



**INTERNATIONAL PRODUCTION & PROCESSING EXPO**

# RULES AND REGULATIONS



# GENERAL OPERATING POLICIES AND PROCEDURES

These General Operating Policies and Procedures with referenced publications have been established to ensure the Georgia World Congress Center, its personnel, licensees and related service industries are working in a safe and orderly environment. These policies and procedures should serve as a guideline governing event and building operations. Any questions, requests for variations or exceptions should be promptly submitted to the Event Services Department and must be approved in writing by GWCC management.

## General Operating Procedures

1. Animals and pets are not permitted in the facility except in conjunction with an authorized exhibit, display or performance; or as aids to the disabled.
2. Building signage, graphics, displays, restrooms, elevators, escalators and similar features may not be visibly blocked in any manner, nor may temporary signs or decorations be attached to any building surface.
3. The Center does not provide furniture and equipment for exhibit booth use. All arrangements for exhibit booth and lounge furniture should be made through a service contractor.
4. House lighting, ventilation, heat or air conditioning will be provided as required during open show hours, rehearsals or special conditions. Energy conservation mandates reduced lighting and ventilation during move-in and move-out periods.
5. GWCC provides the following services on an exclusive basis: Utility services, including electrical, plumbing (natural gas, compressed air, water and drain), Food and Beverage service and Telecommunication services
6. A house electrician or Engineering Technician must perform all wiring, electrical installations and other exclusive services; however, authorization may be granted for company engineers or technicians to perform special electrical work on their own company exhibit equipment. Authorization may also be granted for licensed electricians to perform certain audio/visual installation on theatrical sets. Contact GWCC Engineering for further information (404-223-4800).
7. The use of anchors and drilling of exhibit hall floors is not permitted. Please contact GWCC Engineering for further Information (404-223-4800).

## Maintenance, Cleaning and Protection of Building Furnishing, Equipment and Finishes:

1. Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, columns, or fabric and decorative walls.
2. Helium balloons may not be given out inside the building but may be authorized for permanent attachment for authorized displays – See Event Services Department.
3. Adhesive-backed decals and stickers may not be distributed anywhere on the premises.
4. Glitter and confetti may not be used in carpeted areas of the building.
5. Planters, furniture and other building equipment may not be removed or repositioned. GWCC personnel shall handle any movement of furniture for event purposes.
6. Motorized vehicles, forklifts, gas or electric carts, bicycles, scooters and similar equipment may not be operated on any carpeted areas of the building.
7. Carpet runners; show carpet or other temporary floor coverings over permanent carpet must be approved in advance. Contact Event Services Department for specification of approved tapes to use when installing carpet. Double-faced tape and heat tape are prohibited for direct application to permanent carpet.
8. Tape removal from exhibit hall floor is the responsibility of the licensee and their service contractor(s).
9. Food and beverages are not permitted in any Auditorium of the GWCC.

# GENERAL OPERATING POLICIES AND PROCEDURES



## Safety

1. Safety of occupants of the Center is of primary concern. Any unsafe condition or activity should be immediately reported to GWCC Security at (404) 223-4911 (x4911 on a Red House Phone).
2. Hazardous work areas are defined as any area on the premises where exhibits, equipment and freight are being handled; such as loading dock areas; exhibit halls, services corridors, marshaling yards, etc. Within these areas and throughout the premises, the following guidelines will be strictly enforced:
  - a. Absolutely no drinking of alcoholic beverages.
  - b. No horseplay, practical jokes, etc.
  - c. Possession or use of an illegal or controlled substance of any kind is prohibited.
  - d. No speeding (over 5 mph) or reckless use of vehicles and equipment.
  - e. No gasoline, kerosene, diesel fuel or other flammable liquids may be stored, permanently or temporarily, inside the building. No refueling activity of any kind permitted. Refueling must be accomplished a minimum of fifty (50) feet beyond the exterior of the building.
  - f. Access to fire exit doors and corridors shall be maintained throughout move-in/move-out activities.
  - g. Utility panels, switchgear, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
  - h. Oil spills; loose or missing floor box covers or any other visible safety hazard shall immediately be reported to GWCC Security (404) 223-4911(x4911 on Red House Phone).
  - i. Work activities in galleria areas on upper levels require additional supervision to ensure safety for attendees to other events.
3. Basic Fire Code Regulations:
  - a. The NFPA 101 Life Safety Code 2000 Edition has been adopted with specific revisions and interpretations for review of occupancies and events in this facility.
  - b. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame retardant.
  - c. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress and any other fire safety device or facility must not be hidden, obstructed or otherwise disturbed.
  - d. Crates, packing material, wooden boxes and other highly combustible materials may not be stored in exhibit halls, meeting rooms or fire exit areas.
  - e. Vehicles on display must have all fuel tank openings locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall be full when displayed within the facility. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped to avoid potential sparks.
  - f. The use of pyrotechnics and welding equipment, open flames or smoke emitting material as part of an exhibit or display must be individually reviewed by GWCC Event Services and the Fire Marshall for the State of Georgia. All request must be submitted in writing and include appropriate and required documentation.
4. Special Conditions:

Use of lasers and x-ray equipment, is subject to review and approval by the Georgia Department of Human Resources-Radiological Division. Contact GWCC Event Services at (404) 223-4300 for specific information on submission requirements for this approval.
5. Passenger elevators and escalators may not be used for freight, including hand trucks, floats and similar equipment.

## Food Service

Levy Restaurants is the exclusive caterer for all food and beverage services on the premises. No food or beverage of any kind may be brought or delivered into the building or to the exterior grounds, parking decks, truck docks and drives constituting the premises. Contact Levy Restaurants (404-223 4500) for food and beverage requests.



## Welcome Contractors

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The officers within the GWCC Public Safety Department work diligently to ensure the safety of visitors to the facility as well as the security of all employees, including contracted workers who have a vital role in the continued success of the Georgia World Congress Center. The implementation of the WIS program has enabled officers to more efficiently monitor access to the facility resulting in a safer work environment, a securer facility and a more pleasant experience for visitors.

1. To begin your visit, all contractors are encouraged to park in the Red Parking Deck. As an incentive, Contractors who present a permanent WIS badge to the parking attendee will receive discount parking.
2. Once you have parked all Contractors must enter the building through the B1/Employee Entrance located on Lower Andrew Young International Blvd on the B1 docks.
  - a. To access the employee entrance from Upper Andrew Young International, take the red deck parking lot elevators, 1IP or 2IP, to level 2.
  - b. Exit through the glass double doors. The Employee entrance is located across the street from the second floor glass double doors leading from the Red Parking Deck elevators 1IP and 2IP.
3. It is very important that you enter through the B1 employee entrance. **THIS IS THE ONLY AUTHORIZED ENTRANCE.** Contractors will be required to show their WIS badges upon entering the GWCC.
  - a. If the WIS badge is valid the contractor will be issued a colored wrist band for that day. This wrist band must be worn the entire time the contractor is on the property for that day.
  - b. If a contractor does not enter through this point of entry they will be asked to return to the point to receive the proper credentials or may be asked to leave property if they do not have the proper WIS credentials.
  - c. If a contractor does not have a WIS badge they can rent one from the Department of Public Safety located at the B1 employee entrance or you can refer to the ESCA brochure.

**\*CONTRACTORS NOT IN COMPLIANCE WITH BADGING POLICIES WILL NOT BE ALLOWED ACCESS TO GWCC\***  
**Badges must be visible at all times while on GWCC campus**

**If you have any questions please contact:**

Micshon Anderson, Security Manager, GWCC

[MAnderson@gwcc.com](mailto:MAnderson@gwcc.com)

404.223.4900

Chris Chadwick, Event Services, GWCC

[CChadwick@gwcc.com](mailto:CChadwick@gwcc.com)

404.223.4300

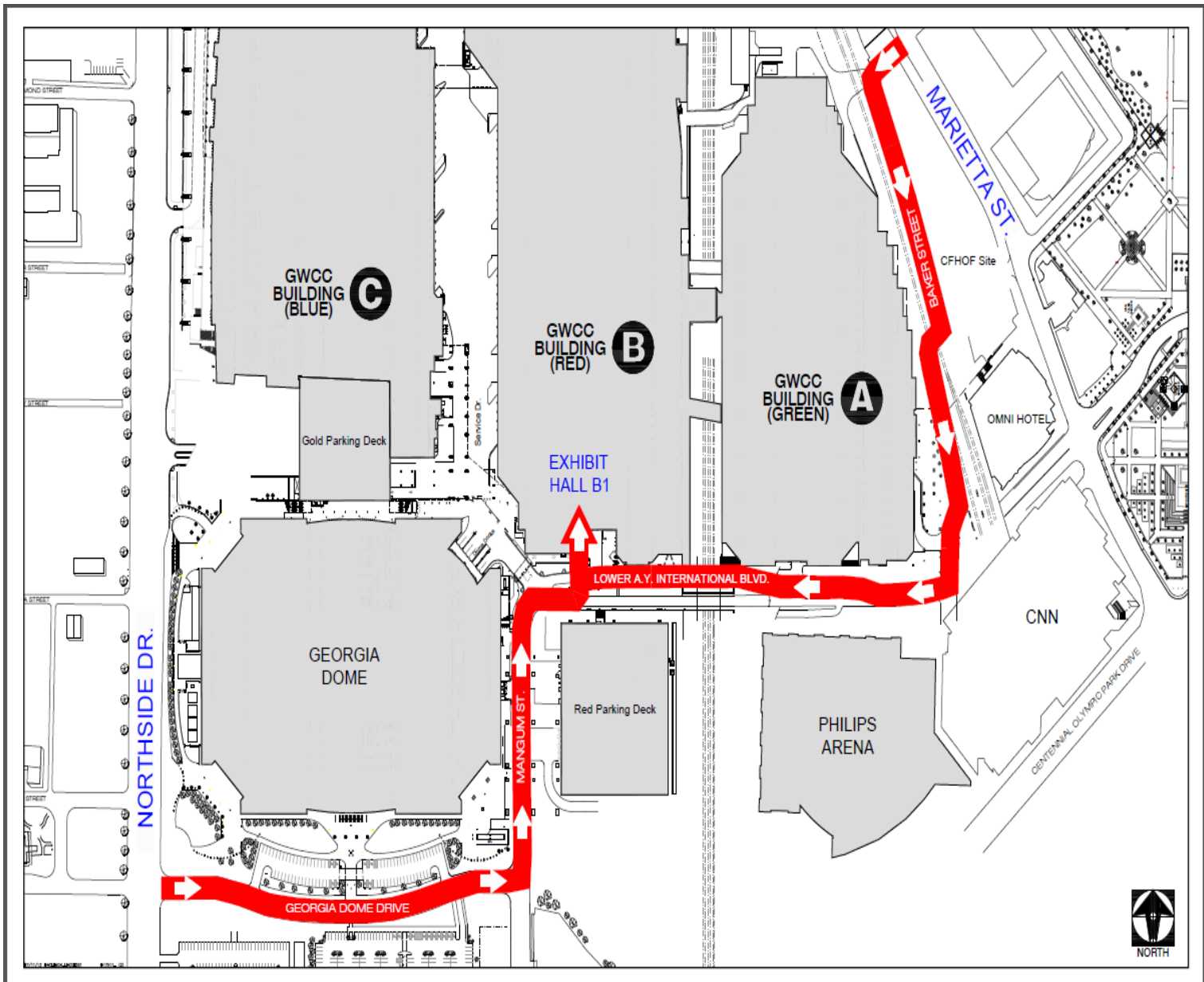
Mitt Arnaudet, WIS National Administrator, ESCA

