



NORTH AMERICA  
Smart  
Energy  
Week

# SPI, ESI, and Smart Energy Week Exhibitor Resource Manual





September 20-23, 2021 / New Orleans, LA  
New Orleans Ernest N. Morial Convention Center

POWERED BY



Dear North America Smart Energy Week 2021 Exhibitor,

Welcome to SPI, ESI & Smart Energy Week 2021, Monday, September 20 – Thursday, September 23, 2021, at the Ernest N. Morial Convention Center. It's going to be a big year for solar and storage and we are pleased that you are joining us!

This manual serves as your exhibitor kit for the show. You may access this information in this document and online through both the 'Exhibitor Service Kit' link located in the [Exhibitor Dashboard](#) and directly from the [Exhibitor Resources](#) page of [www.solarpowerinternational.com](http://www.solarpowerinternational.com) at any time. This manual was designed to help you effectively plan and prepare for the SPI, ESI & Smart Energy Week 2021 show. Please review it carefully and completely.

We would like to emphasize that taking the time to plan and prepare for SPI, ESI & Smart Energy Week 2021 early will save you both time and money. As you read through this manual, please pay close attention to the pages that include [important checklists](#), [show information](#) and [deadlines](#) as well as the [targeted move-in and move-out floor plans](#). You may want to print these pages out and use them as a guide for ordering your rental items, planning for marketing opportunities, and packing for the show.

At Solar Power Events, our main goal is to provide our exhibitors with the tools they need to have a successful show. If we can assist you in any way, please let us know by emailing [exhibitorservices@sets.solar](mailto:exhibitorservices@sets.solar). For specific questions regarding the exhibit hall, freight docks, and freight doors, please contact our General Services Contractor, GES, at (800) 801-7468.

We look forward to working with you, now, and for many years to come!

At Your Service,  
The Solar Power Events Sales Team

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## CONTACT INFORMATION

**GES:** (800) 801-7648

International: +1 702 515 5970

Monday - Friday 6:00 am - 5:00 pm pacific

**Show Management:** [exhibitorservices@sets.solar](mailto:exhibitorservices@sets.solar)

## Covid-19

The Solar Energy Industries Association, the Smart Electric Power Alliance, and Solar Power Events takes the safety of its exhibitors, sponsors, partners, speakers, and attendees very seriously. You can learn more about our initiative [here](#).

### Inside the show:

- Face masks are required at all times.
- Please follow the [CDC guidelines](#) on how to protect yourself by allowing 6 feet of space between you and others, wash your hands often, cover your cough or sneeze, and stay home if you're sick.
- We'll remind you to keep a safe distance from others with floor graphics and stanchions.
- We've increased staff and security to provide the BEST customer service and information accessibility.
- We've also added additional space between booths to allow for a smooth flow of traffic to avoid congestion.

## EVENT INFORMATION

### Event Location:

Ernest N. Morial Convention Center (MCCNO)  
900 Convention Center Blvd  
New Orleans, LA 70130

\*Specific questions regarding the exhibit hall, freight docks, and freight doors should be directed to GES at (800) 801-7648.

### Exhibit Hall Hours

**Exhibit staff may enter the hall at 7:00 am each morning to set up their booth, but only those who are wearing an Exhibitor Booth Personnel or Exhibitor Full Conference badge will be permitted early access to the hall.** All other attendee types will not be permitted to enter the hall until it officially opens. Show management approval is required to access the exhibit hall outside the below hall hours and before 7:00 am. **All exhibits must be staffed during the following times.**

- Tuesday, September 21, 10:00 am – 6:00 pm (exhibitor-only access starts at 7:00 am)
- Wednesday, September 22, 9:00 am – 6:00 pm (exhibitor-only access starts at 7:00 am)
- Thursday, September 23, 9:00 am – 2:00 pm (exhibitor-only access starts at 7:00 am)

For your planning purposes, the Opening General Session, followed by the Welcome Networking Event, will start at 5:00 pm on Monday, September 20; however, the Exhibit Hall will not open until Tuesday, September 21. General Session is open to all attendees. The Welcome Networking Event is included in Full Conference registration or you may purchase tickets.

## After-hours Parties and In-booth Hospitality Events

Exhibitors are welcome to host receptions in their booths on Wednesday, September 22 from 6:00 pm – 8:00 pm only. If you would like to host an After-hours Party, you must notify Smart Energy Week show management in advance. Please fill out the [After-hours Party Form](#). Power is turned off for all exhibitors at 6:00 pm. Exhibitors that are hosting after-hours parties can [extend their power](#), at their expense, through MCCNO.

## LOGISTICS

### Move-in

SPI, ESI & Smart Energy Week is a targeted show, which means that **you are assigned a specific day and time for move-in and move-out**. For your assigned target times, please refer to the [Target Move-in and Move-out Maps](#). You may be charged a fine if you move in outside your target window, so please double-check this information. Any exhibitor requiring entry to the exhibit hall outside the scheduled 8:00 am – 5:00 pm hours must obtain written permission from show management the day prior. Due to labor rules, additional labor charges may apply.

**Inbound carriers must check in at the Marshalling Yard by 2:00 pm** to be guaranteed same day unloading. Loading docks become busy and cannot always accommodate late afternoon arrivals due to heavy congestion.

All exhibits must be set, and all empty crates **must be removed by 5:00 pm on Monday, September 20**. After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Exhibitors may lose their right to exhibit if they do not adhere to this schedule.

**Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel are permitted in the Exhibit Hall during move-in and move-out.** No one under the age of 18 is permitted on the show floor at any point during the show. All of the above persons **must wear a wristband** at all times during move-in and move-out, which they will receive from security. All exhibitor appointed contractors (EACs) must be submitted to General Service Contractor via the [Notice of Intent to Hire an EAC Form](#) by **Thursday, August 19**.

### Request for Target Change

**All move-in change requests must be submitted to the general service contractor, GES,** via the [Target Variance Request Form](#) in the [GES Service Kit](#). Submission does not guarantee a target move-in change, as there are many considerations, such as proximity to freight doors, size of booth, and booth location. This is an application, and it must be approved by GES via the Target Variance Request Form. You must be able to provide a copy of your approval onsite, if asked. Permission granted by a GES Customer Service representative will not be accepted, as all requests must go through the Target Variance Request Form and approved by the appropriate persons on our SPI's account team. In order to be considered, the form must be submitted by **Thursday, August 19**, as indicated in the [GES Service Kit](#).

## Move-out

This year, there is a tight turnaround for move-out. All exhibits must be moved out by their [assigned target move-out times](#), **no exceptions**. In order to accommodate the short move-out schedule, the show will close on Thursday, September 23 at 2:00 pm.

**Exhibitors may not dismantle any portion of their booth before 2:00 pm on Thursday, September 23. All boxes/cartons are to remain out of sight until the Exhibit Hall is closed.** Exhibitors may lose their right to exhibit at SPI in the future if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until the close of the show.

Please refer to the [Target Move-out Map](#) for your required move-out deadline. **Outbound carriers must check in at the Marshalling Yard by 5:00 pm on Thursday, September 23.** Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. **Due to the tight turnaround, we will not be able to wait for carriers to show up if they do not arrive on time to meet your targeted move out deadline.** If your carrier is not on time, GES will force your freight either to the GES Warehouse or via GES Logistics shipping, at the exhibitor's expense. Exhibitors will be required to select one of the aforementioned options on their Outbound Bills of Lading (OBOL) and must turn in their OBOL to the GES Service Desk onsite.

**DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the GES Warehouse or via GES Logistics shipping at the exhibitor's expense. In order to save time, you can [prepare your OBOL in advance](#).

**Empty crates and containers will be delivered starting approximately 90 minutes after the hall closes**, after aisle carpet has been removed. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. **You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.**

## Electric and House Lights Schedule

During show days (Tuesday - Thursday), house lights and power will be turned on 60 minutes prior to hall open and will be turned off at hall close. During move-in, full house lights will be turned on at 10:00 am on Monday, September 20, so exhibitors can focus their booth lighting. Exhibitors can [order 24-hour power](#) from MCCNO. Scroll down to Solar Power International and select "Go to Store" and create an account, if you don't already have one. If you are hosting an [after-hours party](#) on Wednesday, we recommend you [extend your power service](#).

## Shipping/Freight

We encourage you to read [Appendix E: Shipping and Move-in 101](#) for more information. Below is a highlight of the details for 2021.

