

RULES & REGULATIONS

In addition to the terms on the exhibit space contract your company signed, these rules are an integral part of our contract with you. If you have any questions, or need an explanation of a regulation, please contact Show Management. Please consult the GES of this manual for guidelines concerning union labor.

EXHIBIT DISPLAY REGULATIONS

Show Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association for Expositions and Events. All exhibits must conform to these regulations. Exhibits not in compliance must be brought into compliance prior to the end of exhibit set-up. These regulations will ensure all exhibitors regardless of size, an equal opportunity, within reason, to present their product(s) in the most effective manner possible.

Exhibitors may not begin dismantling their exhibit until the close of the show. Any exhibitor who begins to dismantle or pack part of their exhibit before the close of the show will incur a loss of priority points.

AGE RESTRICTIONS

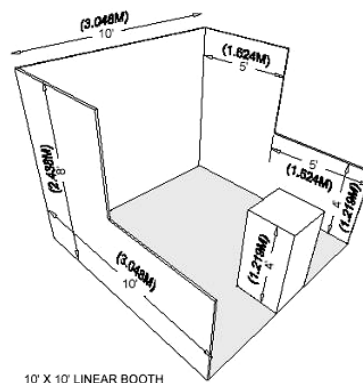
No one under the age of 18 is permitted in the exhibit hall during move-in and move-out and show days.

DISPLAY REGULATIONS

LINEAR OR IN-LINE BOOTH:

Linear Booths have one side exposed to an aisle and are generally arranged in a series along a straight line. Linear Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. In-line booths have an eight-foot (8') back wall height limit.

Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height limited imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.

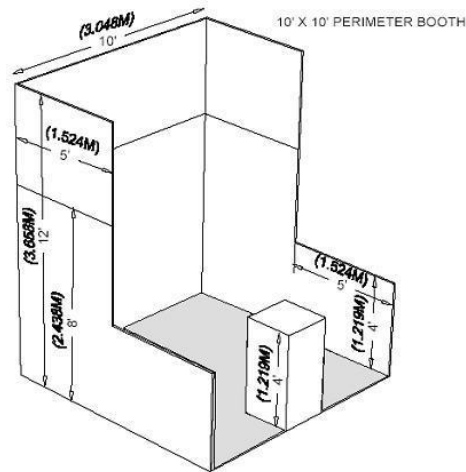


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PERIMETER BOOTH:

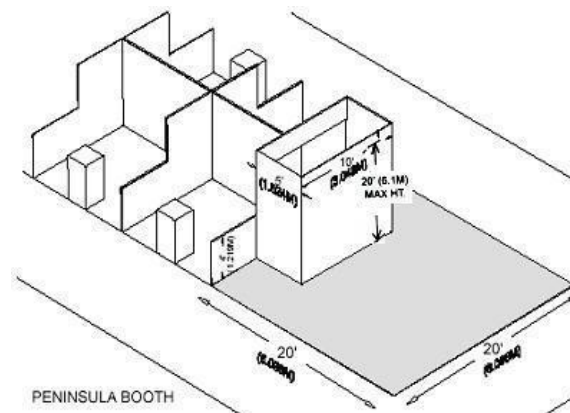
A Perimeter Booth is a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit. Perimeter Booths have a twelve-foot (12') maximum height limit.

Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of twelve (12') feet is allowed only in the rear half of the booth space, with a four-foot (4') height limited imposed on all materials in the remaining space forward to the aisle. Note: When three or more Perimeter Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space that is within ten feet (10') of an adjoining booth.



PENINSULA BOOTH:

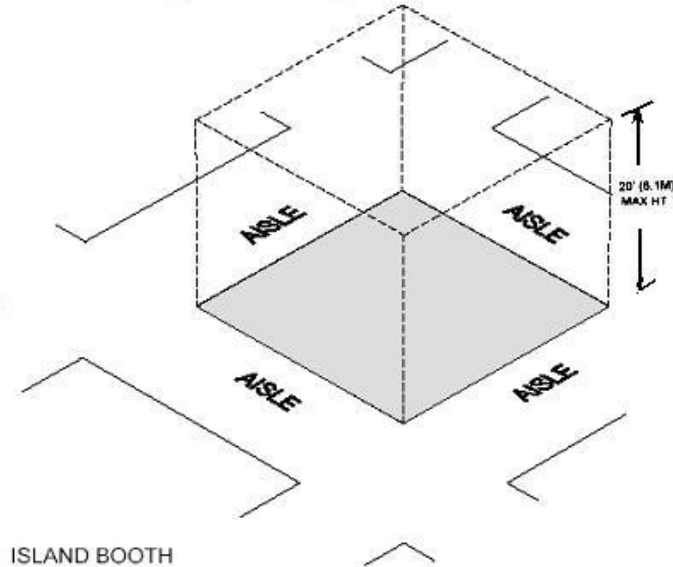
A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. A Peninsula Booth is 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Twenty (20') feet is the maximum height allowance, including signage for the center portion of the back wall.