[mitt@esca.org](mailto:mitt@esca.org)

972.447.8212



Below is a map with directional guidance to the B1 Employee entrance





## Worker Identification System (W.I.S.)

- All contractors/suppliers/vendors will require the WIS badge to gain access to the GWCC; exhibition halls and concourse levels, along with any credentials Show Organizers/Event Management companies will utilize.
- Show Organizers/Event Management have been advised about the program and should inquire if the contractors/suppliers/vendors/hired have registered and received badges.
- Someone from the ordering company will need to register as Administrator. There are training videos on the website explaining all of the procedures in registering.
- There is no fee to enroll in the program, but **there is a fee for badges**. Please visit the website below for specific information on cost and categories for the badge.
- For questions and registration regarding the WIS Badge please visit <https://www.workeridbadge.com/admin/home/>  
Mitt Arnaudet, WIS National Administrator, ESCA  
[mitt@esca.org](mailto:mitt@esca.org)  
972.447.8212
- Badges are generally received within 7-10 business days after they have been ordered and payment received.
- Please note that the following U.S. facilities also require the WIS badge, so your employees will now have access to these venues as well...
- **Atlantic City Convention Center**
- **Boston Convention & Exhibition Center**
- **Cashman Center** - Las Vegas
- **Duke Energy Convention Center** - Cincinnati
- **George R Brown Convention Center** - Houston
- **Georgia World Congress Center** - Atlanta
- **Irving Convention Center** - Irving
- **John B. Hynes Convention Center** - Boston
- **Las Vegas Convention Center**
- **Miami Beach Convention Center**
- **Music City Center** - Nashville
- **Walter E Washington Convention Center** - WDC

***An ESCA Badge does not allow your employees access in the exhibit halls-  
The Event will dictate their credentials for access into the exhibit halls.***





# EXPO RULES AND REGULATIONS

1. **MANAGEMENT:** The word “Management” as used herein shall mean The International Production & Processing Expo (IPPE), a partnership of U. S. Poultry & Egg Association (USPOULTRY), American Feed Industry Association (AFIA), North American Meat Institute (NAMI), its officers, committees, agents, or employees. USPOULTRY is responsible for show management.
  2. **OBJECTIVES OF THE EXPO:** Exhibitor agrees with the objectives of the Expo. It is agreed by the Exhibitor and Management that the objectives of the Expo are educational and all products and services exhibited must be to further the educational needs of the industries represented by USPOULTRY, AFIA and NAMI and the individuals engaged in the respective industries.. **Cash and carry sales are prohibited (any form of payment) unless specifically allowed in writing by Management.**
  3. **ELIGIBLE EXHIBITS:** Exhibits will be limited to those companies or other entities offering machinery, materials, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturers, representatives, and/or distributors must list their participating principals as the exhibitors of record. **Only the sign of the Exhibitor whose name appears on the contract may be placed on the booth.** No exhibits or advertising will be allowed to extend beyond the space allotted to the Exhibitor, or above the back and side rails. Detailed Display Regulations are provided at [www.ippexpo.org](http://www.ippexpo.org) and included in the Exhibitor Manual.
  4. **RIGHT OF MANAGEMENT TO RESTRICT EXHIBIT:** Management reserves the right to restrict any exhibit which, because of noise or other reason, may become objectionable, and also reserves the right to prohibit or remove any display which, in the judgment of Management, may detract from the general character of the Expo. This reservation includes persons, things, conduct, printed material or anything of a character that might be detrimental to the Expo as a whole.
  5. **CANCELLATION/REFUND POLICY:**

For cancellations, the following rules apply:

    - Cancellation must be received by Exhibit Manager in writing.
    - Prior to September 30, 2016, 50% refund of monies paid.
    - After September 30, 2016, no refund given.

For space reductions, the following rules apply:

    - Request for space reduction must be received by Exhibit Manager in writing.
    - April 1 through September 1, 2016, refund of monies paid for relinquished contracted space given.
    - After September 1, 2016, no refund given.
  6. **LIMITATION OF LIABILITY:** Exhibitor agrees to indemnify and hold harmless the Management, the Sponsors, Owners, Exhibition Hall Facility, and City in which the Exhibition is being held, and their officers, agents, and employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of any kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, acts of God, air conditioning/heating failure, theft, pilferage, mysterious disappearance, bomb threats or any other causes. All such items are brought to the Exhibition and displayed at Exhibitor’s own risk and should be safeguarded at all times. Management shall bear no responsibility for damage to the Exhibitor’s property, or lost shipments either coming in or going out, or for moving costs. Damage to inadequately packed property is Exhibitor’s own responsibility. If Exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space costs. Exhibitor is advised to insure against these risks.
  7. **BOOTH SPACE:** Contract is for booth space only with inclusion of uniform sign with company name as designated on contract. This sign will be furnished by Management at move-in.
- Exhibitor agrees that Management shall not be responsible or liable in any way in the event of any errors or omissions in the listings in the IPPE Directory, Pocket Program, or in any promotional material.
- Management agrees to take reasonable precautions to protect exhibits between 5 p.m. and 9 a.m. during the Expo, but will not be responsible for any loss or damage to goods consigned to its care. Management shall not be responsible for the safety of property or person of the Exhibitor, his officers, agents, or employees from theft, damage by fire, water, accident or other cause.
- The contract agreement is between IPPE and the exhibitor, no third party agreements. An official representative from the exhibiting company must complete and sign the contract. Invoice and contract will be emailed to the exhibiting company.**
- All booths must be fully carpeted or furnished with an acceptable floor covering as approved by Management. This floor covering/carpeting may be furnished by the exhibitor or rented from a rental service company approved by the Management. Flooring must comply with the requirements of the American with Disabilities Act (ADA) and be made with fire retardant material.
- Exhibitor has the option of supplying his furniture needs or renting from a rental service company approved by the Management.
- Exhibitor agrees to have his booth and displays cleaned and otherwise put in order between the hours of 6 p.m. and 8 a.m. each day. GES has exclusive cleaning services.



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The Georgia World Congress Center will furnish utilities, including electrical, compressed gas, and air. Payment is to be made to them by the Exhibitor upon completion of installation.

Carpentry and other labor may be provided by the Exhibitor or secured through the General Contractor of the Expo.

No pallet jacks are to be operated by anyone except GES.

Exhibitor agrees to abide by all rules of contracted booth type as specified in the Display Rules and Regulations stated in the Exhibitor Manual and on IPPE Web site.

Exhibitor shall not injure, mar or in any manner deface the floors, walls, fixtures, or any part of the building. If the Exhibitor, its agents, servants or guests, shall cause, by any act of omission or commission, anything to be done whereby the premises shall in any manner be injured, marred or defaced, the Exhibitor shall pay to the Building Management such sum as may be necessary to restore the premises to their previous condition.

Exhibitor agrees that there will be no visual projection on walls of show floor, connector or other public wall space.

Exhibitor is not allowed in another Exhibitor's booth without permission at anytime other than show hours. Should an Exhibitor be found in another Exhibitor's booth without permission, violating Exhibitor will be escorted from the Exhibit hall and may be barred from future Expos.

8. **BOOTH SHARING:** Exhibitor shall not share its space, or any part thereof, with any other person, entity or organization.

**The booth shall contain and advertise only products or services manufactured, sold or distributed by the Exhibitor.** In instances where articles or products are required for the proper demonstration or operations of Exhibitor's display, identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. The booth shall be occupied only by contracted Exhibitor company personnel. Technical/sales support staff from manufacturers represented or for products distributed by the contracted exhibiting company are permitted in the booth. Show Management reserves the right to cover any products not in compliance with the terms of this contract or remove such products from the exhibit floor at Exhibitor's expense. [The Exhibitor shall not accept payment from any third party in exchange for allowing such third party's products to be displayed in Exhibitor's booth space.] Nothing in the contract, however, shall prohibit an Exhibitor from being reimbursed by a manufacturer for the actual costs incurred by Exhibitor in displaying products that are manufactured by a third party and distributed by contracted Exhibitor in the ordinary course of contracted Exhibitor's business. Upon the request of Management, Exhibitor shall provide Management with reasonable documentation relating to the products displayed in Exhibitor's booth or any payment Exhibitor has received in connection with Exhibitor's booth at the Expo. Decisions of

Management shall in all instances be final with regard to use of any exhibit space. Nothing in the paragraph 4 will limit any other remedies available to Management under the contract.

9. **DECORATION:** Management will have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor that may require the replacing, redecorating, or rearrangement of any items or of any booths, and no liability shall be attached to Management for costs that may be incurred by the Exhibitor for compliance. An Exhibitor building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths (no logos or graphics). If such surfaces remain unfinished at 6 p.m. of the day before the opening day of the Expo, management shall authorize the General Contractor to effect the necessary finishing, and Exhibitor must pay all charges involved. In addition, if any display on which set-up has not been started by 8 a.m. of the opening day of the Expo, Management reserves the right to have such display installed at Exhibitor's expense. **All exhibits must be ready two hours prior to the opening hour of the Exhibition.** If is Management's sole discretion to move any exhibits after this time. No exhibit may be built or erected to exceed the height limitations as set forth in the Display Rules and Regulations included in the Exhibitor Manual and on the IPPE Web site. Any Exhibitor whose booth does not comply with Display Rules and Regulations may be required, at their own expense, to alter the display in order to conform to those rules and regulations. Failure to do so can result in termination of booth space for current Expo and loss of priority position assignment in the next Expo.
10. **SAFETY AND FIRE LAWS:** All applicable fire and safety laws and regulations as directed by the Georgia World Congress Center must be strictly observed by the Exhibitor. Exhibitors must comply with OSHA regulations, and all federal, state, and municipal fire codes which apply to places of public assembly. Cloth decorations must be flameproof. Wiring must comply with local fire department and underwriter rules. Crowding will be restricted. Aisles and fire exits must not be blocked by exhibits. No decorations of paper, pine boughs, leafy decorations, or tree branches are allowed. Acetate and most rayon drapes are not flameproof and may be prohibited. **No storage behind exhibits is provided or permitted.**
11. **EXHIBITOR RELOCATION BY MANAGEMENT:** Management reserves the right to relocate Exhibitor in booths other than those specified if in the best interests of the Expo; however, no change of location shall be made without full discussion with Exhibitor.
12. **INSPECTION:** Booths must be completed and ready for Show Management inspection prior to 6 p.m. on final move-in day. After the Expo opens, there will be no moving of materials in aisles or setting up booths during Expo hours.