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

SPI, ESI & SMART ENERGY WEEK encourages exhibitors to use GES - the preferred show carrier. GES offers a **10% discount on material handling/drayage fees** for exhibitors that utilize their shipping services.

**We highly recommend you send your shipment and if nothing else, your carpet, advance-to-warehouse.** GES will deliver your shipment and/or your carpet to your booth by 8:00 am on the morning of your target move-in date. If you do ship anything direct-to-show, this allows for your carpet to be installed while those shipments are being unloaded. More information about shipping can be found [here](#).

Exhibitors must turn in their OBOL to the GES Service Desk onsite before your carrier will be allowed access to the loading docks. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the GES Warehouse or via GES Logistics shipping at the exhibitor's expense. In order to save time, you can [prepare your OBOL in advance](#).

## Registration

**Location:** Ernest N. Morial Convention Center Lobby

**Convention Data Services (CDS)** is our official registration provider. Even though you booked your booth, you still need to register the individuals who will be attending the event. Once you log into the registration system, you will see the number of complimentary passes allotted based on your booth size. Once you use all of your complimentary passes, all other staff working or attending the event must purchase a pass at the regular rate. **Prices increase after June 17, 2021.**

For assistance with registering, contact Convention Data Services via email at [SPI@xpressreg.net](mailto:SPI@xpressreg.net) or by phone 800-748-4736 (Toll-Free) or + 1 508-743-8522 (International calls), Monday – Friday, 9:00 am – 6:00 pm EST.

## Housing and Transportation

Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Friday, August 20, 2021 at 11:59 pm PST**, or when the block sells out, whichever comes first.

**Orchid Event Solutions** is our official housing provider. Booking within the housing block will provide the best rates at conference hotels. We encourage you to book early to secure your preferred hotel. Please be advised that Orchid Event Solutions is the ONLY housing company authorized to use the SPI, ESI & Smart Energy Week name and/or logo and it is the only company allowed to represent itself as a Smart Energy Week 2021 housing partner.

**Note about Housing Poachers:** Companies other than Orchid Event Solutions may solicit you and imply or indicate an affiliation with SPI, ESI & Smart Energy Week, claiming to have hotel rooms available at supposedly significant discounts, some even at the same hotels in our official block. This is untrue, as SPI, ESI & Smart Energy Week -designated hotels have guaranteed that SPI, ESI & Smart Energy Week rates are the lowest rates being offered over our meeting dates. Unfortunately, in the past some exhibitors and attendees have fallen prey to these companies and have either lost significant deposits or have not received the hotel rooms they originally booked. Only Orchid Event Solutions can guarantee the best rates for housing at SPI, ESI & Smart Energy Week, and safe transactions. All companies, other than Orchid, are NOT affiliated with SPI, ESI & Smart Energy Week in any way and therefore you put yourself at financial risk if you provide them your credit card information. They often have hidden costs, charge your credit card in full at the time of reservation, and may not provide the hotel reservations promised. Reservations made through any agency other than Orchid Event Solutions will be at your own risk.

Contact Orchid Customer Service via email at [spi@orchid.events](mailto:spi@orchid.events) or by phone at 888-665-1373 toll-free, or

+1 801-505-526 for international bookings, Monday – Friday, 7:00 am – 6:00 pm MST.

## SHOW REQUIREMENTS

### Mandatory Forms

Below is a list of MANDATORY forms that every exhibitor must submit. **The deadline to submit forms is Friday, August 13, 2021 unless otherwise noted. Please review the full list of deadlines in Appendix C.**

- [Onsite Contact Information Form](#) (required for all)
- [Exhibitor Liability Insurance Form](#) (required for all)
- [Booth Diagram and Hanging Sign Form](#) (required if 400+ sq. ft.) (**due Tuesday, July 13, 2021**)
- [GES Freight Service Questionnaire](#) (required for all; Due Date: **Thursday, August 19, 2021**)
- [After-hours Party Form](#) (required if planning to host an after-hours party on Wednesday)
- [GES Credit Card Form](#) (required if ordering anything from GES; Due Date: At time services ordered)
- [Notice of Intent to Hire an EAC](#) (required if using anyone other than GES labor)

### Exhibitor Floor Plan and Search Tool

**MapYourShow** is the official provider for the event floor plan and exhibitor search tool. Please [log in](#) and **update your company profile**, as this information is already public to attendees and will be included in the mobile app and the printed guide.

If you have questions, contact Map Your Show via email at [help@mapyourshow.com](mailto:help@mapyourshow.com) or by phone (Toll Free) 888-527-8823 (International) 513-527-8823, Monday – Friday, 6:00 am - 1:30 pm pacific.

### Liability Insurance

**SPI requires ALL EXHIBITORS to carry commercial general liability insurance and to submit a copy to show management. Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance.**

Please see the [Exhibitor Liability Insurance Requirements and Sample \(Appendix D\)](#) for details and to ensure you submit the correct information the first time.

North America Smart Energy Week, Solar Power International (SPI), Energy Storage International (ESI), Ernest N. Morial Convention Center, Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Solar Energy Trade Shows (SETS), the General Service Contractor (GES), and their agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, the aforementioned parties will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor, and the exhibitor shall indemnify and hold



harmless the aforementioned parties from all liability which might ensure from any cause whatsoever. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due. The exhibitor understands that none of the organizations or sponsors maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

Additional insurance and/or fire marshal approval may be necessary for certain booth sizes or equipment. For details, please refer to the [Exhibitor Rules and Regulations \(Appendix G\)](#) and the [Fire Regulations](#).

## Carpet and Drape

**Professional floor covering in your booth is MANDATORY but not included with your booth purchase.** If you are not providing your own floor covering, you must rent it from GES. Linear Booths are equipped with complimentary 8 ft. (2.44m) high purple back-drape and 3 ft. (1.22m) high gray side-drape.

You may order at your own expense, carpet or a different color of drape via the [GES Service Kit](#).

## Labor and Union Regulations

Each city has different union regulations and labor laws. For details, please refer to the [Show Site Work Rules](#) or contact GES at (800) 801-7648.

## Security

Security guards will be stationed at the exhibit hall entrances and selected docks, during non-show hours, beginning with move-in. All reasonable precautions will be taken to protect your equipment and displays during installation, show hours, and dismantling. Show management, the General Service Contractor, and the exhibit facility management are not responsible for the safety of property from theft, damage by fire, accident, or other causes. All property of the exhibitor is understood to be under exhibitor control in transit to, from, and/or within the exhibit hall. Exhibitors are responsible for their own property and should lock or remove any equipment after-hours. If you wish to arrange for dedicated security within your booth, the form can be found under the [Vendor Order Forms](#) tab in the Exhibitor Service Kit.

## VENDORS AND ORDER FORMS

**General Service Contractor:** GES (*Discount Deadline: August 19 at 5:00 pm PT*), [Order >>](#)

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

**Audio-visual:** [Shepard AV](#)

**Catering:** [Centerplate](#), [Menu](#) – *instructions for ordering on page 15 of the menu*

**Internet and Telecommunications:** [MCCNO\\*](#)

**Electrical & Plumbing:** [MCCNO\\*](#)

**Exhibitor Liability Insurance:** [ShowGuard](#)

**Lead Retrieval:** [XPress Leads](#)

**Freight Forwarder:** [Airways Freight Corporation](#)

**Photography:** [Convention Photo by Joe Orlando, Inc.](#)

**Special Transportation Services:** [CMAC](#)

**Temporary Staff:** coming soon, check Exhibitor Resource page for updates

**Plant & Floral:** coming soon, check Exhibitor Resource page for updates

**Security:** Lincoln Security Services – [PDF Order Form](#), [Excel Order Form](#)

*\*The above link will take you to the MCCNO Calendar of Events page. Scroll down to September to find “Solar Power International” and select “Go to Store” and create an account, if you don’t already have one, to order services from MCCNO.*

## APPENDIX A – SHOW AT A GLANCE



September 20-23, 2021 / New Orleans, LA  
New Orleans Ernest N. Morial Convention Center



