. If you foresee any difficulty in meeting this deadline, please contact Wes Sutler at **wsutler@sets.solar** or 703-738-9475 to request a variance.

Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel are permitted in the Exhibit Hall during move-in and move-out. No one under the age of 18 is permitted on the show floor at any point during the show.

Direct to show site shipments will not be accepted at the Hilton San Francisco Union Square. All exhibit materials must be sent in advance to the GES warehouse. Direct to exhibit site shipments will not be accepted at the Hilton San Francisco Union Square. The Hilton San Francisco Union Square does not have the capabilities to receive nor does it have adequate storage space for Exhibitor materials. Any materials shipped to the Hilton San Francisco Union Square will be consigned to GES and the exhibiting company will be billed the appropriate material handling charges by GES. Exhibitors may also be billed an additional receiving charge by the Hilton San Francisco Union Square well for any items sent directly to the venue. For shipments inadvertently delivered directly to the facility, a late arrival surcharge will apply to each shipment not received within the deadlines.

Move-out

Friday, January 17 3:00 pm – 6:00 pm

Exhibitors may not dismantle any portion of their booth before 3:00 pm on Friday, January 17. All boxes/cartons are to remain out of sight until the Exhibit Hall is closed. Exhibitors may lose their right to exhibit at Solar, Storage, and Smart Energy Expo Northern California in the future, if they do not adhere to this schedule.

This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until the close of the show.

Outbound carriers must check in at the Loading Dock by 3:00 pm. Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks.

Empty crates and containers will be delivered starting approximately 30 minutes after the hall closes. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. **You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.**

Mandatory Forms

Below is a list of MANDATORY forms that every exhibitor must submit. **The deadline to submit forms is Tuesday, January 7. Please review the full list of deadlines in Appendix A.**

- **Onsite Contact Information Form** (required for all)
- **Exhibitor Liability Insurance Form** (required for all)
- **Booth Diagram and Hanging Sign Form** (required if 400+ sq. ft.)
- **Electrical Opt-Out Form**

  The hotel is providing basic electricity (power strip) for all booths. If you **do not** need electricity, please complete this form.
- **GES Freight Service Questionnaire** (required for all)
- **GES Credit Card Form** (required if ordering anything from GES)

Liability Insurance

Solar, Storage, and Smart Energy Expo Northern California (NOCAEXPO) requires ALL EXHIBITORS to carry commercial general liability insurance and to submit a copy to show management. Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance.

Please see the **Exhibitor Liability Insurance Requirements and Sample (Appendix B and Appendix C)** for details and to ensure you submit the correct information the first time.

Solar, Storage, & Smart Energy Expo Northern California, Hilton San Francisco Union Square, Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Solar Energy Trade Shows (SETS), the General Service Contractor (GES), and their agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, the aforementioned parties will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor, and the exhibitor shall indemnify and hold harmless the aforementioned parties from all liability which might ensure from any cause whatsoever. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due. The exhibitor understands that none of the organizations or sponsors maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

Additional insurance and/or fire marshal approval may be necessary for certain booth sizes or equipment. For details, please refer to the **Exhibitor Rules and Regulations (Appendix E)** and the information under the **Regulations and Guidelines tab** in the **Exhibitor Service Kit**.

Labor and Union Regulations

Each city has different union regulations and labor laws. For details, please refer to the **Show Site Work Rules** page under the Regulations and Guidelines tab in the **Exhibitor Service Kit** or contact GES at (800) 801-7648.

Security

Grand Ballroom B will be locked every night. However, all reasonable precautions will be taken to protect your equipment and displays during installation, show hours, and dismantling. Show Management, the General Service Contractor, and the exhibit facility management are not responsible for the safety of property from theft, damage by fire, accident, or other causes. All property of the exhibitor is understood to be under exhibitor control in transit to, from, and/or within the exhibit hall.

Exhibitors are responsible for their own property and should lock or remove any equipment after-hours.

Shipping/Freight

For inbound shipments, be sure that your onsite staff have copies of all Bill of Lading (BOL) and/or tracking information. It is very difficult to trace a shipment without proper references. When filling out your shipping labels, please remember to list your booth number to avoid any miss-delivered freight.

The hotel has limited storage space and limited hours to pick up any freight. NOCAEXPO encourages exhibitors to use GES - the preferred show carrier. GES offers a **10% discount on material handling/drayage fees** for exhibitors that utilize their shipping services.

NOCAEXPO highly recommends exhibitors ship to the Advanced Warehouse to ensure plenty of delivery time given the limited move-in time.

For outbound shipments, every exhibitor is required to fill out an outbound Bill of Lading (BOL) and must turn it in to the Exhibitor Service Desk before their carrier will be allowed access to the loading docks. You can save time by pre-printing your BOLs via the Shipping tab in the **Exhibitor Service Kit**.