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13. **LOTTERIES/CONTESTS:** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from Management. No Exhibitor shall conduct any presentation of awards or prizes during the Expo that relates to a competition by students, professionals, or manufacturers of machinery or supplies that are technically innovative, without the written approval of Management.
14. **PERSONNEL AND ATTIRE:** Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interest of Exhibitors and the Expo. **Further, Exhibitor expressly agrees that their booth will be staffed during open hours of the Expo.** If booth is not staffed to full completion of the open hours of the Expo, Exhibitor will be given one warning. Exhibitor will lose seniority upon second violation. Exhibitor and their personnel will not conduct or host official hospitality or sales activity functions outside the Georgia World Congress Center during open hours of the Expo.
15. **EXHIBITOR CONDUCT:** The distribution of samples, souvenirs, publications, etc., or other sales materials or sales promotion activities must be conducted by Exhibitor only from within their booth unless otherwise authorized in writing by Management. Exhibitor shall not use roving exhibit or personnel. The distribution of any articles that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited. Exhibitor presentations/demonstrations are to be conducted within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each Exhibitor to arrange display, product presentation and demonstration areas to ensure compliance. No article containing any product other than the product or material made or processed or used by the Exhibitor in their product or service may be distributed except by written permission of Management. Infraction of this rule will result in the closure of their Exhibit. The Exhibitor shall conduct and operate their exhibit so as not to annoy, endanger or interfere with the rights of other Exhibitors and visitors. Any practice resulting in complaints from any other Exhibitor or visitor which, in the opinion of Management, interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by Management.
16. **TIPS/GRATUITIES:** Exhibitors are not to give tips or gratuities to any employees of the sponsor, facility or service contractors.
17. **ALCOHOLIC BEVERAGES:** Alcoholic beverages may be dispensed from exhibitor booths from 11 a.m. to closing. All alcoholic beverages at GWCC must be purchased through GWCC's approved vendor, Levy Restaurants. It is the responsibility of the exhibitor to ensure that all laws concerning the dispensing of alcoholic beverages are obeyed. IPPE does not accept responsibility for any actions undertaken by exhibitors with regard to the dispensing of beverages containing alcohol. Anyone displaying a STUDENT badge shall NOT be served alcoholic beverages of any kind, regardless of legal drinking age.
18. **SOUND/MUSIC:** In general, Exhibit may use sound equipment in booth 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.** Sound and noise should not exceed 85 decibels. Exhibitor should be aware that music played in booth, 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. Exhibitors are responsible for said fees.
19. **INSURANCE:** Exhibitor shall purchase commercial general liability insurance, placed with a financially stable insurance carrier, which insures Exhibitor's operations and obligations under this agreement. Said policy shall have limits of no less than \$1,000,000 per occurrence. The foregoing insurance is a minimum requirement and shall in no way limit the liability of Exhibitor. Exhibitor shall furnish evidence (certificate of insurance) satisfactory to Management that Exhibitor has secured and is maintaining the foregoing insurance policy. Insurance must show coverage through show move-in dates, show dates, and move-out dates. Exhibitors utilizing an Exhibitor Appointed Contractor (EAC) for setup/dismantle of booth space must have the EAC provide evidence of insurance (certificate of insurance) in the amount no less than \$2,000,000 in general liability coverage.
20. **DAMAGES/CLAIMS:** All damages and claims that occur on site must be reported to Show Management prior to leaving the Georgia World Congress Center.
21. **FAILURE OF EXHIBITOR TO OCCUPY SUBLICENSSED SPACE:** On failure of Exhibitor to occupy sublicensed space, Management shall have the right, if it so elects, and without notice, to occupy, or cause to be occupied, said space in such manner as Management shall deem best for the Expo. Exhibitor, however, remains liable for any loss suffered by such failure to occupy space.
22. **INTELLECTUAL PROPERTY:** Exhibitor and attendees are required to respect all intellectual property rights of products associated with the show. If Exhibitor is found to be in violation of the rights either by displaying a product in violation of intellectual Property Rights or by seeking to procure information infringing on established rights by others, management reserves the right to hear and mediate claims therein resulting in the expulsion of the violators from the show. Likewise, attendees violating said policy will be removed from the premises.
23. **PHOTOGRAPHY:** The taking of photographs is strictly prohibited except for booth photography contracted through the Official Show Photographer, and accredited members of the press. An Exhibitor or Attendee may not photograph or



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video tape the exhibits or products of other Exhibitors without their written permission. Photographs, images and photographic devices will be confiscated and those individuals in violation of this rule may be escorted from the Expo and their Expo credentials revoked. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must notify Show Management in advance of the show and whose permission shall not be unreasonably withheld.

24. **CARE AND REMOVAL OF EXHIBITS:** Management will maintain the cleanliness of all aisles. Exhibitor must, at their own expense, keep exhibits clean and in good order. GES has exclusive cleaning services. No pallet jacks to be operated except by GES. All exhibits **MUST REMAIN FULLY INTACT** until the Expo has officially ended. Exhibits must be removed from the building by the time specified in the Exhibitor Manual. In the event any Exhibitor fails to remove their exhibit in the allotted time, management reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of management's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of this property as it may deem desirable without any liability to Management.
25. **ADMISSION:** Admission is open to adults affiliated with the industry served by the Expo. Management reserves the right to refuse admission to anyone who cannot prove service in or to the industries represented. Management reserves the right to remove any person whose interests are contrary to the representing good practices of that industry. **No person under 16 years of age shall be admitted on the Expo floor during show move-in or move-out. Persons aged 16 to 17 must be accompanied by an adult at all times during show move-in and move-out. Persons under the age of 18 must be accompanied by an adult at all times while on the floor of the show during show hours.** Headphones, skateboards, skates, hoverboards, roller shoes (heelys), etc., are not allowed due to safety issues.
26. **RESOLUTION OF DISPUTES:** In the event of a dispute or disagreement between: Exhibitor and an Official Contractor; or between Exhibitor and a Labor Union or Labor Union Representative; or between two or more Exhibitors; all interpretations of the rules governing the Expo, actions, or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be binding on the Exhibitor.
27. **TERMINATION OF EXPO:** In the event that the premises in which the Expo is or is to be conducted are, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Expo or the performance of Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Management, this contract and/or the Expo (or any part thereof), may be terminated by Management. Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Management. If Management terminates this contract and/or Expo (or any part thereof) as foresaid, then Management may retain such part of an Exhibitor's rental as shall be required to recompense it for expenses incurred up the time such contingency shall have occurred and there shall be no further liability on the part of either party. For purposes hereof, the phrase, "cause or causes not reasonably within control of Management" shall include, but not by way of limitation: fire; casualty; flood; epidemic; earthquake; explosion or accident; blockage; embargo; inclement weather; governmental restraints; restraints in civil defense or military authorities; act of public enemy; riot or civil disturbance; strike; lockout; boycott; or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment, local State or Federal laws, ordinances, rules, orders, decrees, or regulations, whether legislative, executive or judicial and whether constitutional or unconstitutional, or Act of God.
28. **AMENDMENT TO RULES:** Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Management. Management shall have full power in the matter of interpretation, amendment, and enforcement of all said rules and regulations, and that any such amendments, when made and brought to the notice of the said Exhibitor, shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.
29. **DEFAULT:** If Exhibitor defaults in any of their obligations or covenants under the contract, including without limitation any Exhibition Rule or Regulation promulgated pursuant to the contract, Management may, without notice, terminate the agreement and retain all monies received on account as liquidated damages. Management may thereupon direct Exhibitor forthwith to remove its employees, agents or servants, and all of their articles of merchandise and other personal property from the space contracted for and from the Exhibition hall.
30. **AGREEMENT TO RULES:** Exhibitor, and their Employees, and Representatives, agree to abide by all Rules and Regulations, including building rules and regulations, as well as display rules and regulations, as outlined in the Exhibitor Manual. If Exhibitor breaches any of its obligations or covenants under the Contract, including without limitation any Exhibition Rules or Regulations, Management may, without notice, (i) terminate this agreement and retain all monies received on account as liquidated damages; and (ii) direct Exhibitor to remove its employees, agents or servants and all of its articles of merchandise and other personal property from the Exhibition Hall; and (iii) prohibit Exhibitor from any future International Production & Processing Expo, and (iv) deny Exhibitor seniority point for that year's participation in the Expo; and (v) any other remedy available in law or equity.



## Exhibit Insurance

All exhibitors **must** have certificate of insurance on file with our office **prior to January 10, 2017**, as noted on booth contract.

**NO INSURANCE, NO EXHIBIT!**

Even if you have an exhibitor appointed contractor (EAC) with insurance setting up your booth, you must also have certificate of insurance on file for your company.

Whether you have equipment, elaborate displays, or simple pop-up displays, you must provide certificate of insurance.

Please request a certificate of insurance from your company's insurance provider.

Details needed:

Show Name: International Production & Processing Expo (IPPE)

Show dates are January 31-February 2, 2017

Move-in is targeted and all exhibitors are scheduled through GES, Global Experience Specialists, Inc.

Targeted move-in begins at 1 p.m. on January 25, and continues through January 30, 6 p.m.

Move-out begins February 2, 3 p.m., and finishes February 4, 2017, 4:30 p.m.

**Minimum liability coverage is \$1 million USD.** This usually costs around \$100 USD if your company does not already have liability insurance. This type of insurance is also known as event liability insurance.

Certificate Holder is:

U.S. Poultry & Egg Association

1530 Cooleage Road

Tucker, GA 30084

Fax: 770.938.6915

E-mail: [ascalthorpe@ippexpo.org](mailto:ascalthorpe@ippexpo.org)

Additional insured would be U.S. Poultry & Egg Association at address given above, Georgia World Congress Center, 265 Andrew Young Intl Blvd, Atlanta, GA 30313, and GES, Global Experience Specialists, 7050 Lindell Rd, Las Vegas NV 89118.

Please note that any insurance provider that provides event insurance can assist you. These are provided only for your convenience:

John Buttine Inc. Insurance (BUA)

<http://buttineexhibitors.virtualmga.com>

Rainprotection Insurance

See next page for details



## Exhibitor Liability Insurance Program

As a standard requirement for all of our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. 1) U.S. Poultry & Egg Association, Georgia World Congress Center and Global Experience Specialists shall be named as additional Insured. This insurance must be in force during the lease dates of the event.

### Purchase your Insurance Now

There are no applications to fill out. Simply purchase your insurance, which is already pre-filled with all of the proper show information, directly online using a credit card.