### SHOW AT A GLANCE

- WHEN:** September 20 – 23, 2021  
Ernest N. Morial Convention Center  
800 W Katella Ave  
New Orleans, LA 92802
- GENERAL CONTRACTOR:** GES  
5730 Powell Street  
New Orleans, LA 70123  
Phone: 1 (800) 801-7648
- HOUSING:** The official SPI, ESI & Smart Energy Week hotels are listed on the [event website](#). The deadline to make a reservation is Monday, August 17, 2021 at 11:59 pm CT.  
**NOTE: Orchid Event Solutions is the only verified housing vendor for SPI, ESI & Smart Energy Week 2021**
- BOOTH DIAGRAM SUBMISSION (Any booths over 400 sq. ft.)** Tuesday, July 13, 2021
- CERTIFICATE OF INSURANCE DUE:** Friday, August 13, 2021
- ADVANCE SHIPMENT DATES:** Begins Wednesday, August 18, 2021 at 8:30 am, and must be received at the warehouse by Monday, September 13, 2021 by 2:00 pm.
- SHOW SITE SHIPMENT DATES:** Freight will be accepted at show site beginning Saturday, September 18, 2021.
- TARGET VARIANCE DATE:** Thursday, August 19, 2021
- EXHIBITOR MOVE-IN:**
- |                              |                   |
|------------------------------|-------------------|
| Saturday, September 18, 2021 | 8:00 am –6:00 pm  |
| Sunday, September 19, 2021   | 8:00 am – 6:00 pm |
| Monday, September 20, 2021   | 8:00 am – 6:00 pm |

**NOTE: Please reference Targeted Floorplan for your specific dates & times. Carriers MUST be checked in by 2:00 PM to be guaranteed same day unloading.**

**EXPO HOURS:**

Tuesday, September 21, 2021	10:00 am – 6:00 pm
Wednesday, September 22, 2021	9:00 am – 6:00 pm
Thursday, September 23, 2021	9:00 am – 2:00 pm

**EXHIBITOR MOVE-OUT:**

Thursday, September 23, 2021	2:00 pm – 10:00 pm
Friday, September 24, 2021	7:00 am – 4:00 pm

**NOTE: Please reference Targeted Floorplan for your specific dates & times. Carriers MUST be checked in by 5:00 PM on Thursday, September 23 and 2:30 pm on Friday, September 24. All exhibitor materials must be removed by 2:00 PM.**

**SHOW COLORS:**

Aisle carpet will be blue jay; booth drape will be blue.

## APPENDIX B– EXHIBITOR CHECKLIST

- Immediately – Log in and update your exhibitor profile.** This information is public facing via the Exhibitor Search tool and Floorplan on the event website. Your company name and description, as you enter it, will be used in the mobile app and in the printed guide. Please pay special attention to grammar, spelling, punctuation, etc. [Update profile](#).
- Immediately** – Review the [Booth Rules and Regulations](#) on page 19 of this document.
- Immediately** – Review the Important [Move-in/Move-out Dates, Policies, and Deadlines](#) [here](#).
- Monthly** – Read the Exhibitor Solar Current Newsletter for important updates and reminders, add [exhibitorservices@sets.solar](mailto:exhibitorservices@sets.solar), [exhibit@sets.solar](mailto:exhibit@sets.solar), and [service@mapyourshow.com](mailto:service@mapyourshow.com) as a safe senders to ensure you receive our emails.
- Register booth staff.** Your complimentary pass allotments are automatically added to the exhibitor registration system based on your booth size. All other staff working the event must purchase a pass at the regular rate. **Prices increase after June 10.** [Register](#).
- Book housing.** Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Friday, August 20 at 11:59 pm PT**, or when the block sells out, whichever comes first. [Book housing](#).
- Submit mandatory forms.** See page 5 for a [complete list of required forms](#). **The deadline for all forms is Friday, August 13 unless otherwise noted.**
- If you're not using GES labor, **submit the [Notice of Intent to Hire an EAC](#)** and the required insurance.
- Invite customers.** Customer pass allotments are automatically added to the exhibitor registration system based on your booth size. A customer pass is a complimentary exhibit-hall only pass. You can send customer invitation letters via the [Exhibitor Registration Portal](#). **Customers must register by Sunday, September 6.**
- Plan your advance outreach early.** Your best leads will come from those intentionally seeking out your services and products. The [Exhibitor Marketing Toolkit](#) includes various sizes of pre- designed banners, pre-written social media posts, and a customer invitation letter.
- Increase your visibility and **purchase a sponsorship.** [View sponsorship opportunities](#).
- Want to host an After-hours Party?** Submit a request and let us know in advance. [Submit >>](#)
- Order items for your booth.** See page 7 for a list of [vendors](#).

## APPENDIX C – IMPORTANT DATES & DEADLINES

### Registration

- Early Bird Rates March 10 – June 17
- Standard Rates June 18 – September 18
- Cancellation (full refund minus a \$50 handling fee) On or before Friday, July 30
- Cancellation (50% refund) Between Saturday, July 31 – Wednesday, September 1
- Cancellation (no refund) Cancellations made after September 1

All cancellations must be submitted in writing to [customerservice@sets.solar](mailto:customerservice@sets.solar) or to Solar Energy Trade Shows, LLC (SETS), 225 Reinekers Lane, Suite 680, Alexandria, VA 22314, Attn: Accounts Receivables. Time-stamped or post-marked date will be the date of the cancellation request if the cancellation falls on a deadline and the amount refunded is disputed.

### Customer Invites

- Customers must register by **Friday, August 27**

### Housing

- Reservation deadline Friday, August 20
- Cancellation (no penalty) Before July 15
- Cancellations (\$75 fee for each room cancelled) July 16-August 20
- Cancellations (\$75 fee + one night's room & tax) On or after August 21

### Mandatory Forms Due:

**Friday, August 13**

- GES Credit Card Form (if ordering from GES; due at time order place)
- GES Freight Service Questionnaire
- After Hours Party Form (if hosing after-hours party on Wednesday)
- Booth Diagram & Hanging Sign Form (if 400+ sq. ft.)
- Exhibitor Liability Insurance Form
- Onsite Contact Information
- Notice of Intent to Hire an EAC

### Discount Deadline for Orders

Thursday, August 19 at 5:00 pm

## APPENDIX D – EXHIBITOR LIABILITY INSURANCE REQUIREMENTS

### Required Coverage

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

Exhibitors must name the following entities as additionally insured: SPI, ESI & Smart Energy Week 2021, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), and Ernest N. Morial Convention Center (ACC) for all aspects of the show dates, **9/20/21 - 9/23/21** (includes installation and dismantle) in New Orleans, LA at the Ernest N. Morial Convention Center. **See sample certificate of insurance on the next page.**

**Exhibitors must name Smart Energy Week 2021 as the Certificate Holder.**

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

### What You Need to Send Us

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

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

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

### How to Purchase Liability Insurance if You Do Not Already Have It

If you do not have a preferred insurance vendor we have made arrangements with [ShowGuard](#) to make an inexpensive policy available to exhibitors who need it. **If you choose to purchase your policy with [ShowGuard](#) you are still required to submit a copy via the [Exhibitor Liability Insurance Form](#).** This policy has all the coverages you need to meet the obligations in your space contract. Please buy your insurance using the same name you gave us on your exhibit space contract. **Note that this insurance option is included solely as a convenience and is not an endorsement for ShowGuard.**

Client#:

<b>ACORD, CERTIFICATE OF LIABILITY INSURANCE</b>		DATE (MM/DD/YYYY) 04/27/09
<b>PRODUCER</b> Wachovia Insurance Serv-AT, GA 4401 Northside Pkwy, Suite 400 Atlanta, GA 30327-3078 770 850-0050		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.
<b>INSURED</b>  COMPANY NAME ADDRESS CITY, STATE, ZIP		<b>INSURERS AFFORDING COVERAGE</b>
		INSURER A: Liberty Mutual Fire Insurance Compan 23035 INSURER B: North River Insurance Company 21105 INSURER C: INSURER D: INSURER E:

COVERAGES						
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE. THE POLICIES DESCRIBED HEREIN ARE SUBJECT TO ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR ADD LTR	INSR#	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A		GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> BI/PP Ded:25000 GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO. ACCT <input type="checkbox"/> LOC	EB265	04/19/09	04/19/10	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$500,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000 Gen Agg Cap \$10,000,000
A		AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	AS265	04/19/09	04/19/10	COMBINED SINGLE LIMIT (Ea accidnt) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
B		EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE RETENTION \$	55303	04/19/09	04/19/10	EACH OCCURRENCE \$1,000,000 AGGREGATE \$1,000,000 \$ \$
A		WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below OTHER	WC265 WA265	04/19/09	04/19/10	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000

Minimum \$1,000,000

SAMPLE

**DESCRIPTION OF OPERATIONS/LOCATIONS:**  
 SPI, ESI & Smart Energy Week 2021, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), and Ernest N. Morial Convention Center are named as additional insured under General Liability for all aspects of the Show Dates, 9/17/21 - 9/24/21 (includes installation and dismantle) in New Orleans, LA at the Ernest N. Morial Convention Center.