VENDORS AND ORDER FORMS

General Service Contractor: GES, **Order >>**

(Discount Deadline: Friday, December 20 at 5:00 pm PT)

- Material handling / Drayage (exclusive provider) **Save 10% if you ship roundtrip through GES Logistics*
- Cleaning (exclusive provider)
- Booth setup
- Custom booth design
- Shipping
- Signage

Audio/Visual: Shepard AV, **Order >>**

Lead Retrieval: XPress Leads, **Order >>**

Internet and Telecommunications: **PSAV**

Exhibitor Floor Plan and Search Tool: **MapYourShow**

MapYourShow is the official provider for the event floor plan and exhibitor search tool. **Please log in and update your company profile**, as this information is already public to attendees and will be included in the mobile app. For details, visit the **Exhibitor Dashboard**. If you have questions, contact Map Your Show via email at **help@mapyourshow.com** or by phone (Toll Free) 888-527-8823 (International) 513-527-8823, Monday – Friday, 6:00 am - 1:30 pm pacific.

APPENDIX A – DEADLINES CHECKLIST

- **Immediately – Log in and update your exhibitor profile.** This information is public-facing via the Exhibitor Search tool and Floorplan on the event website. Your company name and description, as you enter it, will be used in the mobile app. Please pay special attention to grammar, spelling, punctuation, etc. **Update profile**.

- **Register booth staff.** With your booth, you receive 8 complimentary registrations per 100 sq. ft. of booth space purchased, 2 tickets to the networking event on Thursday, January 16, and 50 customer invitations. In order to redeem your passes, you need to enter a unique promo code in the registration form. You will receive your codes shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact Wes Sutler at **wsutler@sets.solar** or 703-738-9475. All other staff working the event must purchase a pass at the regular rate. **Regular prices increase after January 14.** **Click here to Register**.

- **Book housing.** Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Friday, December 27, 2019 at 11:59 pm PT**, or when the block sells out, whichever comes first. **Book housing**.

- **Submit the mandatory show management forms. The deadline is Tuesday, January 7. 2020.**

  - **Onsite Contact Information Form** (required for all)
  - **Exhibitor Liability Insurance Form** (required for all)
  - **Booth Diagram and Hanging Sign Form** (required if 400+ sq. ft.)
  - **Electrical Opt-Out Form**
  - **GES Freight Service Questionnaire** (required for all)
  - **GES Credit Card Form** (required if ordering anything from GES)

- **If you're not using GES labor, submit the Exhibitor Appointed Contractor (EAC) Notice of Intent and Insurance.**

- **Invite customers.** You receive 50 customer invitations. In order for customers to redeem their passes, you need to send them their unique promo code and they must enter it in the registration form. You will receive your code shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact Wes Sutler at **wsutler@sets.solar** or 703-738-9475. **Customers must register by Tuesday, January 14.**

- **Plan your advance outreach early!** Your best leads will come from those intentionally seeking out your services and products. We have taken the work out of it for you! The **Exhibitor Marketing Toolkit** includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.

- **Increase your visibility by purchasing a sponsorship to drive traffic to your booth onsite!** **View sponsorship opportunities**.

- **Order items for your booth.**

General Service Contractor: GES, **Order >>**
(Discount Deadline: March 5 at 5:00 pm PT)

- Material handling / Drayage (exclusive provider) *Save 10% if you ship roundtrip through GES Logistics
- Rigging
- Cleaning (exclusive provider)
- Booth setup
- Custom booth design
- Shipping
- Signage

Audio/Visual: Shepard AV, **Order >>**

Lead Retrieval: XPress Leads, **Order >>**

Internet and Telecommunications: PSAV, **Order >>**

Important Dates

- **Friday, December13, 2019** – GES: Advance shipments may begin arriving at the warehouse at 8:00 am PT.
- **Friday, December 20, 2019** – GES: Discount Deadline for orders received with payment by 5:00 pm PT.
- **Monday, January 13** – GES: Last day for shipments to arrive at the warehouse without surcharges by 2:30 pm PT.
- **Thursday, January 16** – Move-in from 8:00 am – 12:00 pm
- **Thursday, January 16** – Exhibit Hall open from 12:00 pm – 6:00 pm
- **Friday, January 17** – Exhibit Hall open from 9:00 am – 3:00 pm
- **Friday, January 17** – Move-out from 3:00 pm – 6:00 pm
- **Tuesday, January 21 - Friday, January 24** – Exhibitor Warehouse Pickup Dates, Pickup Time 8:00 am – 3:00 pm. Warehouse closed for lunch from 12:00 pm – 1:00 pm

APPENDIX B – EXHIBITOR LIABILITY INSURANCE REQUIREMENTS

Required Coverage

As an exhibitor, you are required to carry commercial general liability insurance including products and completed operations, contractor's personal injury, and blanket contractual liability insurance at limits of **at least $1,000,000 per occurrence**. Coverage should begin from your first move-in day and last through your final move-out day.

Exhibitors must name the following entities as additionally insured: Solar, Storage, and Smart Energy Expo Northern California 2020, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), and The Hilton San Francisco Union Square for all aspects of the show dates, 1/16/2020 - 1/17/2020 (includes installation and dismantle) in San Francisco at the Hilton San Francisco Union Square. **See sample certificate of insurance on the next page.**

Exhibitors must name Solar, Storage, and Smart Energy Expo Northern California 2020 as the Certificate Holder.

Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance. See below for more information.