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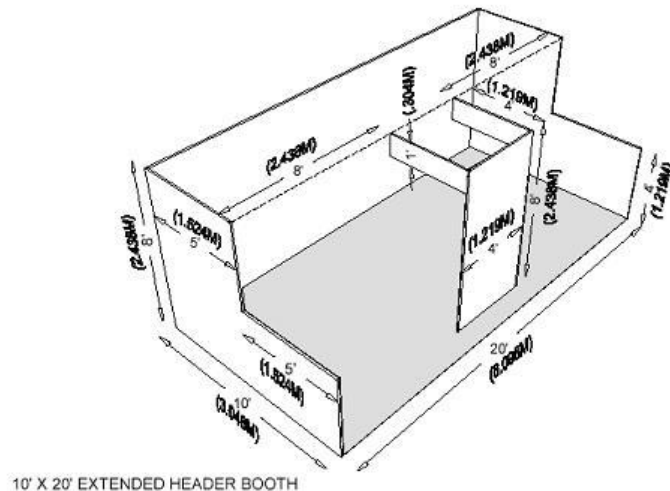
ISLAND BOOTH:

An Island Booth is a booth exposed to aisles on all four sides. An Island Booth is 20'x20' or larger. Anything less than 20'x20' is not an island and will have an eight foot (8') restriction and no hanging signs will be allowed. The entire cubic content of the Island Booth may be used to the maximum allowable height which is twenty (20') feet.



EXTENDED HEADER BOOTH:

An Extended Header Booth is a Linear Booth that is 20 feet or longer with a center extended header. All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8' (2.44m), a maximum width of 20% of the length of the booth, and a maximum depth of 9' (2.7m) from the back wall.



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INSTALLATION EXCLUSIONS

All exhibits must be free standing. No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No part of the display may be attached to, or otherwise secured to, the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars or floor of the exhibit areas. Exhibitor shall not post any sign of any description except within the confines of the exhibit space assigned.

UNFINISHED AREAS

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's sole expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of that portion finished and not have any identification signs, lettering, or graphics that would detract from the adjoining exhibit.

STORAGE OF CRATES, CARTONS & EXTRA MATERIALS

Storage of any materials in the space behind the booth is **PROHIBITED**. This area is for the electrical raceway ONLY.

FACILITY EQUIPMENT

Exhibitors are prohibited from using building equipment, i.e., ladders, tools, chairs, tables, dollies, stanchions, forklifts, vacuums, brooms, etc.

HANGING SIGNS

Hanging signs may not exceed height limitations established for that particular style of exhibit and must be finished on all sides. Hanging signs are allowed **ONLY** in peninsula and island booths that are greater than 10 feet in depth and occupy **400 square feet or more**. GES can hang all signs that do not have motors and weigh less than 250 pounds. Freeman is the official provider in-house at the George R. Brown for all signs over 250 pounds and/or points requiring motors.

No corporate identification will be permitted to be visible above the height limitations stated in each booth diagram.

PRODUCT DEMONSTRATIONS

All displays, product demonstrations, and sales activities in the exhibit hall must be kept within the confines of your contracted booth space. Selling in the aisles, hosting audiences in the aisles, booth encroachment into the aisles, distributing literature in the aisles, etc., will not be tolerated. This is not only unfair to your fellow exhibitors, but blocking aisles creates a potentially unsafe situation which could lead to the show floor being shut down by the fire marshal. Please be considerate to your fellow exhibitors – refrain from soliciting their business during show hours (when they are trying to make a sale).

LITERATURE DISBURSEMENTS & SURVEYS

Literature samples and give-aways can be disbursed from within (and all surveys can be done from) your exhibit space ONLY.

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PEEL-OFF LABELS, STICKERS, TAPE

The distribution of peel-off labels and decals is prohibited. Tape cannot be used to adhere signs to building walls or pillars, and may not be used to adhere items to any building flooring or other surfaces outside the exhibitor's booth. Removal and repair will be billed to the exhibitor.

SELLING (CASH & CARRY POLICY)

"Cash and Carry" sales are **not** permitted on the show floor. This regulation will be strictly enforced.

PHOTOGRAPHY REGULATIONS

Any attendee, exhibitor, or media representative who wants to take pictures of displays (other than their own) must **first** obtain permission from any exhibitor whose display will appear in the photograph. Should an exhibitor object to his display being photographed, photographs of that display will be prohibited.

BALLOONS

Helium balloons are prohibited within the Facility. Any cost to retrieve the balloons will be charged to the Exhibitor.