**Certificate Holder:**  
 Smart Energy Week 2021  
 Solar Energy Trade Shows, LLC  
 225 Reinekers Lane, Suite 680  
 Alexandria, VA 22314

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.  
 AUTHORIZED REPRESENTATIVE  
 For WIS by: *[Signature]*



## APPENDIX E - SHIPPING AND MOVE-IN 101

We know that shipping can be a confusing part of exhibiting at a trade show, which is why we have outlined some important information and tips below. For full information, visit the [Exhibitor Service Kit](#) and read the information under the **Shipping, Drayage, and Material Handling** tab. If you have any questions, contact the [GES National Service Center](#).

SPI is a targeted show, which means that **you are assigned a specific day and time for move-in and move-out**. For your assigned target times, please refer to the [Target Move-in and Move-out Maps](#). You may be charged a fine if you move in outside your target window, so please double-check this information.

### What is Material Handling / Drayage?

Material handling / drayage is the unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading of your shipment at the close of the show. This service is not included in the cost of your booth space. Avoid unexpected costs at show site and pre-order this service below with GES, the exclusive material handling provider for the show. Shipping and logistics costs are separate and are not included in material handling rates. We recommend you [estimate your material handling costs](#) in advance to avoid any surprises. [Click here](#) for **detailed information about material handling**.

### Step 1: Complete Your Freight Service Questionnaire

**All exhibitors are required to fill out a [Freight Service Questionnaire](#) by Thursday, August 19, 2021.** The purpose of this questionnaire is to provide GES with the information necessary to determine labor and equipment needs for exhibitors, which will result in a smooth and efficient move-in for all concerned. If you have any exhibit materials that require a crane or large lift for unloading or loading, **please contact Bob Joneck by Friday, July 31, 2021** at (702) 604-4442.

### Step 2: Select a Shipping Vendor

You have the option to select an outside carrier for your shipping needs. Select a carrier with experience in handling exhibition materials. Make sure to give your carrier explicit information as to where and when to check in. Delivery and pick up times are often out of the range of normal delivery hours. Make sure your carrier is committed to meeting your target dates and times. While making shipping plans to the show, also plan for the return shipment. GES Logistics is also available for your shipping needs. **You receive a 10% discount on drayage, if you use GES to ship your exhibit items.** [Get a quote >>](#)

### Step 3: Pick a Shipping Option

**Advance-to-Warehouse** – This is the recommended option. Your items will arrive at the GES warehouse and will be delivered to the exhibit hall by the GES freight team.

#### ***Advance-to-Warehouse Benefits***

- Storage of materials for up to 30 days prior to your show. Some convention centers and hotels do not have facilities for receiving or storing freight
- Delivery of shipment to your booth by 8:00 am on your targeted move-in day which saves valuable set-up time
- GES can confirm receipt and delivery of your items when you use this option, whereas if you ship with a different vendor, tracking is done solely through that vendor

#### ***Advance-to-Warehouse Logistical Details***

- Advance freight can arrive **on or between Wednesday, August 18 and Monday, September 13, 2021.**
- Shipments arriving **after Monday, September 13, 2021** at 2:00 pm CST will incur a late to warehouse fee
- Address: 3761 Louisa Street, New Orleans, LA 70126
- Receiving Hours: Monday – Friday, 8:30 am to 2:00 pm central; closed 12:00 - 1:00 pm and holidays

#### ***Advance-to-Warehouse Steps***

- Remove all old shipping and empty storage labels
- Print Advance Shipping labels
- Order Material Handling/Drayage
- Remember to confirm receipt of your shipment prior to leaving for the show
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise
- Certified weight tickets must accompany all shipments
- Take the time to ensure that your display and products are packed neatly and securely
- Do not ship uncrated materials to warehouse

**Direct-to-Show** – Your items will be shipped directly to show site. Note, that when you select this option, your shipment is not guaranteed to be in your booth at the start of your targeted move-in time. Your shipment will arrive to your booth based on when the carrier checks in and it depends on the wait-time at the marshaling yard.

### Step 4: Print Shipping Labels

Shipping labels are available in the service kit for both advance-to-warehouse and direct-to-show. Make sure to clearly note your booth number. [Print shipping labels >>](#)

## Step 5: Provide Information to Your Carrier

**Make sure your carrier has the following information, as they will need to provide it to GES upon check-in:**

- Exhibitor Name / Booth Number / Show name
- Shipper's Bill of Lading (documentation)

**Make sure your carrier has the following information if you are doing a direct-to-show shipment:**

- This show has special handling surcharges. [Learn more](#) about material handling charges.
- This is a targeted show. See below for more details. Note that target dates and times are not appointments.
- Carriers should expect to wait in Marshalling Yard. See below for more details.

**Make sure you have record of the following information for tracking onsite:**

- Tracking numbers or pro-numbers
- Carrier name
- Contact name and number for shipping company
- Piece count and shipping origin

## Step 6: Make Sure You Submit Your EAC Information (if applicable)

**Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel** are permitted in the Exhibit Hall during move-in and move-out. All exhibitor appointed contractors (EACs) must be submitted to General Service Contractor via the [Notice of Intent to Hire an EAC Form](#).

## Step 7: Arrange for Your Outbound Shipment

This year, there is a tight turnaround for move-out. **All exhibits must be moved out by their [assigned target move-out times](#), no exceptions.** In order to accommodate the short move-out schedule, the show will close on Thursday, September 23 at 2:00 pm.

Please refer to the [Target Move-out Map](#) for your required move-out deadline. **Outbound carriers must check in at the Marshalling Yard by 2:00 pm on Thursday, September 23.** Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. Make sure your carrier checks into the GES Marshalling Yard with the same name that you have listed on your BOL and that they know your booth number, company name, and outbound destination.

**Due to the tight turnaround, we will not be able to wait for carriers to show up, if they do not arrive on time to meet your targeted move out deadline.** If your carrier is not on time, GES will force your freight either to the GES Warehouse or via GES Logistics shipping, at the exhibitor's expense. Exhibitors will be required to select one of the aforementioned options on their Outbound Bills of Lading (OBOL).

Shipping information, outbound forms, and labels will be available at the onsite GES Service Desk. Exhibitors selecting non-official carriers will need to make their own arrangements for pickup. Make sure that someone

from your company will be onsite to oversee the outbound shipment of your display and product.

Exhibitors must turn in their OBOL to the GES Service Desk onsite. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the GES Warehouse or via GES Logistics shipping at the exhibitor's expense. In order to save time, you can [prepare your OBOL in advance](#).

Exhibitors planning to dispose of booth properties, furniture, floor coverings, etc. at the end of the show should **PRE-ORDER** this service as it is not automatic. In the event that materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials and charged to the exhibiting company.

## Request for Target Change

**All move-in change requests must be submitted to the general service contractor, GES**, via the [Target Variance Request Form](#) in the [GES Service Kit](#). Submission does not guarantee a target move-in change, as there are many considerations, such as proximity to freight doors, size of booth, and booth location. This is an [application](#), and it must be approved by GES via the Target Variance Request Form. You must be able to provide a copy of your approval onsite if asked. Permission granted by a GES Customer Service representative will not be accepted, as all requests must go through the Target Variance Request Form and approved by the appropriate persons on our SPI's account team. In order to be considered, the form must be submitted by **Thursday, August 19, 2021**, as indicated in the [GES Service Kit](#).

## Marshalling Yard

In order to ease congestion near the show facility and to better utilize the available dock space at the convention center, SPI will be utilizing a [Marshalling Yard](#). If you are shipping direct-to-show with a freight company, the truck will have to check in at the Marshalling Yard.

Please make sure your freight company knows your [target move-in/out dates and times](#).