What You Need to Send Us

Liability Insurance is MANDATORY for all exhibitors. Separate insurance is also required if you hire an Exhibitor Appointed Contractor (EAC).

Exhibitor Liability Insurance: All exhibitors must carry liability insurance and submit a copy of their policy to show management via the **Exhibitor Liability Insurance Form**.

Exhibitor Appointed Contractor Insurance: All exhibitors who hire labor other than GES, the official show contractor, must submit a Notice of Intent to Hire form and a Certificate of Insurance for EACs form via the **Exhibitor Service Kit**. These forms can be found on the Exhibitor Appointed Contractors (EACs) and Third Parties tab. Exhibitor Appointed Contractors who have not been approved by GES will not be permitted by security to enter the exhibit hall during setup and breakdown times, and you may be required to hire GES labor at your own expense.

APPENDIX C – EXHIBITOR LIABILITY INSURANCE SAMPLE POLICY DOCUMENT

Client#:

ACORD. CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 04/27/09

PRODUCER
Wachovia Insurance Serv-AT, GA
4401 Northside Pkwy, Suite 400
Atlanta, GA 30327-3078
770 850-0050

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED
COMPANY NAME
ADDRESS
CITY, STATE, ZIP

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: Liberty Mutual Fire Insurance Compan	23035
INSURER B: North River Insurance Company	21105
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT SUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL ONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

Minimum
$1,000,000

INSR LTR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A		GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS MADE X OCCUR X BI/PD Ded:25000 GEN'L AGGREGATE LIMIT APPLIES PER: POLICY PRO-JECT LOC	EB265	04/19/09	04/19/10	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG Gen Agg Cap	$1,000,000 $500,000 $10,000 $1,000,000 $2,000,000 $2,000,000 $10,000,000
A		AUTOMOBILE LIABILITY X ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS X HIRED AUTOS X NON-OWNED AUTOS	AS265		04/19/	COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$1,000,000 $ $ $
		GARAGE LIABILITY ANY AUTO				AUTO ONLY - EA ACCIDENT OTHER THAN AUTO ONLY: EA ACC AGG	$ $ $
B		EXCESS/UMBRELLA LIABILITY X OCCUR CLAIMS MADE DEDUCTIBLE RETENTION $	55305	04/19/09	04/19/10	EACH OCCURRENCE AGGREGATE	$1,000,000 $1,000,000 $ $ $
A A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below	WC265 WA265	04/19/09 04/19/09	04/19/10 04/19/10	X WC STATU-TORY LIMITS OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	 $1,000,000 $1,000,000 $1,000,000
		OTHER					

SAMPLE

Description of Operations/Locations:
Solar, Storage, and Smart Energy Expo Northern California 2020, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), and S.F. Hilton LLC, Hilton San Francisco Union Square, Hilton Domestic Operating Company, Inc. are named as additional insured under General Liability for all aspects of the Show Dates, 1/16/2020 - 1/17/2020 (includes installation and dismantle) in San Francisco, CA at the Hilton San Francisco Union Square.

Certificate Holder:
Solar, Storage, & Smart Energy
Expo Northern California 2020
Solar Energy Trade Shows, LLC
225 Reinekers Lane, Suite 680
Alexandria, VA 22314

NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE
For WIS by: Bryan Carney

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APPENDIX D – SUSTAINABILITY TIPS

Solar, Storage, and Smart Energy Expo Northern California is committed to environmental stewardship in all facets of our event planning. Our commitment to waste reduction, recycling, and the use of environmentally friendly products and renewable resources is at the forefront of thought when planning and executing projects related to our event.

Exhibitors are encouraged to proactively participate and support our commitment by following these best practices suggestions.

Exhibitor Display/On-site

- Develop reusable rather than disposable booth displays, or rent a modular display from the General Service Contractor.
- Design booths with environmentally responsible materials and incorporate indoor air quality principles.
- Use energy efficient lighting.
- Turn off lights and electronic equipment when not in use.
- Make use of recycling facilities provided by at the convention center.

Promotional Materials

- Minimize paper handouts and use double-sided printing.
- Choose certified chlorine-free paper (PCF coded) which meets the EPA standards for post-consumer waste recycled content and comes from Forest Stewardship Council (FSC) certified forests.
- Use vegetable or soy-based inks.
- Avoid printing dates on materials so reuse them.
- Bring only what you need. Either ship or recycle leftover collateral, or print copies only “as needed” on-site.
- Give attendees the option of receiving exhibitor information electronically by offering USB flash drives or provide online downloads.
- Use electronic card scans for capturing attendees’ profiles.

Giveaways

- Consider reusable items or items made from recycled or biodegradable materials.
- Try and use recycled products that are not a threat to endangered species.
- Avoid over-packaging. Bring only what you need.
- Order items in bulk to reduce packaging and shipping. Either ship or recycle leftovers.
- Packing and Freight
- Use reusable packaging materials (wood or recycled plastic crates) for transporting your booth structure and supplies.
- Use recyclable, biodegradable shipping and packing materials.
- Participate in recycling cardboard, freight boxes, and plastic wrappings during set-up and teardown.
- Minimize packaging materials.
- Reduce the environmental impact of transportation costs by having collateral printed locally in the event area, or have your printer contact carbonfund.org to offset carbon emissions from shipping.