**We have set up two Insurance Programs for this show.**

**Your coverage must include your move in and move out dates.**

**Based on when you plan on setting up and breaking down your booth, click on one of the links below to purchase the appropriate insurance.**

Click the link below to Purchase you Liability Insurance covering January 27-February 3, 2017 for just \$79:

<https://securevendorinsurance.com/Rainprotection/ApplicantInformation?GroupEventKey=a9adf6079e98>

Click the link below to Purchase you Liability Insurance covering January 25-February 7, 2017 for just \$119:

<https://securevendorinsurance.com/Rainprotection/ApplicantInformation?GroupEventKey=0bd9ea7a1f18>

### **NON USA EXHIBITORS - Address and Phone Number instructions:**

When filling in your company information it will ask for a phone number and address. Please use the following:

Address - 265 Andrew Young Intl Blvd, Atlanta, GA 30313

Phone Number - (800) 528-7975

### **This program is valuable for:**

- \*Exhibitors who do not have any insurance.
- \*International Exhibitors whose liability insurance will not cover them at a U.S Show.
- \*Companies who do not have the time to deal with all of the certificate arrangements, and need coverage now.
- \*Exhibitors who find it easier or advantageous to use this program, rather than their corporate insurance; Similar to when you rent a car and do not want to use your own auto insurance.
- \*Should there be a claim, it will not tarnish your policy and rates. And, unlike most corporate policies, there is no deductible.

### **Proof of Insurance is Mandatory**

Having insurance will protect your company, employees, and volunteers, should a claim arise against you for something that occurred at your booth.

If you already have compliant coverage, please forward your proof of insurance to [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org).

### **We also offer affordable short term Equipment/Merchandise/Display Insurance**

All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.

*Please complete and return the Enrollment Form below:*

[Click Here for the Instant Equipment Insurance Enrollment Form](#)



## EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitors who choose to employ sources (non-official contractor on the Expo floor) other than those officially designated in this manual for installation, maintenance and/or dismantling of the exhibit, or for performing work within the confines of the booth (with the exception of regular employees of the exhibiting organization) must notify IPPE management at least 30 days prior to the first move-in day by completing this form. **Deadline for submission of this form is December 30, 2016.**

Use copies of this form for each classification of work, i.e., floral, labor, models, etc.

Company to perform work: \_\_\_\_\_

Contact: \_\_\_\_\_

Complete address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Type of work to be performed: \_\_\_\_\_

\_\_\_\_\_

Date and time work is to be performed:

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Name and telephone number of individual in the Atlanta area in charge of the work:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**Show dates: January 31 – Feb. 2, 2017 (Tuesday – Thursday) - Do you need this individual/company on the floor during Expo hours? (Tuesday, 10 a.m. – 5 p.m., Wednesday 9 a.m. – 5 p.m., Thursday 9 a.m. – 3 p.m.)**  Yes  No

If so, we will send you, the EAC an email with information to register employees you designate to work for you. Individuals will not be allowed to enter the exhibit hall during Expo dates Tuesday - Thursday, during show hours unless they have an official exhibitor badge. A work badge will allow entrance to the exhibit hall prior to Tuesday and after 3 p.m. on Thursday during move out and can be picked up with proper ID after arrival at the Expo.

For insurance purposes, these individuals must be under the jurisdiction of Expo Management and its representatives while they are within the public space such as aisles, docks, and entranceways. **Copy of EAC/Contractor's Insurance Certification must accompany this form.** It is your responsibility to obtain and forward to us. Without copy of EAC's Insurance Certificate, EAC or employees of will not be permitted on the show floor. We require \$1,000,000 liability insurance. U.S. Poultry & Egg Association should be the certificate holder.

Please note that failure to clear aisles when requested, or adhere to the general jurisdiction of Expo Management may result in removal from the building without recourse.

Exhibiting Company: \_\_\_\_\_ Booth# \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by IPPE\_: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTE: Please keep a copy of this form and insurance certification with you during set-up/dismantling.**

**Please return this form and copy of insurance certificate to: IPPE**

Pennie Stathes  
1530 Cooledge Rd., Tucker, GA 30084 USA  
Phone: 678.514.1977 – Fax: 770.493.9257  
[pstathes@ippexpo.org](mailto:pstathes@ippexpo.org) [www.ippexpo.org](http://www.ippexpo.org)





## **DISPLAY RULES AND REGULATIONS**

**January 31 – February 2, 2017  
Georgia World Congress Center  
265 Andrew Young Intl Blvd NW  
Atlanta, Ga 30313 USA**

## Standard Linear (In-Line) Booth:

Standard 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 the front of booth exposed to the aisle. The Standard Linear Booth has a depth of 10ft (3.05m). A Corner Booth is a Standard Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Standard Linear Booths apply to Corner Booths.

### DEPTH

All display fixtures over 4ft (1.22m) in height and placed within **10** lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor’s space which is **5ft (1.52m)** from the aisle.

### HEIGHT

All booths will be confined to a maximum height of **8ft (2.44m)**.

The maximum height of **8ft (2.44m)** is allowed only in the rear half of the booth space, with a **4ft (1.22m)** height restriction 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, e.g. **10ft X 30ft** or greater, the **4ft (1.22m)** height limitation is applied only to that portion of exhibit space which is within **10ft (3.05m)** of an adjoining booth. Equipment which exceeds the 8ft height limit is allowed if it is in its usual orientation or “natural state” and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. **Absolutely NO ceiling suspended signage allowed. Maximum back wall height limitation of 8ft (2.44m). Free standing signs will NOT exceed 8ft (2.44m) in height from floor to top of sign/sign support. Two-story booths are NOT allowed for linear booths.**

### CANOPIES

Refer to details in the Canopies and Ceilings section.

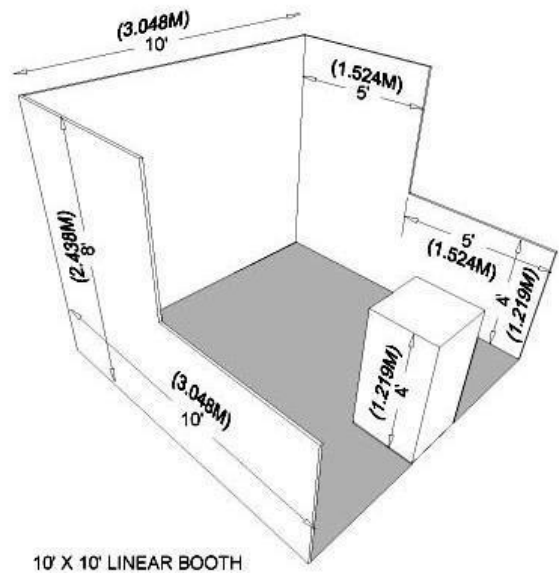
### IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

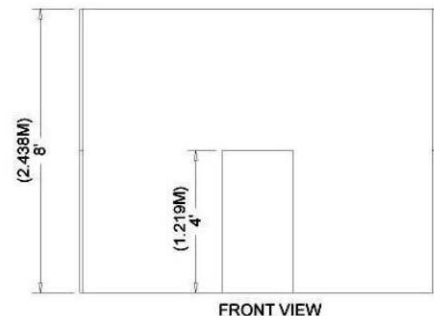
### WAIVERS

Two companies in adjoining booths may, by mutual agreement, waive the Line of Sight requirements herein. The agreement must be in writing, signed by each exhibiting company, and must be approved by show management. The agreement must be renewed each year as the neighboring exhibitor may move from the location, making the agreement null and void.

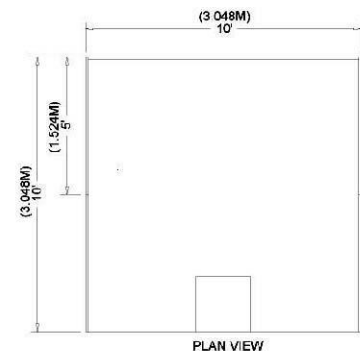
**Note: Two open corners on a linear booth does NOT make a peninsula booth. Linear booth rules apply.**



10' X 10' LINEAR BOOTH



FRONT VIEW



PLAN VIEW

## Peninsula Booth:

A Peninsula Booth is exposed to aisles on three (3) sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs up to another Peninsula Booth and is referred to as a "Split Island Booth." A Peninsula booth is 20ft X 20ft or larger.

### DEPTH

When a Peninsula Booth backs up to two Linear Booths, all display fixtures over 4ft (1.22m) in height must be confined to the booth area outside the 5ft x 5ft (1.52m) area directly adjacent to neighbor and aisle.

Exceptions exist for a Split Island Peninsula Booth. Please refer to rules regarding Split Island Peninsula Booth for specifics about that booth type.

### HEIGHT

Identification signs are permitted to a maximum height of 16ft (4.88m) if supported from floor structure and must be 5ft (1.52m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of 24ft (7.32m), should be set back 5ft (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to 5ft (1.52m) from top of sign to bottom of sign.

Equipment which exceeds this limit (16ft) is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. **Two-story booths are NOT allowed for peninsula booth.**

### Canopies and Ceilings:

Refer to details in Canopies and Ceilings section.

### NOTE:

**Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other graphics. Double-sided signs, logos and graphics shall be set back 5ft (1.52m) from adjacent booths.**

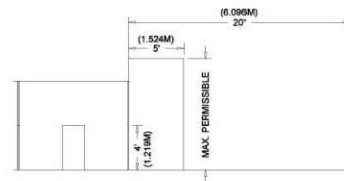
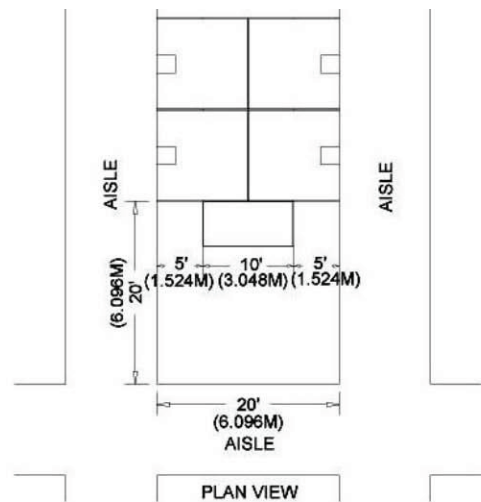
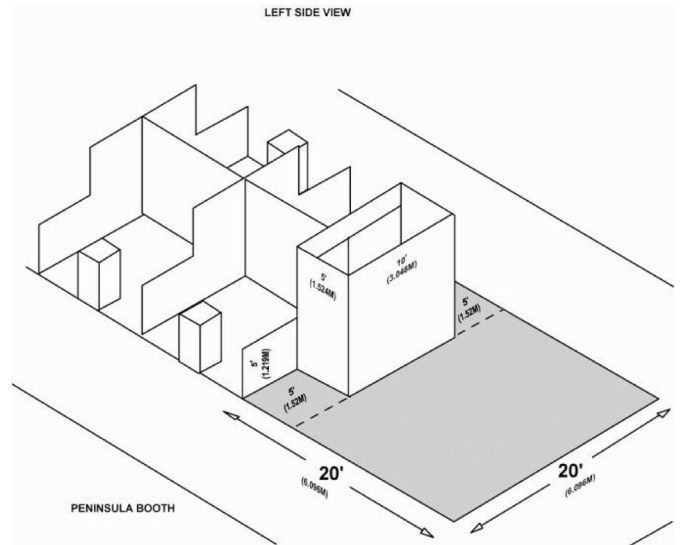
### IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

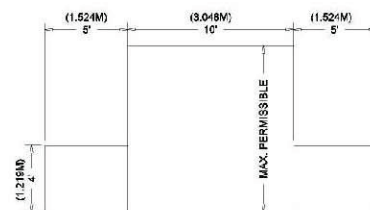
### WAIVERS

Two companies in adjoining booths may, by mutual agreement, waive the Line of Sight requirements herein. The agreement must be in writing, signed by each exhibiting company, and must be approved by show management. The agreement must be renewed each year as the neighboring exhibitor may move from the location, making the agreement null and void.