- Address: 1208 1st Avenue, Harvey, LA 70058, USA
- Yard opens at 8:00 am every day during move-in
- Carriers must check-in by 2:00 pm to guarantee unload for that day

### **The Marshalling Yard process is as follows:**

- All carriers and privately-owned vehicles must check into the Marshalling Yard prior to delivery.
- All inbound shipments will be weighed at the Marshalling Yard to obtain the gross or heavy weight.
- All inbound shipments must be accompanied by a certified weight certificate and Bill of Lading.
- At the Marshalling Yard, drivers will be assigned a number and will be dispatched to the appropriate dock as space is available. Waiting time at the Marshalling Yard should be anticipated by your carrier. Every effort is made to keep this waiting time at a minimum. However, the waiting time depends on many factors, including the number of vehicles, the weight and types of loads, etc.
- After unloading, all vehicles must return to the Marshalling Yard with a completed copy of the GES Receiving Report to be weighed to obtain the light weight. This determines the total weight of your shipment. Drivers who fail to return to weigh-out will be billed at the heavy weight.

- All drivers are expected to adhere to the GES policies and procedures with respect to the loading and unloading of trailers.

## Storing Empty Containers during the Show

Properly labeled empty shipping cartons will be picked up, stored, and returned after the show. Labels are available at the GES Service Desk, or from your GES Service Executive, and are for empty storage only. Do not store any items in crates marked "empty." GES has no liability for damage to crates or items sent to empty storage in crates.

Empty crates and containers will be delivered starting approximately 90 minutes after the close of the exhibit hall, after aisle carpet has been removed. Loose cartons and fiber cases will be returned first. Wooden crates and skids will be delivered next.

Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.

## Cost-saving Tips

- Give your shipping company adequate lead-time. Try to schedule your pickup far enough in advance that it can be shipped via ground transportation, so you can avoid costly airfreight bills.
- Save on material handling (drayage) costs by shipping your items to arrive on straight time. The best option is to ship advance-to-warehouse. If you ship your freight directly to the convention center and can get it brought into (and back out of) the hall between 8:00 am and 4:30 pm, you'll avoid paying overtime labor charges. Be sure your driver checks in before 12:00 pm to help to guarantee offloading on straight time. Contact GES or show management if you are unclear about material handling fees and/or times.
- Be sure all your cartons are securely banded/shrink-wrapped to a skid/palette. Loose pieces incur "special handling" charges because forklifts can't quickly remove them from vehicles. Also, be aware that special handling charges can apply in various other circumstances (van lines where freight must be removed from side doors, small-package delivery companies like FedEx, stacked shipments). Contact GES if you have questions about whether your particular shipment might incur special handling charges.
- Advise your freight carrier to load all pieces on the truck together, not mixed in with other freight, to avoid special handling charges.
- Remove all old shipping labels.
- Ensure your carrier has experience servicing trade shows. Unlike other shipments, exhibit material is time sensitive.
- Specify what type of delivery you desire – a.m., p.m., second day, etc. Provide specific information about when your items should arrive, based on your target move-in time. See the Target Move-in section of this document for more information.
- Schedule your booth installation labor (if necessary) on straight time. If your booth cannot be set by full-time personnel from your company, you'll need to hire labor from GES or another union trade show contractor. Do your best to schedule your freight to arrive as early as possible in the day so you can get it offloaded and into your booth early, and your laborers can complete work before overtime rates begin at 4:30 pm. Do the math on the labor order form rates – it might save you money to incur an extra hotel

night and come in a day early if it means you can pay all your labor straight time by setting up in two days instead of one. Make sure to refer to the target map for your move-in date, and if you hire labor other than GES, make sure to [submit your EAC information](#) via the service kit, under the [EAC tab](#).

- To save costs on shipping and material handling, consider renting an exhibit (available from GES or another local reputable display house) or switching to lighter weight materials when having your new exhibit built.
- If you require electrical under your carpet, be sure [order electrical](#) well in advance and submit accurate, final diagrams so the power is distributed before GES lays the carpet and/or delivers your freight. If this doesn't happen, you will incur labor charges to remove and replace your carpet and crates.

## Late Charges and Additional Fees

Make sure to follow the details in this document, and in the service kit, to avoid additional fees and charges. Some of the ways you may incur late charges and additional fees include:

- If advance freight is received before or after the published deadline date for shipments to arrive at the warehouse. See Material Handling/Drayage for details.
- Freight shipments sent to the show after it has opened
- Freight shipments that are received at show site that do not meet their targeted date and time.
- Shipment Surcharges - A surcharge will be incurred per shipment for those that are received with incomplete information on shipping labels identifying company name and booth number and/or shipments that are left on the showfloor at the end of the show with no labels and no bill of lading turned in.
- Labor and equipment for uncrating, unskidding, positioning, leveling, dismantling, re-crating, and re-skidding machinery and/or equipment must be ordered separately. Place your order for this labor using [In-Booth Forklift Labor](#). If your material requires specialized rigging equipment, please notify us promptly so that we can make arrangements. When possible, supply your own rigging equipment with shipments and pre-rig your material.
- Exhibitors planning to dispose of booth properties, furniture, floor coverings, etc. at the end of the show should PRE-ORDER this service as it is not automatic. In the event that materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials at the Exhibitor's expense.

## Hand-carry Policy

Exhibitors may "hand carry" materials to their booth provided they do not use material handling equipment including carts and dollies. Hand carried freight consists of lightweight materials that can be hand carried into the exhibit hall by exhibit personnel. When exhibitors choose to hand carry materials, they will not be permitted access to the loading dock/freight door areas, and **they must bring all materials through the front entrance of the exhibit hall**. Exhibitors must check in with security. The use of carts, dollies, wheeled containers, mechanical equipment of any other material handling equipment is strictly forbidden.

## Show Site Work Rules

In Anaheim, full-time company personnel can set up your booth, but they will need to show proof of employment, such as a pay stub, company insurance card, etc. For full information, read the [Show Site Work Rules](#).

## APPENDIX F – SUSTAINABILITY TIPS

Solar Power Events is committed to environmental stewardship in all facets of our event planning. See what SPI and ESI are doing to make the [conference a green event](#).

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

### Exhibitor Display/On-site

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

### Promotional Materials

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

### Giveaways

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

EPA’s Sustainable Marketplace: <https://www.epa.gov/greenerproducts>

## APPENDIX G - BOOTH RULES AND REGULATIONS

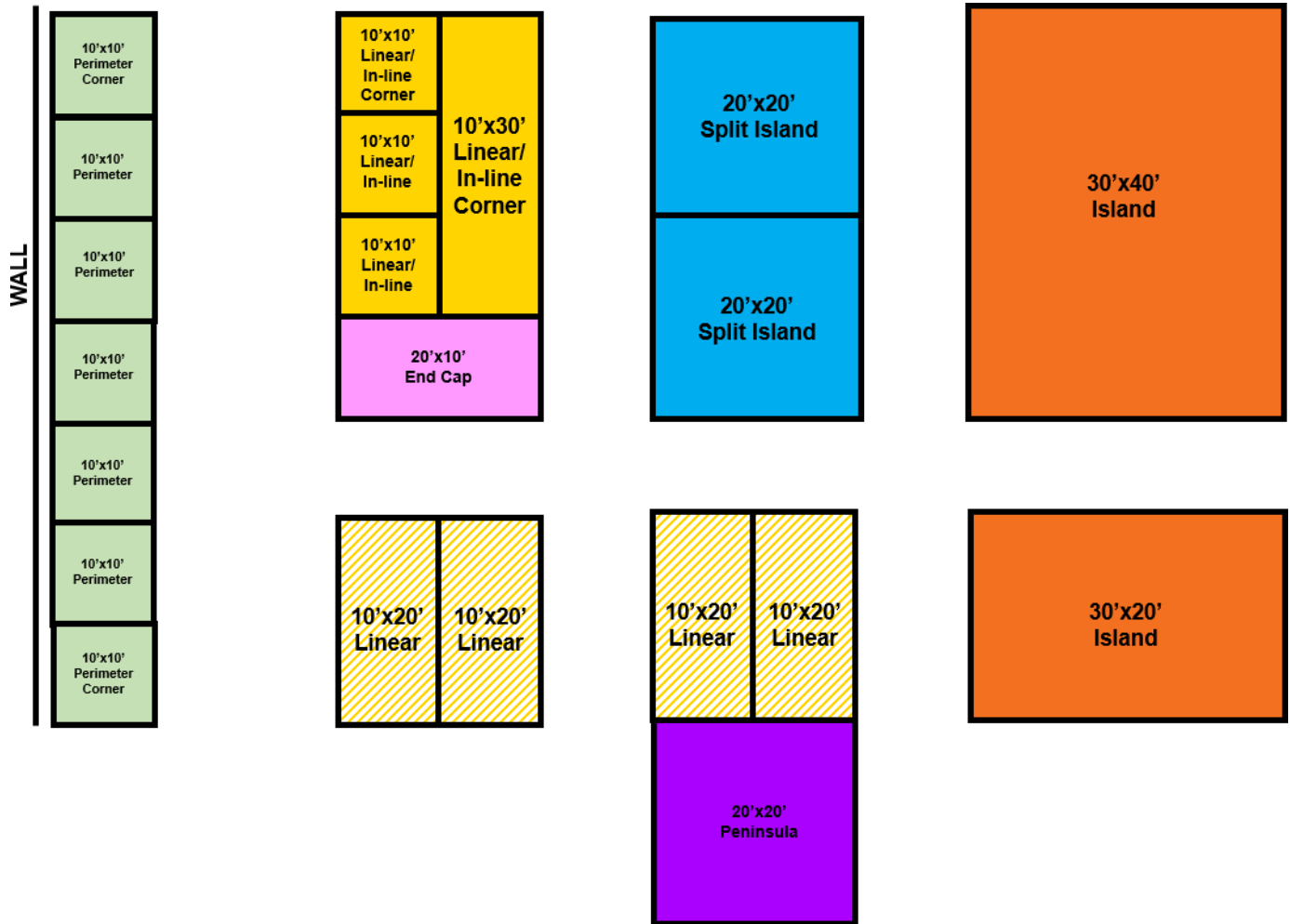
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Solar Power International (SPI) has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Your display products must fit within the confines of your booth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