Sustainable Practices: https://www.solarpowerinternational.com/about/sustainability/

APPENDIX E – BOOTH RULES AND REGULATIONS

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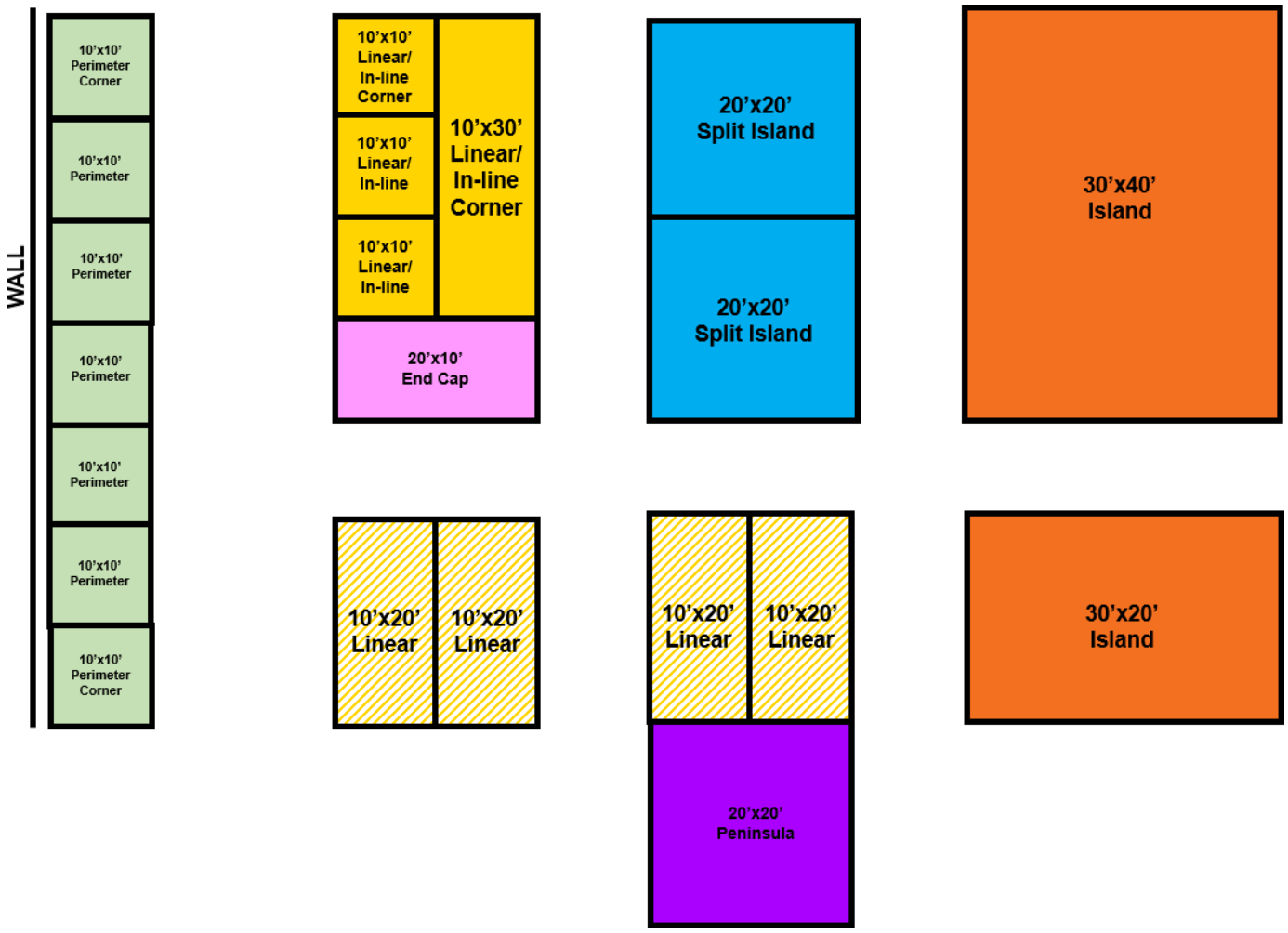
Solar, Storage, and Smart Energy Expo Northern California (NOCAEXPO) has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Your display products must fit within the confines of your booth area and must be arranged in such a manner to not obstruct neighboring exhibits. Anything that does not comply with the NOCAEXPO Exhibitor Rules and Regulations will be removed. As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits.

Types of Booths



Linear / In-line (yellow): Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Linear Booths are most commonly 10ft. (3.05m) wide and 10ft. (3.05m) deep.

Perimeter (green): A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. See "Linear / In-line" for guidelines.

End-cap (pink): An End-cap configuration is essentially an In-line (Linear) Booth placed in the position of a Peninsula or Split Island and is exposed to aisles on three sides.

Peninsula (purple): A Peninsula Booth is exposed to aisles on three sides, and is a minimum of 400 sq. ft. (37.21sqm). A Peninsula Booth backs up to Linear Booths.

Split Island (blue): A Split Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth.

Island (orange): An Island Booth is any size booth exposed to aisles on all four sides.