FOOD & BEVERAGE

Exhibitors may serve food and beverages from their booths; however they must order it from Aramark, the George R. Brown Convention Center In-house caterer. To provide samples of food or beverage manufactured by your company, a Food Manufacturers' Sampling Form must be completed and returned to the George R. Brown Convention Center. A form is available in this Exhibitor Services Manual.

GRATUITIES

Convention center and union labor employees are not permitted to accept gratuities of any kind. If you are solicited for a tip by convention center employees or booth labor personnel, please report the incident to Show Management.

LIGHTING & SOUND REGULATIONS

Lighting – Lighting can be an integral part of an exciting exhibit presence, however in the interest of fairness and safety, the following guidelines have been established:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, 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.

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Sound – The following noise abatement policy will be enforced:

- Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

ELECTRICAL

1. All equipment provided by customer must comply with all National Electrical Codes, and state and local safety codes.
2. All wiring must be three-wire and grounded.
3. Wiring that touches the floor must be "SO" cord (minimum 14 gauge/3 wire) which is insulated to qualify for "extra hard usage."
4. Cord wiring above floor level can be "SJ" which is rated for "hard usage."
5. 2-Wire cords (Ripcords or Zip cords) are unacceptable unless the cord is a component part of an assembly which is specifically approved. All electrical material and equipment must be properly grounded.
6. Power strips (multi-plug connectors) must be UL approved, with built-in over-load protectors.
7. 5. Each motor of 1 HP or over must be equipped with a fusible switch.

MUSIC LICENSING

Exhibitors using music in their booths, either live or mechanical, must provide NTP with a copy of the exhibitor's Licensing Agreement with ASCAP, BMI, SESAC or other such licensing organization or must expressly warrant in writing to NTP that no such license is required due to exemption under 17 U.S.C. § 110 (5) or other specified exemption. Further, should Exhibitor play music, Exhibitor agrees to indemnify and hold NTP and/or the Association harmless from any action brought against NTP or EDTA by ASCAP, BMI, SESAC or other licensing organization for the playing of such music.

FIRE SAFETY REGULATIONS

The information contained in this brief outline does not by any means completely cover the ordinances and regulations contained in the local Fire Code, but it does provide the basic rules governing exhibits in any building open to the public.

1. All decorative and construction materials must be non-combustible or flameproof. Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited in display construction. All material is subject to inspection and flame testing by the Fire Marshal.
2. All exit doors and aisles serving any occupied area of the building must remain unobstructed.
3. Any merchandise or material attached as table skirts must be non-combustible or flameproof.
4. The following items may **NOT** be used without approval by the Fire Marshal:
 - a. Display or storage of LPG.
 - b. Flammable liquid.
 - c. Flammable gas.
 - d. Straw, sawdust, or shavings.
 - e. Welding or cutting equipment for demonstration purposes.
 - f. Gas-fired appliances for demonstration purposes.
 - g. Salamander stoves for demonstration purposes.
 - h. Lit candles and lanterns for demonstration purposes.

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- i. Compressed gas cylinders must be empty.
5. The storage of combustible shipping containers must be confined to the areas approved by the Fire Marshal.
6. The use of open flames, burning, or smoke-emitting materials as part of an act, display, or show is prohibited.
7. Combustible waste is to be collected as it accumulates and stored in non-combustible covered containers, which are emptied at least once a day.
8. Electrical equipment must be installed, operated, and maintained in a manner which does not create a hazard to life or property.

*These are basic rules and every exhibit **MUST** comply prior to the scheduled opening.*

AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors must acknowledge their responsibilities under the Americans with Disabilities Act (ADA) to make their booth accessible to persons with disabilities. The key publications of concern to exhibitors are the ADA's *Title III Regulations* and *Guidelines for Small Businesses*. These can be viewed via www.usdoj.gov/crt/ada/publicat.htm, or ordered through the US Department of Justice's ADA Information Line – (800) 514-0301.

Exhibitors with complex displays should pay special attention to the following conditions. Platforms and steps should not be used, or alternative access must be provided in the form of ramps with a grade of not more than one inch to one foot. The maximum rise for any run is 30 inches. Ramps with a rise of more than six inches, or a run longer than six feet, should have railings on both sides. Ramps must have edge protection in the form of curbs, walls or railings, and must have level landings at the bottom and top of each ramp. Rough or unfinished edges are not permitted. Landings should be at least as wide as the ramp and should be at least five feet in length. Exhibitors shall also indemnify and hold harmless NTP, SpaceCom, GES, and the George R. Brown Convention Center against cost, expense, liability or damage which may be incident to, arise out of, or be caused by Exhibitor's failure to have their booth comply with requirements under the Act.