## Types of Booths



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

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

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

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

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

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

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

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

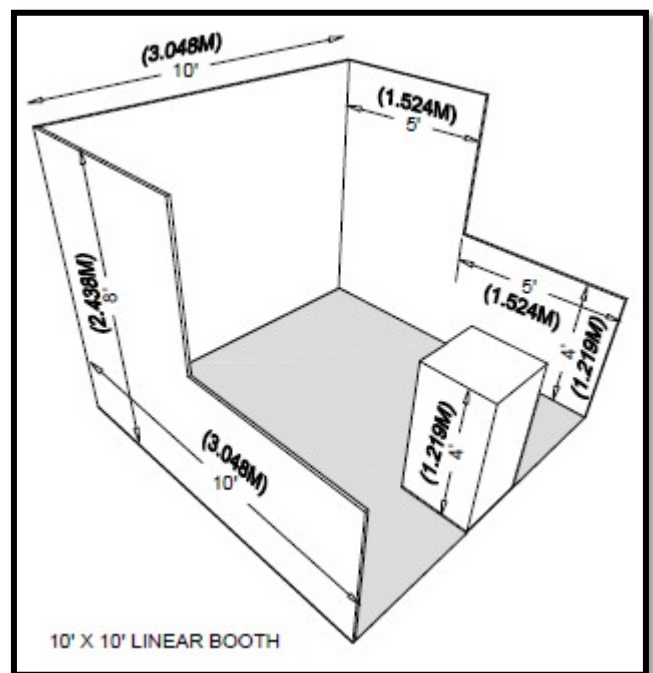
A **Corner Booth** is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

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

### Use of Space:

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

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



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

### Pipe and Drape:

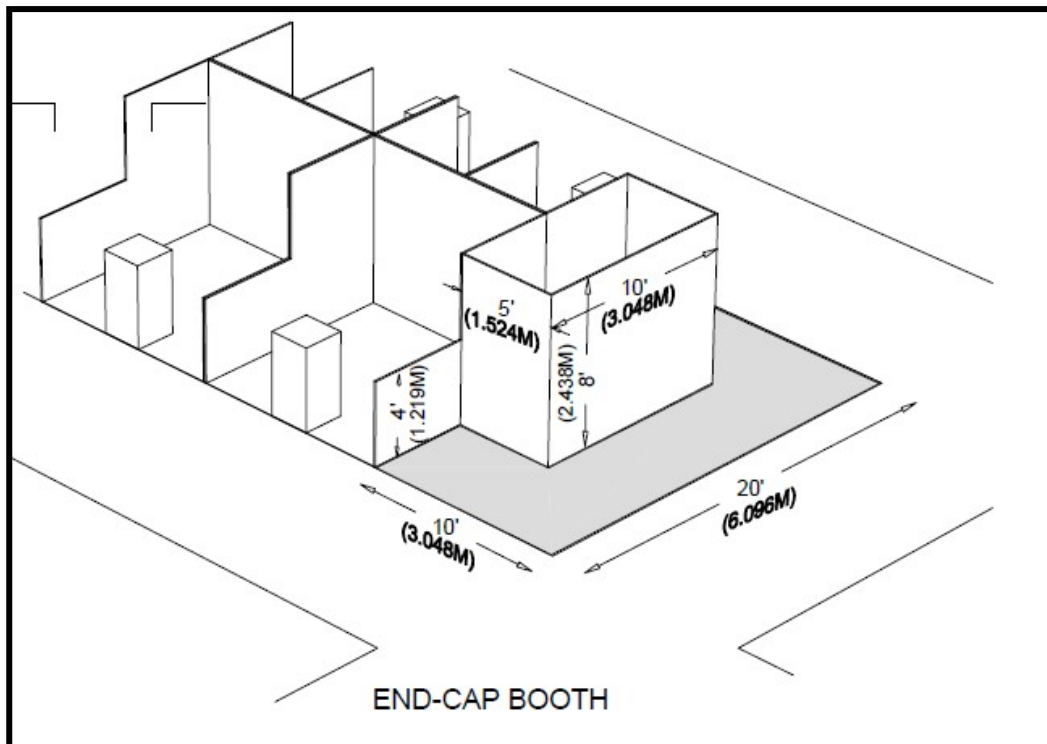
Linear Booths are equipped with complimentary 8 ft. (2.44m) high blue back-drape and 3 ft. (1.22m) high blue side-drape. Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed. You may order a different color drape via the [Exhibitor Service Kit](#).

## Use of Space - End-cap (pink)

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

### Use of Space:

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

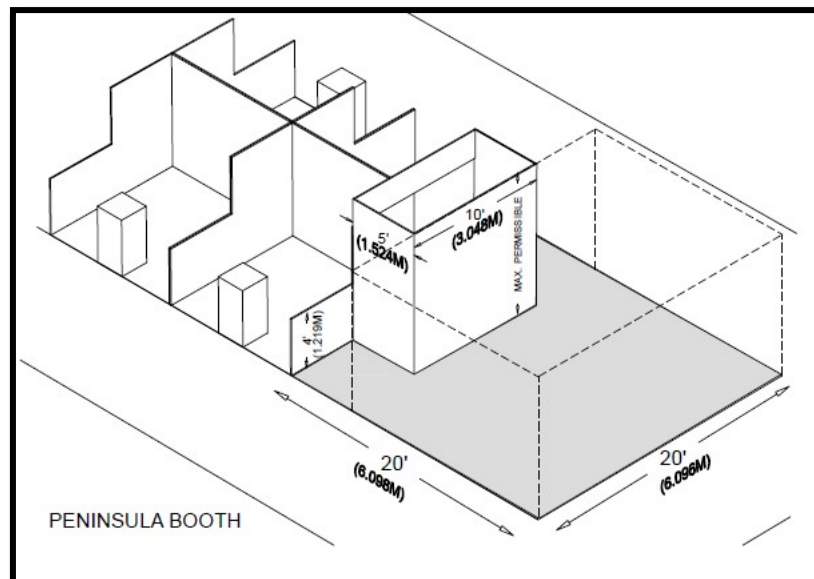


## Use of Space - Peninsula (purple)

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

### Use of Space:

- **Maximum width of back-wall is 10 ft. (3.05m)**
- **Maximum height of back-wall is 16 ft. (4.88m)**
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
  - Maximum height dimension of hanging sign is 6 ft. (1.83m)
  - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
  - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Within 5 ft. (1.52m) of the two side aisles, maximum height is 4 ft. (1.22m),** permitting adequate line-of-sight for the adjoining Linear Booths.
- **Hanging signs are allowed, only in the front half of the booth.** All hanging signs must be submitted to show management for approval **by Tuesday, July 13.** Please refer to page 28, for more information about hanging signs.
- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