Use of Space - Linear / In-line (yellow)

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Linear Booths are most commonly 10 ft. (3.05m) wide and 10 ft. (3.05m) deep, with a maximum back-wall height limitation of 10 ft. (3.05m).

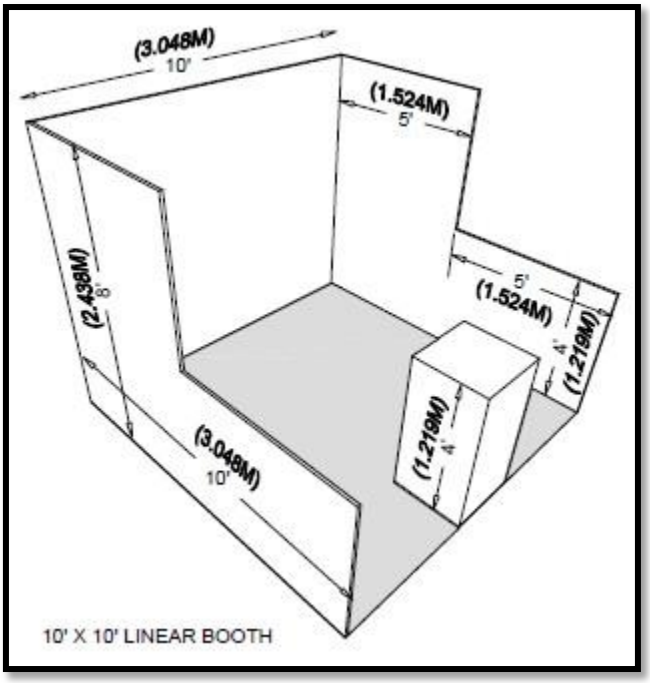
A **Corner Booth** is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

A **Perimeter Booth** is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum height of the display in the rear half of the booth is 12 ft. (3.66m).

Note – drape is 8 ft. tall. Your display can go up to 10 ft., but all graphics and branding must face into your booth.

Use of Space:

- **Maximum height of display in rear half of booth is 10 ft. (3.05m)**
- **Maximum height of display in the front half of the booth is 4 ft. (1.22m)**
    - When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. (1.22m) height limitation is applied only to that portion of exhibit space, which is within 10 ft. (3.05m) of an adjoining booth. Materials must be arranged in the booth so they do not obstruct sight lines of neighboring exhibitors.
    - The 4 ft. height restriction does not apply to Linear Booths that are set up like a split island. See the yellow striped booth example on the previous page.



- Display materials should be arranged in such a manner as to not to obstruct sight lines of neighboring exhibitors.
- **No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.**
- Hanging signs and trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

Pipe and Drape:

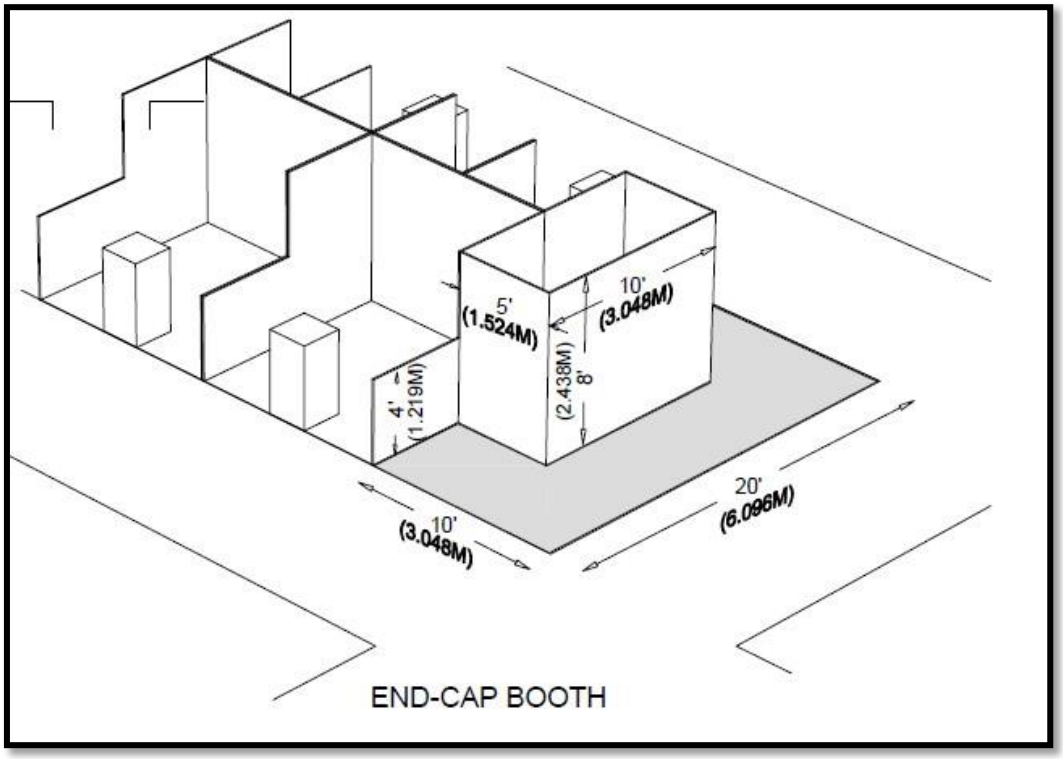
Linear Booths are equipped with complimentary 8 ft. (2.44m) high blue back-drape and 3 ft. (1.22m) high blue side-drape. Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed. You may order a different color drape via the **Exhibitor Service Kit**.