**Note: to Expo Exhibit Manager by October 3, 2016, to ensure conformity with the rules or needs for waivers. This is especially important regarding peninsula, split-island peninsula, and island booths and any ceiling-suspended signage. Two-story booths are NOT allowed for peninsula booths.**



LEFT SIDE VIEW



FRONT VIEW

## Split Island Peninsula Booth:

A Split Island Peninsula Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. Shared back walls/curtains are permitted to extend aisle to aisle. Booths must be 20x15 or larger to qualify.

### DEPTH

The entire cubic content of the space may be used up to the maximum height of 16ft (4.88m), and without any back wall/curtain line-of-sight restrictions. Back wall/display may extend aisle-to-aisle. Signage rules are the same as for Peninsula Booths.

### HEIGHT

Identification signs are permitted to a maximum height of 16ft (4.88m) if supported from floor structure and must be 5ft (1.52m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of 24ft (7.32m), should be set back 5ft (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to 5ft (1.52m) from top of sign to bottom of sign.

Equipment which exceeds the maximum height limit of 16ft (4.88m) is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. **Two-story booths are NOT allowed for split island peninsula booth.**

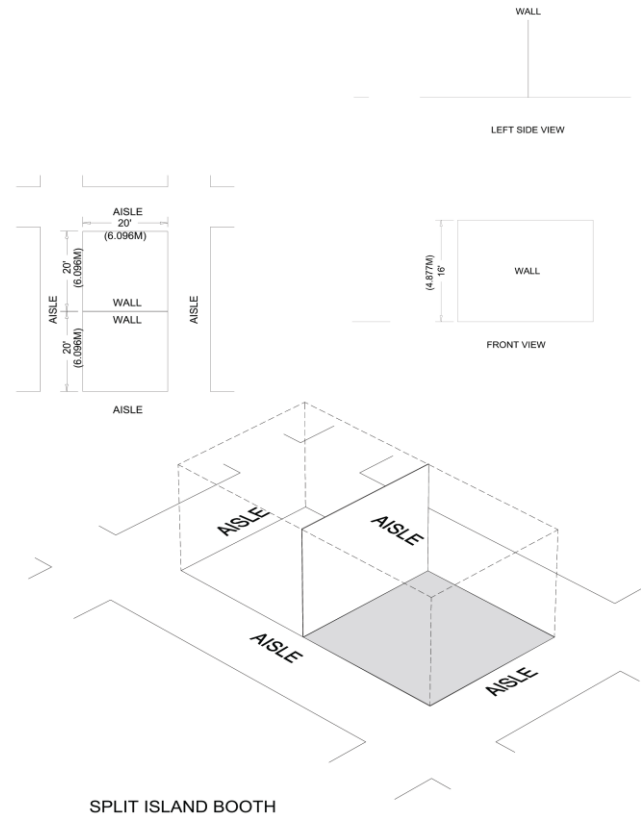
**Canopies and Ceilings:**  
Refer to details in Canopies and Ceilings section.

**Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other graphics. Double-sided signs, logos and graphics shall be set back 5ft (1.52m) from adjacent booths.**

### IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

**Note: Exhibitors should submit booth designs to Expo Exhibit Manager by October 3, 2016, to ensure conformity with the rules or needs for waivers. This is especially important regarding peninsula, split island peninsula, and island booths and any ceiling-suspended signage. Two-story booths are NOT allowed for split-island peninsula booths.**



## Island Booth:

An Island Booth is any size booth exposed to aisles on all four sides.

### DEPTH

Display materials up to a maximum of **16ft (4.88m)** are permitted. The entire cubic content of the space may be used up to the maximum height of **16ft (4.88m)**.

### HEIGHT

Identification signs are permitted to a maximum height of **16ft (4.88m)** if supported from floor structure and be contained within the contracted booth space. Ceiling-suspended signage is permitted to a maximum height of **24ft (7.32m)** and be directly over contracted booth space. Sign height is limited to **5ft (1.52m)** from top of sign to bottom of sign.

Equipment which exceeds the maximum limit **16ft (4.88m)** is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment.

Canopies and Ceilings:

Refer to details in Canopies and Ceilings section.

Perimeter Openings:

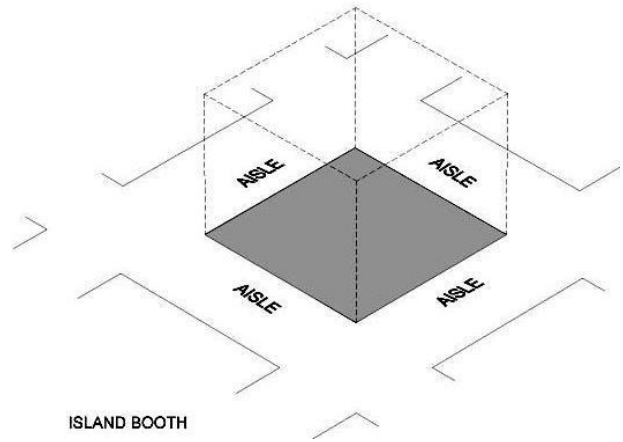
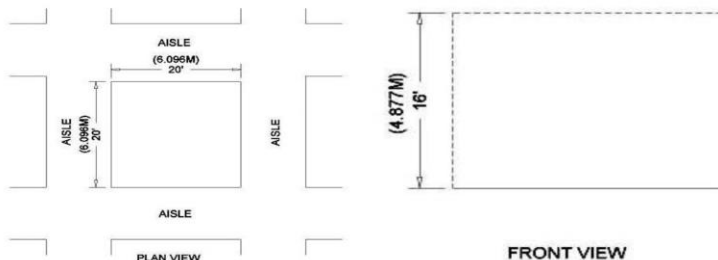
Large island booths with long high walls can create a "tunnel-like" effect. **To ensure maximum traffic flow on the exhibit floor, exhibitors are required to install a minimum 6ft (1.82m) wide by 7ft (2.13m) height opening/entrance every 30ft (9.14m) of structure. No exceptions.**

#### NOTE:

**All portions of the exhibit must be fully finished and within the confines of the contracted booth space.**

### IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



**Note:** Exhibitors should submit booth designs to Expo Exhibit Manager by October 3, 2016, to ensure conformity with the rules or needs for waivers.

#### Waivers:

**Waiver consideration: Structural heights up to 6m (19.75ft) may be permitted through waivers if the materials and design of the structure do not impede line of sight through the space being occupied (e.g. Use of fabrics that are semi-transparent, or display suspended above the floor is such a manner that allows line of sight through the exhibit space). Dimensional renderings must be submitted to the exhibit manager by October 3 for consideration and subsequent approval or denial. Exhibitor must demonstrate that the proposed design will not adversely impact neighboring exhibitors.**

### MULTI-LEVEL ISLAND BOOTH

Restricted to two levels maximum. Booth space must be 900 sq. ft. or larger on base floor level to qualify for second level. Height maximum for total booth structure is 16ft (4.88m). Island booth rules apply to multi-level booths. Booth must contain smoke detector for each enclosed area and fire extinguisher on both levels (See GWCC Guidelines attached herein.)

**Exhibitors with multi-level booth designs, regardless of whether people will occupy the upper level or not, must submit detailed plans to Exhibit Manager by October 3, 2016. The plans must include a signature or stamp of the authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth in the plans. Signs must also be posted on the structure indicating the maximum number of people the structure will accommodate.**



## MULTI-LEVEL ISLAND BOOTH – Georgia World Congress Center Guidelines

### PURPOSE

The Georgia World Congress Center (GWCC) and the Georgia Dome (Dome) provide these guidelines to clarify the requirements for multi-story exhibit booths. The Fire Marshal has provided basic guidelines for compliance with Paragraph 9-4.4.3.7 of NFPA 101 Life Safety Code, which governs multi-level exhibit booths. In addition, the GWCC and Georgia Dome have developed additional guidelines appropriate for the safe and orderly operation of these facilities. These guidelines are as follows:

- a. Covered or roofed areas should be furnished with acceptable battery-powered smoke detectors that emit alarms audible outside of the enclosed or covered area.
- b. The exhibit will provide for a Fire Watch within the booth space. Personnel providing Fire Watch services must be supplied with a Class 2A10BC Fire Extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers.
- c. Spiral stairways are not recommended for areas occupied by the public, visitors or clientele, unless specifically approved.
- d. Exhibit booth plans must be submitted to the Georgia World Congress Center/Georgia Dome Event Coordinator for review a minimum of sixty (60) days before move-in. There must be a licensed structural engineer's stamp of certification on all plans.
- e. The upper deck of multilevel exhibits greater than 300 square feet in area shall have at least two remote means of egress.
- f. Areas within the exhibit booth that are totally enclosed (i.e., walls and roof/ceiling) must be served by an emergency lighting source (i.e., battery-powered) when such areas lead to exit access from the space (e.g., stairs, aisles, corridors, ramps and passageways leading to an exit from the booth space).

## Large Corner/Walk Through Booth:

Blocks of space 600 square feet or more; Openings on two opposite aisles or corner booths at least **20ft** (6.09m) in depth.

### RULES

Same rules as Linear Booth except **SIGN HEIGHT**.

**Sign Height:** Identification signs are permitted to a maximum height of **16ft** (4.88m) if supported from floor structure and must be **10ft** (3.05m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft** (7.32m), should be set back **5ft** (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft** (1.52m) from top to bottom.

## Perimeter (Fixed Wall) Booth:

Linear Booth located on a permanent wall (as opposed to a temporary or air wall).

### RULES

Same rules as Linear Booth except **BACK WALL/STRUCTURE HEIGHT** and **SIGNAGE HEIGHT**.

**Structure Height:** Exhibitor's back wall/structure is allowed up to **14ft**. **Sign Height:** Up to **14ft** supported from floor structure.

Absolutely NO ceiling-suspended signs/graphics allowed.

## Vehicle Booth:

Booths displaying licensable highway vehicles; i.e., tractor trailers, buses, etc.

### RULES

Same rules as Island Booth. **BOOTH MUST BE FULLY CARPETED.**

**Minimum Depth:** Must be at least **15ft** in depth and **10ft** longer than vehicle. There must be **5ft** of walking space around entire vehicle in order to conduct business within booth space and not in aisle.

**GWCC Policy:** Vehicles on display may have a maximum of one half tank not exceeding two (2) gallons of fuel in the tank. A gas cap must be in place, or the tank must be adequately sealed off. Battery cables must be disconnected and taped to avoid sparking.

## Large Linear Booth:

Linear Booth along an aisle and greater than 400 square feet with booth depth greater than 15 ft.