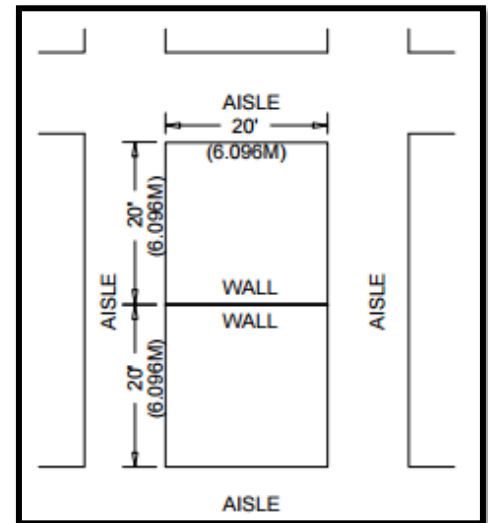
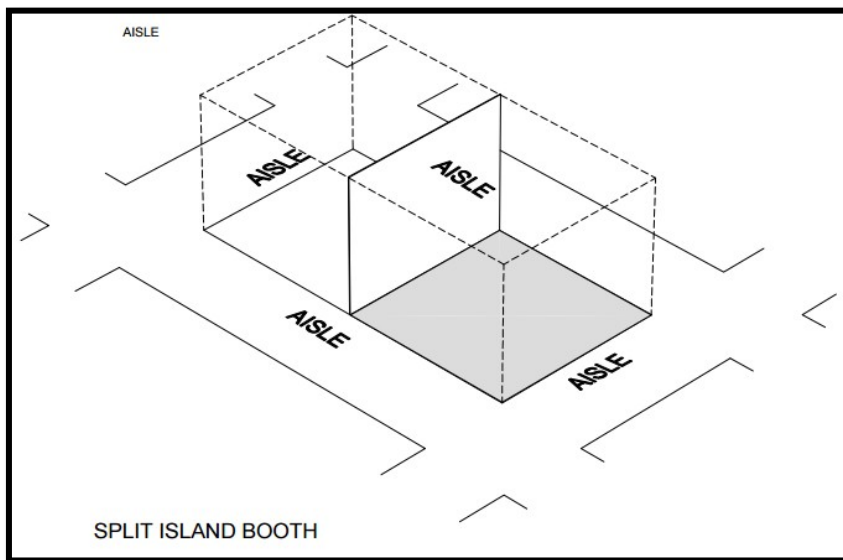
## Use of Space - Split Island (blue)

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

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

### Use of Space:

- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval by **Tuesday, July 13**. Please refer to page 28, for more information about hanging signs.
- Hanging trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

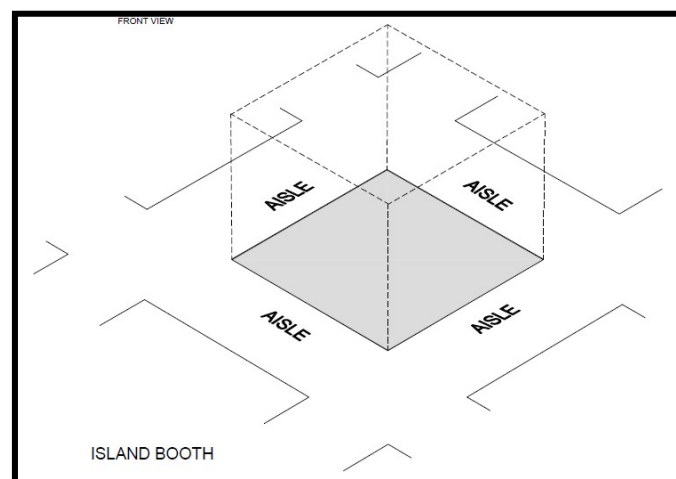


## Use of Space - Island (orange)

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

### Use of Space:

- **Maximum height of structure is 16 ft. (4.88m) if you have a hanging sign. If you opt for no hanging sign, you may include a tower-like structure in your design up to 20 ft. (6.1m).** You may have one tower per 1,000 sq. ft. (92.96sqm) of booth space. The footprint of the tower may not be larger than 10 ft. (3.05m) wide x 10 ft. (3.05m) tall.
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
  - Maximum height dimension of hanging sign is 6 ft. (1.83m)
  - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
  - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval by **Tuesday, July 13**. Please refer to page 28, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



## Use of Space – Two-Story & Enclosed Booths

Two-story/double decker and enclosed booths, must be exposed to aisles on all four sides, and be a minimum of 400 sq. ft. Two-story booths are prohibited for peninsulas, split islands and all other booths. Detailed plans of two-story and enclosed booths must be submitted **60 days prior to move-in.**

- The second level of a two-story booth can only be 60% of the total square footage of the island booth, including the stairwells/steps.
- The height of the second story cannot measure more than 16 feet in height.
- Two-story booths cannot be located under passenger or utility truss ways. Booth plans must specify the maximum occupant load capacity. Booth plans must specify the maximum number of occupants and must have a structural engineer's stamp certifying the maximum occupant load capacity.
- Certain booths may require fire watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be [submitted to show management](#) for approval **by Tuesday, July 13.** Please see below, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Detailed plans of a multiple-story or enclosed booth **must be submitted 60 days prior to move in.** Plans must indicate if the booth is a multiple-story and/or enclosed with a ceiling.
- Certain booths may require fire watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.
- **A permit from the City of New Orleans is required.** A Fire Watch may be required. Please contact the NOENMCC Event Manager for more information.
- Exhibitor must submit (3) drawings with an engineer's stamp of approval to the following by **Tuesday, July 13:**
  - (1) to Mark Kaufman, Director of Public Safety, MCCNO at [mkaufman@mccno.com](mailto:mkaufman@mccno.com).
  - (1) to Exhibitor Services via the [Booth Diagram and Hanging Sign form](#)
  - (1) to New Orleans Fire Department (NOFD) along with the [Exhibit/Special Event Plan Review Application](#). Please note this application must be **mailed** along with a payment to NOFD. **Fees will be based on net square footage of the exhibit displayed. A permit from the city of New Orleans is required. Any plans submitted late may be subject to additional fees.**
  - Once the plans are received, the MCCNO Public Safety Team will work directly with the NOFD to review for safety guidelines. NOFD will determine number of Fire Watch necessary on-site. Someone from Show Management will also review the plans to make sure all booth rules and regulations are upheld.

## Hanging Signs & Graphics

- All hanging signs must be submitted to show management for approval **by Tuesday, July 13**. Please submit the [Booth Diagram and Hanging Sign Form](#).
- It is MANDATORY that all exhibitors with a hanging sign [submit a FINAL, accurate layout](#) prior to arriving at show site. [Learn more >>](#)
- Hanging signs are only permitted in peninsula and island booths greater than 400 sq. ft. (37.2sqm).
- Hanging signs and graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only.
- Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter.
- Drawings and written approval should be available onsite for inspection.
- Electrical service for hanging sign motors is not included with the rigging costs and must be ordered separately. Be sure to include overhead service when placing your electrical order.
- MCCNO's prior written authorization is required for any rigging installation that exceeds the limit of 250 lbs per hanging point in peaked-ceiling areas of the exhibit hall.
- **Rigging in finished-ceiling areas of Halls E, F, G, H, I, and J requires special arrangements. Exhibitors must submit rigging plans to GES at least 60-days before move-in.**
- The maximum size for a hanging sign is 6 ft. (1.83m) from top to bottom and must remain within the footprint of the contracted booth space.
- Hanging signs must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m) with a 2 ft. (0.61m) break between the top of the structure and the bottom of the sign.
- **All exhibitor-supplied hanging signs must be sent to the advance warehouse in order to obtain the discount rate, along with the placement plan and a paid order for the install. The hanging sign must be in a container separate from the rest of the freight and have the [hanging sign label](#) attached to the container to identify your sign.** By sending it to the advance warehouse, hanging signs will be hung by their target date, as long as, exact placement info is provided, including the height for placement of the sign.