EQUIPMENT REMOVAL PASSES

An Equipment Removal Pass will be required to remove any hand-carried equipment from the exhibit hall. These passes will be available from the Show Management Office. Security will be instructed not to permit the removal of equipment from the exhibit hall without such a pass. Equipment Removal Passes will be required at all times, except during move-out, when an Exhibitor badge will be required.

SPECIAL WORK PERMITS

Exhibitors who require access to the exhibit hall outside the published hours must be issued a Special Work Permit from the Show Management Office. Please come to the Show Management Office no later than 5:00pm to obtain your Special Work Permit for Monday evening. Additional security may be required at the exhibitor's expense if late work permits are required. We urge you to complete your exhibit installation/dismantling during specified hours. Exhibitors in the hall after hours are to be working within their booth space only.

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USE OF EXHIBITOR-APPOINTED-CONTRACTORS (EACs)

An **Exhibitor Appointed Contractor (EAC)** is any company, other than the designated official contractors listed in this manual that an exhibitor wishes to use and which requires access to the exhibit hall before, during or after the show. These include independent display/installation & dismantle companies or anyone who is not an employee of your company that you will have working on your equipment and products.

Also included are delivery personnel, technicians, photographers, florists, A/V companies, and anyone hired by the exhibitor who needs access to the exhibit floor. Permission to use an Exhibitor Appointed Contractor cannot be given for utilities, booth cleaning or material handling services, as these are exclusive to the convention center and/or the general contractor. **Exhibitors who plan to use Exhibitor Appointed Contractors must complete the form included in the GES portion of this manual.**

RULES & REGULATIONS GOVERNING EACs

- *A certificate of insurance for the exhibitor appointed contractor **MUST** be received by GES. If no certificate is received, the EAC will not be allowed on the exhibit floor.*
- The EAC will refrain from placing an undue burden on the Official Contractor by interfering in any way with the Official Contractor's work.
- The EAC will not solicit business on the show floor at any time.
- The EAC will share with the Official Contractor all reasonable costs incurred in connection with his operation, including overtime pay for stewards, security if necessary, restoration of exhibit space to its initial condition, marking of exhibit floor, etc.
- The EAC will cooperate fully with the Official Contractors and will comply with existing labor/union regulations or contracts as determined by the commitment made and obligations assumed by Show Management in any contracts with the Official Contractors.
- **ALL** EAC's and their labor must be badged through Show Management/GES upon arrival on show site. No one will be allowed on the show floor without proper identification.
- EAC's will not be permitted to store equipment in the Convention Center. Due to limited space and fire regulations, all equipment must be stored off the premises. If found, equipment will be removed from building.
- The EAC, under no circumstances, will be allowed to remove floor-marking tape until the close of the exposition.

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GEORGE R. BROWN CONVENTION CENTER EXHIBITOR REGULATIONS:

1. All move-in and move-out of exhibits must be done only through designated loading docks, freight doors, and freight elevators. The main lobbies, escalators and passenger elevators are not to be used for this purpose. Exhibitors should verify show security arrangements and times for move-in and move-out with Show Management.
2. Parking at the loading docks, the third level ramp, except for loading and unloading, is prohibited. Parking, loading and unloading on Avenida de las Americas in front of the building, is strictly prohibited. Vehicles in violation of this policy will be towed at owner's expense.
3. All food, alcohol, non-alcoholic beverages, and concessions are operated and controlled exclusively by the George R. Brown Convention Center. Exhibitors must contact Aramark for all sampling and catering requests at 713-853-8150. Aramark will provide all necessary information and required forms.
4. All decorations, signs, banners, may not be taped, nailed, or otherwise attached to any ceiling, window, painted surface, or wall of the facility. Both the Show Manager and the Event Manager must approve the location and method of installation of any special decorations or signs. The use of helium and helium balloons is prohibited in the facility. Adhesive-backed decals are not permitted to be distributed or used inside the facility, or in the immediate vicinity.
5. Only facility electricians, plumbers, telephone technicians, and engineers may access the utility floor pockets. Exhibitors are not permitted to use water from restroom faucets or janitorial closets for exhibit purposes. To order any of these services, please contact Smart City at 713-853-8900.
6. Fire Prevention Permits are required for vehicles on display, cooking, tents, multilevel booths; please contact Show Management or the GRB Event Services Department for more information.
7. The Houston Fire Code requires any vehicle displayed inside the facility must have the battery cables disconnected. The gas tank must also be taped shut or have a lockable gas cap, and may contain no more than $\frac{1}{4}$ a tank of fuel before entering the GRB. All exhibit vehicle keys must be in the possession of the Show Manager in case of emergency.
8. All exit doors must have 10' clearance. All display materials in the booth must be fire proof. The use of hay for display purposes is strictly prohibited. All other Houston Fire Code regulations must be adhered to.
9. No animals or pets are permitted in the facility except as an approved exhibit, activity or performance requiring the use of animals. Service animals are permitted.