Use of Space - End-cap (pink)

An End-cap configuration is essentially a Linear Booth placed in the position of a Peninsula or Split Island. End-cap Booths are generally 10 ft. (3.05m) deep by 20 ft. (6.10m) wide and back up to Linear Booths.

Use of Space:

- **Maximum width of back-wall is 10 ft. (3.05m) and maximum height of back-wall is 10 ft. (3.05m)**
- **Within 5 ft. (1.52m) of the two side aisles, maximum height is 4 ft. (1.22m)**, permitting adequate line-of-sight for the adjoining Linear Booths.
- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **No company logos, branding, or signage may face into an adjoining booth.**
- Hanging signs and trusses are prohibited
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

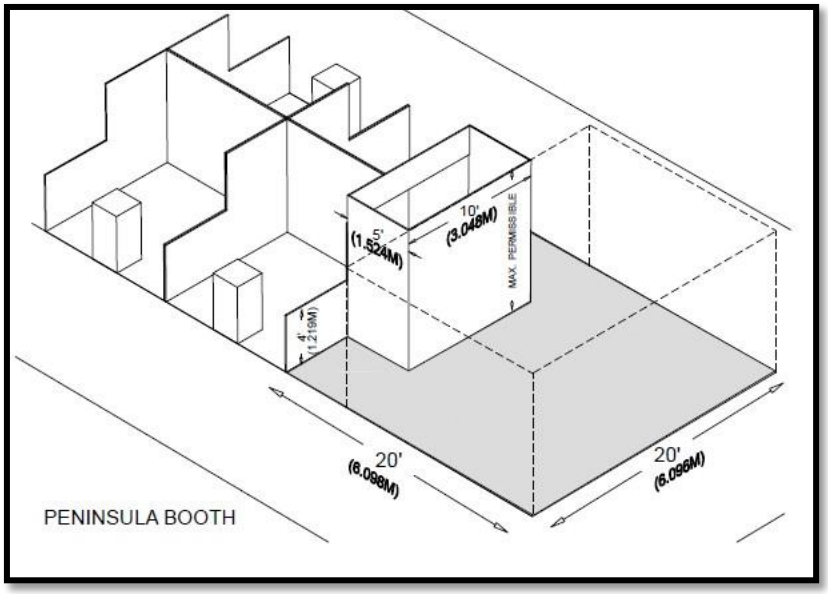


Use of Space - Peninsula (purple)

A Peninsula Booth is exposed to aisles on three sides, and is a minimum of 400 sq. ft. (37.21sqm). A Peninsula Booth backs up to Linear Booths.

Use of Space:

- **Maximum width of back-wall is 10 ft. (3.05m)**
- **Maximum height of back-wall is 16 ft. (4.88m)**
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
    - Maximum height dimension of hanging sign is 6 ft. (1.83m)
    - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
    - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Within 5 ft. (1.52m) of the two side aisles, maximum height is 4 ft. (1.22m)**, permitting adequate line-of-sight for the adjoining Linear Booths.
- **Hanging signs are allowed, <u>only in the front half of the booth</u>**. All hanging signs must be submitted to show management for approval **by Tuesday, January 7**. Please refer to page 18, for more information about hanging signs.
- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



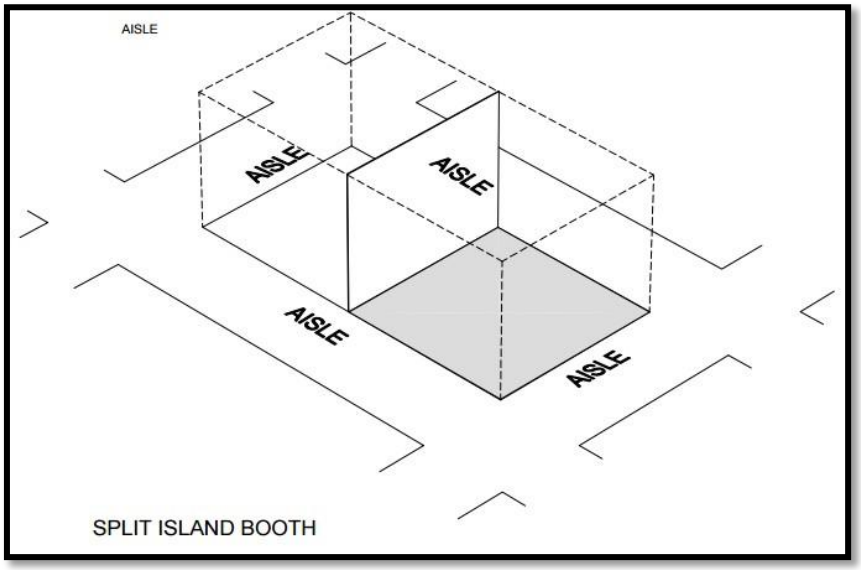
Use of Space - Split Island (blue)