## Tower Signs

- All towers must be submitted to show management for approval **by Tuesday, July 13**. Please submit the [Booth Diagram and Hanging Sign Form](#).
- A tower is a free-standing exhibit component separate from the main exhibit fixture.
- In lieu of a hanging sign, island booths that are 400 sq. ft. (37.2sqm) and larger may opt for one tower structure per 1,000 sq. ft. (92.96sqm) of booth space, each to have a footprint no larger than 10 ft. (3.05m) x 10 ft. (3.05m). The maximum height of a tower may not exceed 20 ft. (6.10m).



## Building Damage

- Painting of any kind within the NOENMCC is strictly prohibited.
- Nothing may be glued, taped, tacked, nailed, or in any way affixed to any interior or exterior surface of the NOENMCC. Nothing may be attached to exhibit floor columns, even within booths; drilling into NOENMCC concrete floor is prohibited.
- Glitter and adhesive-backed (stick-on) decals are strictly prohibited and may not be distributed or used for any purpose within the NOENMCC.
- Any reports of building damage will be reported by the NOENMCC Public Safety Department and could result in additional charges.

## Carpet/Floor Covering

- **Professional floor covering in your booth is MANDATORY but not included with your booth purchase.** If you are not providing your own floor covering, you must rent it from GES. Booths without floor covering will automatically have carpet installed by the General Service Contractor at the exhibitor's expense.
- Utility connections (electrical or internet wires, air/water/gas hoses, etc.) must be hidden from view, to maintain a high level of safety and professional appearance.

## Donation/Trash Policy

- Exhibitors have the option to dispose of or donate booth properties, furniture, floor coverings, etc. at the end of the show. If you plan to dispose of these items, exhibitors should **PRE-ORDER** this service as it is not automatic.
- Items being collected for donation include, but are not limited to:

Books/Magazines	Building Materials	Carpet Rolls/Carpet Tiles	Décor and Accessories
Empty Boxes/Crates	Fabric	Furniture	Giveaways
Hard Flooring	Lumber	Office Supplies	Roofing Materials

- Exhibitors planning to donate these items, should complete a **Donation Form** and pick up Donation stickers on-site at the GES Service Desk.
- The following items will not be collected for donation:
  - Partial items (example: a portion of a flooring display)
  - Marketing materials and/or brochures (these will be recycled if possible)
  - Damaged or cracked materials
- If materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials at the Exhibitor's expense.

## Exhibit Construction & Decoration

- All combustible materials used in exhibit construction must be treated with an effective flame-retardant.
- Only non-combustible materials or fire-retardant wood may be used for exhibits, scenery, or props.
- All curtains, drapes, carpet, carpet padding, and decorative materials must be treated with a flame-retardant.
- The NOENMCC rigorously enforces this regulation and may field flame test any questionable materials.

## Floor Load

- The flooring of the NOENMCC exhibit halls is concrete slab with a maximum load capacity of 350 pounds per square foot; some areas in Halls H through J have a maximum floor load of 500 pounds per square foot. If you want to inquire about your specific booth space, please reach out to your Sales Contact.
- If any equipment in an exhibit exceeds the stated weight limits, exhibitor must supply the NOENMCC with detailed plans of original equipment and weight load on all points, as well as plans showing proposed method of weight redistribution.
- A licensed structural engineer must certify plans. These plans must be received by the NOENMCC at least three (3) months prior to the event.
- The NOENMCC reserves the right to utilize outside consultants, at exhibitor's expense, for field inspections and weight verifications. Please contact the NOENMCC Event Manager or additional information.

## Furnishing

- Unless explicitly contracted with show management, booth spaces are unfurnished. Please refer to the [Exhibitor Service Kit](#) to rent booth furniture.

## Storage

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.
- Exhibitors may store a one-day supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unprofessional.
- NOENMCC inspects all exhibits to ensure compliance. Please contact GES for assistance regarding storage.

## Sound & Music

- Sound must be contained within, and directed into, the footprint of the contracted booth space.
- Sound must not be at a level that does not disrupt the activities of neighboring exhibitors. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Show management reserves the right to request you to change the volume of the sound in your booth.
- Music played in your booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Please confirm you are in compliance with ASCAP, BMI, and SESAC, three authorized licensing organizations, that collect copyright fees on behalf of composers and

publishers of music.

## Lighting / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).
- Drawings must be submitted to the General Service Contractor for approval by **Tuesday, July 13**. Please find review the [Truss Lighting Packages](#) in the service kit.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in regard to height, placement within the booth, and all exhibit construction guidelines of the booth.
- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, flashing, or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights are recommended. They can be very bright yet generally generate less heat and require less electricity.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with GES.
- Reduced lighting for theater areas should be approved by show management, the utility provider, and the exhibit facility.
- If an exhibitor that is eligible to hang signage wishes to have lighting directed onto the signage from outside of the contracted booth space, the lighting must be hung within 5 ft. (1.5m) of the booth space unless the physical structure of the convention center requires otherwise, in which case the lights must be placed as close as possible. When this approach is used, lighting must be focused onto the signage and may not bleed into neighboring booth spaces. Show management reserves the right to request that such lighting be removed in the event it is determined to have a negative impact on other exhibitors' ability to do business.

## Machinery

- All fuel-powered motors must have an exhaust system that will prevent any fumes from being emitted. Prior NOENMCC approval is required.
- A Fire Watch may be required. Please contact the NOENMCC Public Safety Department.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Machinery is subject to line-of-sight rules and should be placed accordingly in the booth.

- Under no circumstance may machinery, or any part of your display, extend outside the boundary of your contracted booth space regardless of the height clearance from the floor of the item.
- **Please contact GES at (800) 801-7648 if you plan to display machinery that weighs over 4 tons.**

## Vehicles for Indoor Displays

- All vehicles must be submitted to the General Service Contractor for approval **by Friday, August 13** and exhibitors are **required to pay a vehicle permit fee** through New Orleans. Please submit the [Vehicle Placement Form](#).
- Vehicles on display from automobile dealers must have a Louisiana DMV Off Premise Display License. Proof of license must be provided upon request.
- Fuel tank openings shall be locked or sealed by tape to prevent escape of vapors; batteries must be disconnected. Fuel tanks shall not contain in excess of 1/8 tank or 10 gallons, or 1/4 tank for diesel, whichever is less. GES must keep a key nearby at all times.
- Vehicles may not be started, run, or moved during event hours.
- Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes.
- The date/time vehicle is to arrive is to be provided 14 days in advance. NOENMCC Public Safety Department will perform inspection upon arrival.
- No battery charging is permitted inside the building.
- Combustible/flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles is prohibited
- Vehicles shall not be moved during exhibit hours.
- 36" of clear access or aisles must be maintained around the vehicle.
- Vehicles must be a minimum of 20 feet from exit of door or exit pathway.
- No leaks underneath vehicles.

## Balloons (Static and Controlled)

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

## Human Safety

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses.

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

## Structural Integrity

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

## Flammable and Toxic Materials

- Flammable liquids are not allowed within the NOENMCC. Filling of any tank or device with any flammable liquid inside the NOENMCC is not permitted.
- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere.
- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

## Food Preparation and Sampling

[Centerplate](#) is the exclusive catering provider at the NOENMCC. All food and beverage including samples, sodas, coffee, all forms of potable water, all refrigerated product storage; coat, bag, and luggage check are exclusive.

All food and beverage items in the exhibit halls must be purchased through the NOENMCC's Food and Beverage Department. This includes bottled water. The exhibitor booth menu can be found [here](#). Food items can be ordered [here](#).

Centerplate is solely licensed to sell, dispense, and/or serve alcoholic beverages.

As of Friday, April 30, all food and beverage needs to be served by an attendant. No food items can be self-served, so an attendant is required at all times if you plan to offer food or beverages in your booth.

You are required to have a plexiglass barrier for food service and provide sanitizer to booth visitors.

Once your order is placed, Centerplate will review it and ensure that the request can be serviced within the space allocated. Follow up emails or calls will be sent to you for additional details and a layout of your booth to ensure you have enough space within your booth for food service. From there, Centerplate will determine whether your request can be accommodated.

An NOENMCC bartender must dispense all alcoholic beverages. **Louisiana State Law prohibits alcoholic beverages from being brought into the NOENMCC.**

Please contact (504) 670-7200 for assistance with catering, food preparation, paper products, or ice.

### Americans with Disabilities Act (ADA)

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

### Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at Solar Power International. See below for language in contract.

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

### Booth Personnel

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

SPI further recommends that you encourage your booth personnel to:

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

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

### Suitcasing/Outboarding

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

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

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

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

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

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