### RULES

Same rules as Linear Booth except **SIGN HEIGHT**.

**Sign Height:** Identification signs are permitted to a maximum height of **16ft** (4.88m) if supported from floor structure and must be **5ft** (1.52m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft** (7.32m), should be set back **5ft** (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft** (1.52m) from top of sign to bottom of sign.

## End Cap Booth:

An End-Cap Booth is a linear booth exposed to aisles on three sides and comprised of two linear booth increments. End-Cap Booths are generally **10ft** (3.05m) deep by **20ft** (6.10m) wide. **These booths are NOT Peninsula Booths.**

### RULES

Same rules as Linear Booth.

End-Cap Booths do **NOT** qualify for ceiling-suspended signs and graphics. End-Cap booths must adhere to line-of-sight height restriction of **4ft** (1.22m) within first five feet from each side aisle.

## Signage & Graphics

There are two distinct types of signage: (1) Identification signs either suspended from the ceiling or (2) extended from a structure.

Peninsula, Perimeter, Large Linear, Large Corner/Walk-Through, and Island Booths are permitted to have identification signs to a maximum height of **16ft (4.88m)** if supported from floor structure and must be **5ft (1.52m)** from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft (7.32m)**, should be set back **5ft (1.52m)** from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft (1.52m)** from top of sign to bottom of sign.

Whether suspended from above, or supported from below, signs should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

End-Cap Booths and/or Linear Booths do NOT qualify for hanging signs and graphics.

## Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements, as well as height maximum.

Smoke detector and fire extinguisher are required for any covered or enclosed area of booth.

The bottom of the canopy should not be lower than **7ft (2.13m)** from the floor. Canopy supports should be no wider than three inches (**3" or .08m**). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. **Please submit design to Expo Exhibit Manager for approval by October 3, 2016.**

## Towers

A tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

**Exhibitors with towers in excess of 8ft (2.44m) should submit designs to Expo Exhibit Manager for approval by October 3, 2016.** Fire and safety regulations strictly govern the use of towers. A building permit or safety lines may be required.

## Carpeting

**All booths must be fully carpeted. This includes vehicle island booths.**



## EXHIBITOR MOVE-IN INSTRUCTIONS

### Move-In Dates

**January 25, 2017, 1 - 6 p.m., and January 26-30, 2017, 7 am – 6 pm**

**Check Target Schedule for assigned move-in date.**

This is a targeted move-in show. All exhibitors will be scheduled by GES for move-in. Schedule will be posted to GES web site as part of the exhibitor manual. Contact Eric Birdsell, Global Experience Specialists, Inc. (GES) at 770.294.2506 for questions regarding targets. Any exhibitor wishing to change their target date must complete the REQUEST FOR VARIANCE TO ASSIGNED TARGET TIME form found in the exhibitor manual in the GES section, and submit via email to Eric Birdsell, GES, [ebirdsell@ges.com](mailto:ebirdsell@ges.com), no later than January 6, 2017.

### Check-In

All vehicles must check in at the marshalling yard and obtain a vehicle pass before entering the GWCC dock area. The marshalling yard is located north of the GWCC, 362 Ivan Allen Jr. Blvd./Jones Ave., Atlanta, GA 30313.

### Personal Operated Vehicles (POV)

Once you enter the Marshalling Yard, you will be separated from the carriers and given a vehicle pass to enter the docks. There will be someone there to direct you to the ramp area closest to your booth. You will then have 30 minutes to unload your material and remove your vehicle. Vehicle pass must be displayed on the dash. **DO NOT SET UP YOUR BOOTH BEFORE MOVING YOUR VEHICLE FROM THE DOCK AREA.**

### Carriers

Once your truck has been weighed and given a vehicle pass, you will be directed to the dock area when space is available.

Rules for Unloading of Common Carriers or Trucks:

1. If it is a "for hire" common carrier with the trucking company driver, GES unloads.
2. If it is a truck that you have rented and has your own company driver, such as Ryder or U-Haul, you can unload.
3. If it is your company truck with your own company driver, you can unload.
4. Delivery trucks, such as 'Rent-A-Center", are to be unloaded by GES.

### Forklifts

Exhibitor forklifts are not allowed unless they are part of your display.

ALL OF THE ABOVE IS A CONTRACTUAL AGREEMENT BETWEEN IPPE AND GLOBAL EXPERIENCE SPECIALISTS, INC. (GES).

### Special Note

If excessive delays in material delivery are experienced, contact GES. Please remember that there are over 1,200 exhibitors and not every exhibitor can have their trucks unloaded immediately.

**Directions to the Georgia World Congress Center  
Marshalling Yard  
362 Ivan Allen Jr. Blvd./Jones Ave., Atlanta, GA 30313**

**FROM THE AIRPORT AND THE SOUTH:**

Take I-75/85 north to the Central Avenue Exit (Exit 246). Turn left on Martin Luther King, Jr. Drive. Turn right onto Northside Drive. Turn right onto Jones Avenue/Ivan Allen Boulevard. Turn left into the GWCC Marshalling Yard.

**FROM THE NORTH:**

Take I-75 south to Northside Drive (Exit 252). Turn right on Northside Drive. Turn left onto Jones Avenue/Ivan Allen Boulevard. Turn left into the GWCC Marshalling Yard.

Take I-75/85 south to 10th Street (Exit 250). Turn right onto 10th Street. Turn left on Northside Drive. Turn left onto Jones Avenue/Ivan Allen Boulevard. Turn left into the GWCC Marshalling Yard.

\* Alternate Route: Take I-75/85 south to North Avenue (Exit 249 D). Turn right on North Avenue. Turn left on Northside Drive. Turn left onto Jones Avenue/Ivan Allen Boulevard. Turn left into the GWCC Marshalling Yard.

**FROM THE WEST:**

Take I-20 east to Spring Street (Exit 56B). Turn left onto Spring Street and left onto Martin Luther King, Jr. Drive. Turn right onto Northside Drive. Turn right onto Jones Avenue/Ivan Allen Boulevard. Turn left into the GWCC Marshalling Yard.

**FROM THE EAST:**

Take I-20 west to Spring Street (Exit 56B). Turn right onto Spring Street and left onto Martin Luther King, Jr. Drive. Turn right onto Northside Drive. Turn right onto Jones Avenue/Ivan Allen Boulevard. Turn left into the GWCC Marshalling Yard.





## EXHIBITOR MOVE-OUT INSTRUCTIONS

### Move-Out Dates

Exposition closes Thursday, February 2, 2017, at 3 p.m. This is a targeted (scheduled) move-out show. Target move-out schedule will be posted on GES web site as part of exhibitor manual. All exhibitors will be scheduled by GES for move-out. Contact Eric Birdsell, Global Experience Specialists, Inc. (GES) at 770.294.2506 for questions regarding targets. Any exhibitor wishing to change their target move-out date must complete the REQUEST FOR VARIANCE TO ASSIGNED TARGET TIME form found in the exhibitor manual in the GES section, and submit either by fax or email to Eric Birdsell, GES, no later than January 6, 2017.

Targeted move-out begins after removal of aisle carpet and continues until 10 p.m. Thursday evening. Empty returns of fiber cases and cartons will begin approximately one hour after close of show. There are over 1200 exhibitors, all of which want to leave as quickly as possible. GES does its best to facilitate crate and carton returns. **Do not expect return of empty crates and cartons until 10 p.m. on Thursday, February 2, 2017. Please allow for the 10 p.m. delivery and schedule packing crew's travel plans accordingly.** Friday move-out is 7 a.m. – 8 p.m. Saturday move-out is 7 a.m. – 4 p.m.

**Note: Show hall doors close for entry/re-entry at 6 p.m. No admittance past this hour, so ensure that you and/or your crew are inside the show halls before 6 p.m. to continue working until designated end time.**

Before leaving the Georgia World Congress Center, please be certain that your contractors have detailed instructions on the handling of your exhibit and equipment, and that all problems are resolved. You must have your exhibit materials either shipped or called for by 4 p.m., Saturday, February 4, or Global Experience Specialists, Inc. (GES) will automatically remove the exhibit material.

### Dismantling

**Your exhibit must be staffed at all times during the exposition and completely operational until 3 p.m., Thursday, February 2, 2017.** If a booth is not staffed until the closing hour, such exhibitor will be given one warning. Exhibitor will lose priority/tenure after the second warning. There will be an announcement over the intercom to officially close the exhibition; additionally, the buildings' lights will be reduced to half-light to indicate the closing.

You may start dismantling your booth only after show closing at 3 p.m. **Do not place anything in the aisle until the carpet is removed.** If you start dismantling before 3 p.m., exhibitor will be given one warning. Exhibitor will lose priority/tenure upon the second occurrence.

### Aisle Carpet

Removal of aisle carpet will begin promptly at show closing. To avoid interference with this operation, **do not place anything in the aisle until the carpet is removed.**

### Hand-Carried Items

After show closing, exhibitors may remove hand-carried items, *but only those things you can carry.* **No hand trucks, carts, rolling equipment or dollies** may be used until the aisle carpet is removed. **For loading of personal vehicles at overhead doors, see instructions (on the following page) for Personally Operated Vehicle.** All loading docks will be used for trailers returning empties until the return operation is complete.

### Empty Carton & Crate Return

Empties will be returned to your booth automatically. Empty returns of fiber cases and cartons begins approximately one hour after close of show. **Please allow until 10 p.m. on the closing day of the show for this operation to be completed. Schedule your packing crew's flights/transportation for additional night(s) stay.** Large overseas shipping containers will be returned beginning Saturday, February 4, at 8 a.m.

### Security

While Management provides general guard service, each exhibitor is responsible for the security of his/her own materials, and should take precautions to prevent loss or damage. **Exhibitors with small displays (or small items within large displays) are encouraged to remove exhibit materials as soon as possible after show closing.** Considering the tremendous amount of activity, security of your exhibit equipment and display material cannot be assured.

## Electricity

Electrical **power will be turned off at show closing**. Exhibitors who require electrical power for dismantling must notify the electrical service desk before 11 a.m. on Thursday, February 2.

## Telephones

Exhibitors must return telephones to the CCLD service desk between 1 - 4 p.m. at close of show on Thursday to avoid additional charges.

## Luggage Area

For your convenience, a luggage area and coat check room will be open until close of show on Thursday until 5 p.m., in the C-Building Lobby.