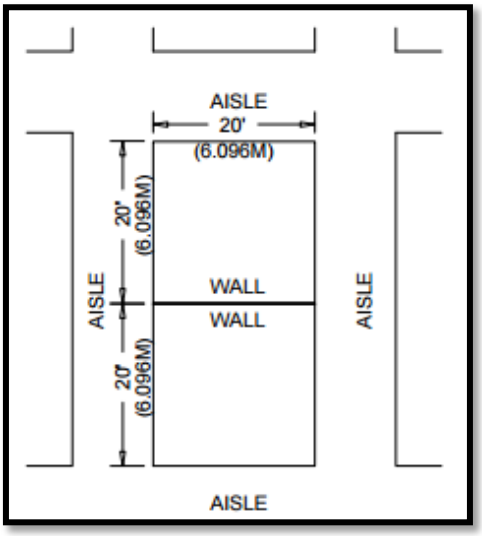
A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth.

***Split Island booths must adhere to all rules for Island booths (see next page) <u>AND</u> the rules listed below.**

Use of Space:

- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Tuesday, January 7**. Please refer to page 18, for more information about hanging signs.
- Hanging trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



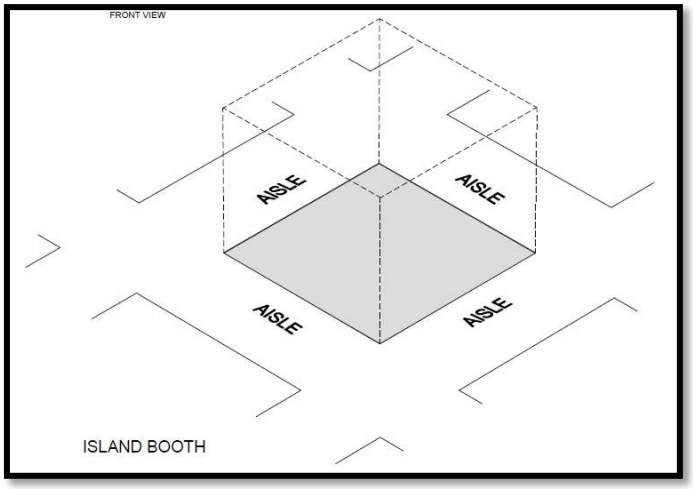


Use of Space - Island (orange)

An Island Booth is any size booth exposed to aisles on all four sides, and is a minimum of 400 sq. ft. (37.21sqm).

Use of Space:

- **Maximum height of structure is 16 ft. (4.88m) if you have a hanging sign. If you opt for no hanging sign, you may include a tower-like structure in your design up to 20 ft. (6.1m).** You may have one tower per 1,000 sq. ft. (92.96sqm) of booth space. The footprint of the tower may not be larger than 10 ft. (3.05m) wide x 10 ft. (3.05m) tall.
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
    - Maximum height dimension of hanging sign is 6 ft. (1.83m)
    - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
    - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Tuesday, January 7**. Please refer to page 18, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



Hanging Signs & Graphics

- All hanging signs must be submitted to show management for approval **by Tuesday, January 7**. Please submit the **Booth Diagram and Hanging Sign Form**.
- Hanging signs are only permitted in peninsula and island booths greater than 400 sq. ft. (37.2sqm).
- Hanging signs and graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only.
- Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter.
- Drawings and written approval should be available onsite for inspection.
- The maximum size for a hanging sign is 6 ft. (1.83m) from top to bottom, and must remain within the footprint of the contracted booth space.
- Hanging signs must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m) with a 2 ft. (0.61m) break between the top of the structure and the bottom of the sign.

Tower Signs

- All towers must be submitted to show management for approval **by Tuesday, January 7**. Please submit the **Booth Diagram and Hanging Sign Form**.
- A tower is a free-standing exhibit component separate from the main exhibit fixture.
- In lieu of a hanging sign, island booths that are 400 sq. ft. (37.2sqm) and larger may opt for one tower structure per 1,000 sq. ft. (92.96sqm) of booth space, each to have a footprint no larger than 10 ft. (3.05m) x 10 ft. (3.05m). The maximum height of a tower may not exceed 20 ft. (6.10m).

Carpet/Floor Covering

- **Professional floor covering in your booth is included with your booth purchase.** If you would like a specific color for your floor covering, you must rent it from GES.
- Utility connections (electrical or internet wires, air/water/gas hoses, etc.) must be hidden from view, to maintain a high level of safety and professional appearance.
- Unless explicitly contracted with show management, booth spaces are unfurnished. Please refer to the **Exhibitor Service Kit** to rent booth furniture.

Sound & Music / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).
- Drawings must be submitted to the General Service Contractor for approval by **Tuesday, January 7**. Please find more information under the **Labor and Equipment tab – Electric Chain Hoist and Truss / Truss Lighting Packages** in the **Exhibitor Service Kit**.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth.
- Sound must be contained within, and directed into, the footprint of the contracted booth space.
- Sound must not be at a level that does not disrupt the activities of neighboring exhibitors. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Show management reserves the right to request you to change the volume of the sound in your booth.
- Music played in your booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Lighting / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).
- Drawings must be submitted to the General Service Contractor for approval by **Tuesday, January 7**. Please find more information under the **Labor and Equipment tab – Electric Chain Hoist and Truss / Truss Lighting Packages** in the **Exhibitor Service Kit**.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth.
- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, flashing, or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights are recommended. They can be very bright yet generally generate less heat and require less electricity.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with show management.
- Reduced lighting for theater areas should be approved by show management, the utility provider, and the exhibit facility.

- If an exhibitor that is eligible to hang signage wishes to have lighting directed onto the signage from outside of the contracted booth space, the lighting must be hung within 5 ft. (1.5m) of the booth space unless the physical structure of the convention center requires otherwise, in which case the lights must be placed as close as possible. When this approach is used, lighting must be focused onto the signage and may not bleed into neighboring booth spaces. Show management reserves the right to request that such lighting be removed in the event it is determined to have a negative impact on other exhibitors' ability to do business.

Machinery

- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Machinery is subject to line-of-sight rules and should be placed accordingly in the booth.
- Under no circumstance may machinery, or any part of your display, extend outside the boundary of your contracted booth space regardless of the height clearance from the floor of the item.
- **Please contact GES at (800) 801-7648 if you plan to display machinery that weighs over 2 tons.**

Vehicles for Indoor Displays

- All vehicles must be submitted to the General Service Contractor for approval **Tuesday, January 7**. Please submit the **Vehicle Placement Form** that is located under the Shipping, Drayage, and Material Handling tab – Material Handling/Drayage Services in the **Exhibitor Service Kit**.
- Vehicles on display from automobile dealers must have a California DMV off Premise Display License. Proof of license must be provided upon request.
- Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors; fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 19L (five gal.) of fuel, whichever is less.
- At least one battery cable shall be removed from the batteries used to start the vehicle engine, and the disconnected battery cable shall then be taped. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
- Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes.
- No battery charging is permitted inside the building.
- Combustible/flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles is prohibited
- Vehicles shall not be moved during exhibit hours.
- 36" of clear access or aisles must be maintained around the vehicle.
- Vehicles must be a minimum of 20 feet from exit of door or exit pathway.
- No leaks underneath vehicles.

Balloons (Static and Controlled)

- Balloons filled with helium or hydrogen are not permitted (tethered or untethered, controlled or stationary).
- Balloons filled with air may be suspended from the ceiling in booths with a minimum size of 400 sq. ft. (36sqm). In this instance, these will be treated as hanging signs. Please refer to hanging sign rules on page 18 of this document for additional information. The display should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.

Storage

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.
- Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unprofessional.

Human Safety

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses.
- If a booth has a raised floor, yellow and black-striped hazard tape, or an edging of a different color, must be used to increase visibility and minimize a tripping hazard.
- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 ft. (.91m) and/or install hazard barriers as necessary to prevent accidental injury to attendees. Additionally, demonstrations should only be conducted by qualified personnel.
- Hoverboards, Segway, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

Structural Integrity

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts.
- Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, chairs, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Flammable and Toxic Materials

- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere.
- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Food Preparation and Sampling

Per the facility guidelines, any food items not directly manufactured by the exhibitor must be purchased from, and supplied by the in-house catering provider. All alcoholic beverages must be served by an employee of the in-house catering provider who is a certified bartender.

Americans with Disabilities Act (ADA)

- All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.
- Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.
- Examples:
    - Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length).
    - Provide the same attendee experience on both levels of a two-story exhibit.
    - Run an audio presentation for people with sight problems.
    - Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at Solar, Storage, and Smart Energy Expo Northern California. See below for language in contract.

Exhibiting company may not assign, sublet or re-sell, in whole or in part, contracted exhibit space. Exhibiting companies are allowed one exhibit space on the show floor. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to this exhibitor of record, nor shall the exhibiting company display articles not manufactured or normally sold directly by them.

Booth Personnel

Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear business professional attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at NOCAEXPO by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to NOCAEXPO show management, the exhibitor will be asked to alter the attire of its staff.

NOCAEXPO further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or sales person instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.

Suitcasing/Outboarding

NOCAEXPO restricts exhibitors from hosting or participating in competing or conflicting events or activities that occur during official NOCAEXPO show hours. Exhibitors violating this policy will be subject to cancellation of their booth without refund and may not be invited to participate in future Solar Power Events exhibitions.

Booth Personnel are not permitted to promote the exhibiting company outside the contracted exhibit space. All marketing must remain within the contracted exhibit space. Marketing materials may not be placed on conference tables or other areas that are not within the boundaries of the booth, both inside and outside of the exhibit hall. Show management reserves the right to remove individuals or discard display materials that do not comply with these guidelines.

NOCAEXPO has a zero-tolerance policy regarding suitcasing. Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately.

What is suitcasing? Suitcasing is a business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry.

What can you do? Please report any violations you observe to the Exhibits Manager, other NOCAEXPO staff, or conference security. The exhibits manager will investigate all complaints of suitcasing.

NOCAEXPO recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason NOCAEXPO EXPO must be informed of any hospitality suites, and expressed consent must be given prior to the event.