## Personally Operated Vehicle (POV)

Exhibitors may load booth materials into an exhibitor-owned vehicle (not carriers) at a designated POV load out area (see #2 below) nearest your booth beginning at 3 p.m. Thursday. Dock spaces will be used exclusively for empty return until the operation is complete. To avoid undue traffic congestion at POV load out areas, the following procedures will be enforced. **You will not be allowed to drive to POV designated load out areas without a Vehicle Pass.**

### Buildings B and C

1. A blank POV Clearance Form will be provided in the exhibitor welcome packet, as well as made available at the GES Service Center. Complete this form with company name, booth # and description of items that you intend to remove to your vehicle.
2. **B-Building:** Take your hand carried items to the **B1B, B3D or B4E overhead doors** along with this completed POV Clearance Form. There will be a holding area at each of these doors.
3. **C-Building:** Take your hand carried items to the **C2B or C3D overhead doors** along with this completed POV Clearance Form. There will be a holding area at each of these doors.
4. Have the security guard in this area verify that you have placed all of your parcels in the holding area. The guard will stamp this POV Clearance Form and indicate door number of the holding area so that this form can be used as a Vehicle Pass.
5. Once you have a validated POV Clearance Form, you may retrieve your vehicle and drive to the designated holding area. A security guard will verify that your form has been validated, indicating that your parcels have been placed in the holding area. **Do not bring your vehicle to the loading area until you have placed your parcels in the holding area and have had your POV Clearance Form validated.**
6. Park your vehicle and present your POV Clearance Form to the guard in the holding area to retrieve your parcels.
7. You have **ONE HOUR** (maximum) from the time stated on this form to retrieve and load your vehicle.

## Outbound Shipments

Exhibitors or their agents must arrange for the pick up of outbound shipments. Label each piece of freight with a complete shipping label. For each shipment, **a transportation agreement must be completed and turned in at the freight service desk.** Do not leave paperwork with your shipment in the booth.

## Preferred Carriers

Contact the service desk if you need assistance arranging for shipment. **Representatives in the service area will be available to review rates and assist you in making your outbound shipping arrangements.** No outside freight solicitors will be permitted on the exhibit floor.

## Exhibitor-Appointed Carriers

**Instruct your carrier to call for your shipment prior to 4 p.m., Saturday, February 4. All shipments not loaded on carriers by 4 p.m. will be rerouted.** Unless you are using one of the show's preferred carriers, you are responsible for contacting the designated trucking line to pick up your freight. The trucking company will need to identify themselves using the same name you have on the transportation agreement. For example, if you list "Admiral" as the carrier, then the trucker should identify himself as "Admiral." It would be helpful for the driver to know the booth number and company name he is picking up. **You are still required to turn in a transportation agreement. No trucks will be allowed to the dock unless a transportation agreement is on hand at the freight service desk.**

## Abandoned Materials

**Exhibit materials remaining on the exhibit floor after 4 p.m., Saturday, February 4, will be removed** by Global Experience Specialists, Inc. (GES) and taken to their warehouse or shipped via on-hand carrier. Exhibitors will be liable for charges relating to arrangements for their abandoned booth materials.



## PERSONALLY OPERATED VEHICLE (POV) CLEARANCE FORM AND VEHICLE PASS

<b>Company Name:</b>	<b>Booth No:</b>
<b>Contact:</b>	<b># of Pieces:</b>
<b>Description:</b>	

### Buildings B and C

1. Complete this form with company name, booth # and description of items that you intend to remove to your vehicle.
2. **B-building:** Take your hand carried items to the **B1B, B3D or B4E overhead doors** along with this completed POV Clearance Form. There will be a holding area at each of these doors.
3. **C-Building:** Take your hand carried items to the **C2B or C3D overhead doors** along with this completed POV Clearance Form. There will be a holding area at each of these doors.
4. Have the security guard in this area verify that you have placed all of your parcels in the holding area. The guard will stamp this POV Clearance Form and indicate door number of the holding area so that this form can be used as a Vehicle Pass.
5. Once you have a validated POV Clearance Form, you may retrieve your vehicle and drive to the designated holding area. A security guard will verify that your form has been validated, indicating that your parcels have been placed in the holding area. **Do not bring your vehicle to the loading area until you have placed your parcels in the holding area and have had your POV Clearance Form validated.**
6. Park your vehicle and present your POV Clearance Form to the guard in the holding area to retrieve your parcels.
7. You have **ONE HOUR** (maximum) from the time stated on this form to retrieve and load your vehicle.

**SECURITY GUARD WILL STAMP AUTHORIZATION FOR VEHICLE PASS AND INDICATE HOLDING AREA LOCATION ON THIS FORM. STAMPED FORM MUST BE DISPLAYED ON VEHICLE DASH.**



## SUITCASING POLICY STATEMENT

IPPE is making preparations for its upcoming show and doing its best to help your company have a successful show. Show management has mandated increased measures to protect exhibitors from suitcasing (non-exhibiting suppliers trying to hitchhike on the show) at the show. This is the show management's Suitcasing Policy, which will be posted using signage around the exhibit hall and included in the onsite guide for all attendees.

### SUITCASING POLICY/NO SUITCASING

Please note that while all meeting attendees are invited to the Expo, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management or to your floor manager.

### WHAT SHOW MANAGEMENT WILL DO

#### The Suitcasing Prevention Team

Show management has created a Suitcasing Prevention Team that will be in place from the start of the show to the conclusion of the show. This team will respond to all complaints regarding suitcasing. The team will be trained on what to look for and the appropriate factors to determine if there is an issue.

The Suitcasing Prevention Team will have the following responsibilities:

- Review complaints concerning suitcasing
- Review each complaint off the show floor and take appropriate action, including removal from GWCC
- Routinely monitor public areas for suitcasing

### WHAT CAN YOU DO

If you have a pending dispute regarding suitcasing at the show, then you should consider the following:

**Prior to the Show:** If you feel there is a reasonable risk of a problem involving suitcasing, notify show management prior to arrival.

**Onsite:** If you suspect another company of suitcasing, report this to the show management office or your floor manager and someone from show management will come to your booth immediately.

**Show Management Action:** Show management will take one of the following actions:

Upon receipt of a complaint from an exhibitor, show management will investigate the complaint and determine what action may be taken, including meeting with the company that is accused of suitcasing. This will include:

- Remove anyone found violating the suitcasing policy; or
- If deemed advisable, show management will attempt to bring the accuser and alleged violating party together in a meeting in the show management office in an attempt to resolve the matter; or
- Take no action if it is determined there is no action necessary.

If show management determines that a complaint is valid but the violator will not leave the show floor, security will escort them off the GWCC premises.

***It is show management's objective to do everything legally possible to protect you from suitcasing.***

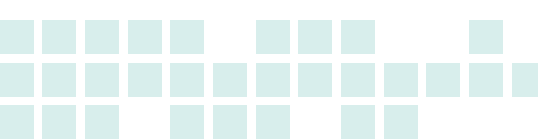
# PROTECT YOUR INTELLECTUAL PROPERTY

## Stop Trade in Fakes!



1-866-999-HALT

www.**StopFakes**.gov



“Ensuring that America’s creativity and innovations are protected from counterfeiting and piracy is our top priority. The STOP! initiative enhances cooperation between the federal government, the private sector, and our trading partners to ensure that the intellectual property of America’s innovators is afforded meaningful protection both at home and abroad.”

—CARLOS M. GUTIERREZ, SECRETARY OF COMMERCE

## STRATEGY TARGETING ORGANIZED PIRACY STOP!

Intellectual property rights (IPR) encourage the innovation and creativity that is fundamental to sustained economic growth. Unfortunately, the growing global trade in pirated and counterfeit goods threatens innovation, workers’ livelihoods, health, and safety. Fake products—such as CDs, DVDs, software, electronic equipment, clothing, pharmaceutical products, and auto parts—account for an estimated 5 to 7 percent of global trade. This trade costs legitimate rights holders around the world billions of dollars annually.

The Strategy Targeting Organized Piracy (STOP!) is a comprehensive program to stop trade in pirated and counterfeit goods. Through STOP!, the U.S. government is working to make it easier for rights holders to obtain and enforce their intellectual property rights at home and abroad. The U.S. government has also leveraged its law enforcement resources and is establishing international cooperation to dismantle the criminal networks that manufacture and distribute fake goods. STOP! underscores the U.S. government’s continuing commitment to level the playing field for American businesses and workers.

Owners of intellectual property also need to act to obtain intellectual property rights, thereby securing the economic benefits of their intellectual property and laying the foundation for curbing the trade in fake goods. This guide is part of that effort.

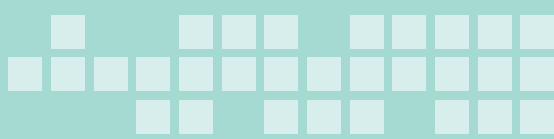
You can get further assistance by calling a hotline at: 1-866-999-HALT. The hotline allows U.S. businesses to speak with intellectual property rights specialists and get practical information about how to protect intellectual property.

The U.S. government Web site, [www.StopFakes.gov](http://www.StopFakes.gov), provides information about obtaining and enforcing intellectual property rights. Businesses may also contact the offices described in this publication directly.

**STOP! HOTLINE 1-866-999-HALT**

### INTELLECTUAL PROPERTY

Creations of the mind—creative works or ideas embodied in a form that can be shared or can enable others to recreate, emulate, or manufacture them. Patents, trademarks, copyrights, and trade secrets are four of the most common ways to protect intellectual property.







# PROTECTION AT HOME

## Obtaining Rights

**U.S. Patent and Trademark Office:** The U.S. Patent and Trademark Office (USPTO) issues patents and trademark registrations.

**Patents:** A patent protects a new and useful process, machine, article of manufacture, industrial design, or asexually reproduced plant. When the USPTO grants a patent, the patent holder obtains “the right to exclude others from making, using, offering for sale, or selling” the invention in the United States and the right to exclude others from “importing” the invention into the United States. The patent holder must enforce its rights to exclude others from using its patented invention or technology.

**Trademarks:** A trademark is a word, phrase, symbol, or design, or a combination of words, phrases, symbols, or designs, that identifies and distinguishes one source of goods from others. A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product. The USPTO reviews trademark applications for federal registration and determines whether the application meets the requirements for federal registration. The USPTO does not decide whether someone has the right to use a mark. A trademark owner may still use its mark even without a registration. There are, however, advantages to federal registration. It is up to the owner of a mark to enforce its rights in the mark against other users and trademark applicants.

U.S. patents and trademarks do not, however, provide any protection outside the United States. This brochure contains information about how to secure patent and trademark protection abroad.



■ U.S. PATENT AND TRADEMARK OFFICE

[www.uspto.gov](http://www.uspto.gov)

800-786-9199

■ U.S. COPYRIGHT OFFICE

[www.copyright.gov](http://www.copyright.gov)

202-707-3000

For information about patent, trademark, or copyright issues—including enforcement issues in the United States and other countries—call the STOP! Hotline: 1-866-999-HALT.

For more information on obtaining a patent or trademark in the United States, contact the USPTO at: 1-800-786-9199 (Patent, Trademark and Inventors Assistance Center); (571) 272-1000 (Northern Virginia customers). TTY Customers can call (571) 272-9950 for customer assistance.

To file with the USPTO electronically, visit:

For Patents: [www.uspto.gov/ebc/efs/index.html](http://www.uspto.gov/ebc/efs/index.html)

For Trademarks: [www.uspto.gov/teas/index.html](http://www.uspto.gov/teas/index.html)

**U.S. Copyright Office:** Copyright is a form of protection provided under U.S. law to the authors of “original works of authorship”—including literary, dramatic, musical, artistic, and certain other intellectual works—for a fixed period of time. This protection is available to both published and unpublished works. Copyright is secured automatically when the work is created, and a work is “created” when it is fixed in a copy or phonorecord for the first time. There are, however, certain definite advantages to registering a copyright. For information on securing a U.S. copyright registration, contact:

**U.S. Copyright Office**

Public Information Office: (202) 707-3000

Information Specialists: (202) 707-5959

Web site: [www.copyright.gov](http://www.copyright.gov)



## Border Enforcement

**U.S. Customs and Border Protection:** Holders of registered trademarks and copyrights concerned about imports or exports of infringing goods should record their trademarks and copyrights with U.S. Customs and Border Protection (CBP). Patents may not be recorded with CBP for border enforcement protection; however, patent owners may be entitled to exclusion of infringing imports from the commerce of the United States under section 337 of the Tariff Act of 1930.

Detailed information about recording intellectual property rights (including recordation forms) and reporting intellectual property infringement to CBP can be found on the CBP's Web site: [www.cbp.gov/xp/cgov/import/commercial\\_enforcement/ipr/](http://www.cbp.gov/xp/cgov/import/commercial_enforcement/ipr/).

Applications to record registered trademarks or copyrights must be in writing and should be addressed to:

### **U.S. Customs and Border Protection**

Office of Regulations and Rulings  
Intellectual Property Rights Branch  
1300 Pennsylvania Avenue, N.W.  
Mint Annex  
Washington, DC 20229  
Telephone: (202) 572-8710

■ U.S. CUSTOMS AND BORDER PROTECTION

[www.cbp.gov](http://www.cbp.gov)

202-572-8710

■ INTERNATIONAL TRADE COMMISSION  
TRADE REMEDY ASSISTANCE OFFICE

[www.usitc.gov](http://www.usitc.gov)

800-343-9822

### **International Trade Commission**

The International Trade Commission (ITC) investigates and adjudicates allegations of unfair trade practices based on complaints filed by rights holders. Upon completing an investigation and finding a violation of U.S. trade laws, the ITC can issue orders directing U.S. Customs and Border Protection to exclude from the United States imported products that infringe U.S. patents, trademarks, or copyrights, or violate other common-law rights. The ITC can also order respondents to cease and desist from unlawful activities. The ITC's Trade Remedy Assistance Office, which provides assistance to small businesses, can be reached at (800) 343-9822 or (202) 205-2200. Further information regarding section 337 actions can be found on the ITC's Web site at: [www.usitc.gov/trade\\_remedy/int\\_prop/index.htm](http://www.usitc.gov/trade_remedy/int_prop/index.htm).

■  
**PATENT**

A patent protects a new and useful process, machine, article of manufacture, industrial design, or asexually reproduced plant.

**TRADEMARK**

A trademark is a word, phrase, symbol, or design, or a combination of words, phrases, symbols, or designs, that identifies and distinguishes one source of goods from others.





## ■ IPR CENTER

[www.ice.gov/graphics/cornerstone/ipr/index.htm](http://www.ice.gov/graphics/cornerstone/ipr/index.htm)

**866-IPR-2060**

## Criminal Enforcement

**U.S. Department of Justice:** Intellectual property crime, such as copyright piracy, trademark counterfeiting, or Internet fraud, like any other crime, should be reported to appropriate law enforcement investigative authorities at the local, state, federal, or international levels, depending on the scope of the crime. Citizens or companies aware of federal crimes should report them to local offices of the Federal Bureau of Investigation (FBI). The FBI has offices throughout the United States. In general, federal crimes may be reported to the local FBI office by a telephone call and by requesting the “Duty Complaint Agent.”

Contact information regarding these local offices can be found at:

### **U.S. Department of Justice**

Federal Bureau of Investigation

Telephone: (202) 324-3000

Web site: [www.cybercrime.gov/reporting.htm](http://www.cybercrime.gov/reporting.htm)

**National Intellectual Property Rights Coordination Center:** If a company learns of criminal infringement occurring in the United States, it should contact the National Intellectual Property Rights Coordination Center (IPR Center). The IPR Center is a multi-agency center responsible for coordinating a unified U.S. government response regarding criminal IPR enforcement issues. Investigative personnel provide core staffing from Immigration and Customs Enforcement (ICE) and the Federal Bureau of Investigation (FBI). If a company has specific information concerning IPR crimes, it can complete a complaint form at: [www.ice.gov/graphics/cornerstone/ipr/IPRForm.htm](http://www.ice.gov/graphics/cornerstone/ipr/IPRForm.htm).

Companies can also contact the IPR Center by mail or telephone:

### **U.S. Immigration and Customs Enforcement**

National Intellectual Property Rights Center  
1300 Pennsylvania Avenue, N.W., Room 3.5A  
Washington, DC 20229

Telephone: (202) 344-2410 or toll free, (866) IPR-2060

## ■ COPYRIGHT

Copyright is a form of protection provided under U.S. law to the authors of “original works of authorship”—including literary, dramatic, musical, artistic, and certain other intellectual works—for a fixed period of time.

■ DEPARTMENT OF JUSTICE

[www.cybercrime.gov/reporting.htm](http://www.cybercrime.gov/reporting.htm)

**202-324-3000**





## PROTECTION ABROAD

Our international trade agreements and related intellectual property treaties require member countries to provide the means for U.S. rights holders to obtain and enforce intellectual property rights. Intellectual property rights are generally territorial, which means, for example, that a U.S. patent or trademark provides protection only in the United States, while a Japanese patent or trademark provides protection only in Japan, etc. In most cases, the first step in protecting intellectual property beyond U.S. borders is for companies to register their trademarks or patents with the appropriate authorities in each country, or through international treaties that are administered by the World Intellectual Property Organization (WIPO).

### Obtaining Protection in Individual Foreign Countries

For more information about how to apply for patents or trademarks in individual foreign countries, contact the intellectual property office in that country directly. A list of contact information for most intellectual property offices worldwide can be found at [www.wipo.int/news/en/links/addresses/ip/index.htm](http://www.wipo.int/news/en/links/addresses/ip/index.htm). Once a company has registered for protection, it can use that country's local laws to enforce its rights. Although most countries do not require registration to enjoy copyright protection, registration can bring certain benefits, such as proof of ownership.

### Obtaining Protection in Multiple Foreign Countries

The United States is a member of two treaties: for patents, the Patent Cooperation Treaty (PCT), and, for trademarks, the Madrid Protocol. These treaties make it easier for U.S. citizens and firms to file for patent and trademark protection in other countries. The USPTO processes applications for protection pursuant to these treaties.

The Patent Cooperation Treaty streamlines the process by which U.S. inventors and businesses can obtain patent protection in other countries. By filing one international patent application with the USPTO, U.S. applicants can concurrently seek protection in more than 125 countries. For an invention made in the United States, U.S. law prohibits filing

■ STOP!

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866-999-4258

abroad without a foreign filing license from the USPTO, unless six months have elapsed since filing a U.S. application. For filing an international patent application under the PCT, visit the USPTO's Web site, [www.uspto.gov/go/pct/](http://www.uspto.gov/go/pct/).

The Madrid Protocol streamlines the process by which U.S. trademark owners can obtain trademark protection in other countries. By filing one international trademark application with the USPTO, U.S. applicants can concurrently seek protection in any member country. Changes to a registration—for example transfers, name or address changes, and renewals—also can be handled through a single procedural step. For filing an international trademark application under the Madrid Protocol, visit the USPTO's Web site: [www.uspto.gov/web/trademarks/madrid/madridindex.htm](http://www.uspto.gov/web/trademarks/madrid/madridindex.htm).

### Getting Help to Protect Your Rights

**Market Access and Compliance:** The Department of Commerce's Market Access and Compliance (MAC) unit is ready to help U.S. business overcome trade barriers and ensure that foreign countries comply with their trade agreement and treaty commitments to the United States. MAC's Intellectual Property Rights Office and country experts—both within MAC and at U.S. embassies around the world—stand ready to work with U.S. companies to enforce their intellectual property rights in foreign markets. MAC experts can suggest strategies to evaluate IPR problems encountered abroad and will work with our embassies to pursue a course of action for resolution of problems. MAC has established a special telephone line and Web site designed specifically to deal with companies' international intellectual property concerns.

Companies can contact MAC about IPR problems abroad at:

**U.S. Department of Commerce**  
Intellectual Property Rights Office  
1401 Constitution Avenue, N.W.  
Washington, DC 20230

Telephone: toll free, (866) 999-HALT (866-999-4258)

Web site: [www.StopFakes.gov](http://www.StopFakes.gov)





**STOP!**

**1-866-999-HALT**

**www.StopFakes.gov**



## WI-FI USAGE POLICY

### Wi-Fi Service Availability

IPPE has purchased Wi-Fi service on the exhibit floor through CCLD at the Georgia World Congress Center.

IPPE will also allow exhibitors to use this service on a limited basis. In order to use the service, follow these instructions:

- Find a list of available wireless networks
- Choose IPPE17 and connect
- Upon connecting, you will be prompted to enter a network security key; enter the following key: "ippe17" (note: this is case-sensitive—enter lower case letters without quotation marks)

**Wi-Fi service is available on the show floor and should be used for business purposes only; it is offered as a convenience and is not meant for mission-critical applications.**

### Restrictions:

Due to RF interference and slow down of the Wi-Fi network, exhibitors are prohibited from setting up their own wireless network in their booth unless pre-approved by show management.

The following devices are not allowed:

- Mi-Fi
- Wireless routers
- Wireless video cameras
- Rogue access points

Making sure your mobile phone has the Wi-Fi function disabled will also help cut down on RF interference.

### Violations:

Exhibitors who violate the policy may possibly lose seniority/priority points and/or other privileges when exhibiting in future shows and also may be forced to purchase hard-line access.

### Questions:

If you have specific questions about the Wi-Fi service being provided by CCLD, please contact them by phone at (404) 222-5500 or by email at [info@cclld.net](mailto:info@cclld.net).

### No Warranty:

The Wi-Fi system is provided to exhibitors ("you") on an "as is" and "as available" basis, without warranties of any kind. IPPE, CCLD and Georgia World Congress Center ("IPPE/CCLD/GWCC") do not warrant that services will be uninterrupted, error-free, or free of viruses or other harmful components. IPPE/CCLD/GWCC make no express warranties and you waive all warranties, including, but not limited to, warranties of title, non-infringement, merchantability, and fitness for a particular purpose regarding any merchandise, information or service provided through the Wi-Fi system, or the internet generally. You expressly acknowledge that there are, and you assume all responsibility related to, the security, privacy and lack of confidentiality risks inherent in wireless communications and technology and IPPE/CCLD/GWCC do not make any assurances or warranties relating to such risks. No advice or information given by IPPE/CCLD/GWCC or their representatives shall create a warranty or obligation.

### Limitation of Liability:

IPPE/CCLD/GWCC and their respective employees, agents, vendors and licensors are not liable for any costs or damages arising, either directly or indirectly, from your use of the Wi-Fi system or the internet, specifically including any direct, indirect, incidental, exemplary, multiple, special, punitive or consequential damages.