



Solar & Storage NORTHEAST

Exhibitor Services Manual

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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 have added one-way entrances/exits to the ballrooms.
- 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

Location

Westin Boston Waterfront
425 Summer Street. Boston, MA 02210
Grand Ballroom and Commonwealth Ballroom

*Specific questions regarding the facility's ballroom, freight docks, and freight doors should be directed to GES.

Exhibit Hall Hours

Exhibit staff may enter the hall at 7:00 am each morning to set up their booth. All other attendee types will not be permitted to enter the hall until it officially opens. Show Management approval is required for access into the exhibit hall outside the below hall hours and before 7:00 am. **All exhibits must be staffed during the following times.**

- Wednesday, June 9, 10:00 am – 6:00 pm (exhibitor only access starts at 7:00 am)
- Thursday, June 10, 10:00 am – 2:00 pm (exhibitor only access starts at 7:00 am)

Move-in and Move-out

Move-in

Tuesday, June 8, 2:00 pm – 6:00 pm

Wednesday, June 9, 7:00 am – 9:00 am

All booths must be completely set by 9:00 am on Wednesday, June 9. After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Exhibitors may lose their right to exhibit if they do not adhere to this schedule. If you foresee any difficulty in meeting this deadline, please contact Wes Sutler at wsutler@sets.solar or 703-738-9475 to request a variance.

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

Move-out

Thursday, June 10, 2:00 pm – 6:00 pm

Exhibitors may not dismantle any portion of their booth before 2:00 pm on Thursday, June 10. All boxes/cartons are to remain out of sight until the Exhibit Hall is closed. Exhibitors may lose their right to exhibit at Solar Power Northeast 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. All exhibitor materials must be removed by 6:00 pm.

Carriers must be checked in by 4:00 pm. 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.**

Logistics and Show Requirements

Mandatory Show Management Forms

Below is a list of mandatory forms that every exhibitor must submit. **The deadline to submit forms is Tuesday, May 18.** Please review the full list of deadlines in Appendix A on page 6.

- [Booth Diagram Form \(if over 400 sq. ft.\)](#)
- [Electrical Opt-in Form](#) – ***MUST be completed if you want a power strip***
- [Exhibitor Liability Insurance Form](#)
- [Opt-out form for Show Organizer Provided Furniture](#)
- [Onsite Contact Information Form](#)
- [GES Freight Service Questionnaire](#)

Registration

Badge Pick-up Hours:

- Wednesday, June 9 at 7:30 am – 6:00 pm
- Thursday, June 10 at 8:30 am – 1:30 pm

With your booth, you receive (2) complimentary full conference registrations and five (5) customer invitations (expo only pass) per 100 sq. ft. of booth space purchased. In order to redeem your passes, you need to enter the unique promo code in the registration form. You will receive your code shortly after you sign your booth space contract. If you cannot remember your registration promo code, please contact Wes Sutler at wsutler@sets.solar or 703-738-9475.

All other staff working the event must purchase a pass at the regular rate. **Prices increase after May 5.**
[Register >>](#)

Housing and Transportation

Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Monday, May 17 at 11:59 pm eastern**, or when the block sells out, whichever comes first.

[Book Housing >>](#)

Booth Package – What's Included in a Standard Booth

- 6' draped table (provided by hotel)
- 2 chairs (provided by hotel)
- 8' blue back-drape and 3' blue side-drape (included for linear booths)
- (1) electrical power strip
- Carpet (ballroom is carpeted)
- Paper identification sign with company name
- (2) complimentary full conference registrations and five (5) customer invitations (expo only pass)

Liability Insurance

Solar & Energy Storage Northeast requires ALL EXHIBITORS to carry commercial general liability insurance and to submit a copy to show management. Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance.

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

Solar & Energy Storage Northeast, Westin Boston Waterfront, 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 ensue 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 information may be necessary for certain booth sizes or equipment. You can find additional information under the **Regulations and Guidelines tab** in the [Exhibitor Service Kit](#).

Carpet and Drape

Exhibits are located in the Grand Ballroom, Commonwealth Ballroom and foyers which is already carpeted. Exhibits are also located in the outdoor pavilion which is not carpeted. Indoor linear booths receive 8 ft. (2.44m) blue back-drape and 3 ft. (0.91m) blue side-drape. You can order at your own expense, a different color of carpet or drape via the [Exhibitor Service Kit](#).

Labor and Union Regulations

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

Security

The Grand Ballroom and Commonwealth Ballroom will be locked approximately 30 minutes after show close on the evening of Wednesday, June 9 and will be secured by the hotel after-hours. Additionally, security guards will be stationed at selected docks during move-in and at the exhibit hall entrances during show hours. 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.

Shipping/Freight

Be sure that your onsite staff have copies of all **Bills of Lading (BOLs)**, which can be found under the Shipping, Drayage and Material Handling tab in the [Exhibitor Service Kit](#). It is very difficult to trace a shipment without proper references. SPNE encourages exhibitors to use GES - the preferred show carrier. GES offers a **10% discount on drayage fees** for exhibitors that utilize their shipping services.

SPNE highly recommends exhibitors ship to the Advanced Warehouse for your freight to ensure plenty of delivery time given the limited move-in time and freight elevator access.

When filling out your shipping labels, please remember to put your booth number to avoid any miss-delivered freight.

Vendors and Order Forms

General Service Contractor: GES

- Material handling / Drayage (exclusive provider)
*Save 10% if you ship roundtrip through GES Logistics
- Booth setup
- Booth furnishings
- Custom booth design
- Carpet (optional, ballroom is already carpeted)
- Shipping
- Signage

[CLICK HERE TO GO TO THE EXHIBITOR SERVICE KIT](#)

Audio/Visual & Electrical: Encore

- Audio/Visual
- Rigging
- Electrical

[View more information and submit an order](#)

Engineering and IT Services: Westin Boston Waterfront

- Internet

[See exhibitor resource page](#)

Catering: Westin Boston Waterfront

[See exhibitor resource page](#)

Lead Retrieval

[View more information and order here](#)

Exhibitor Floor Plan and Search Tool

Map Your Show (MYS) 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 published in the printed onsite guide.

For details, visit the [Exhibitor Dashboard](#).

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

Appendix A – Deadlines Checklist

- ❖ **Immediately – Log in and update your exhibitor profile.** This information is public-facing via the Exhibitor Search tool and Floorplan on the event website. Your company name, as you enter it, will be used in the printed onsite map. Please pay special attention to grammar, spelling, punctuation, etc. [Update profile](#).
- ❖ **Register booth staff.** You receive two (2) customer invitations (expo only pass) per 100 sq. ft. of booth space purchased. In order to redeem your passes, you must enter it in the registration form. You will receive your code shortly after you sign your booth space contract. If you cannot remember your registration promo code, please contact Wes Sutler at wsutler@sets.solar or 703-738-9475. All other staff working the event must purchase a pass at the regular rate. **Early bird prices increase after May 5.** [Register here](#).
- ❖ **Book housing.** Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is May 17 at 11:59 pm eastern**, or when the block sells out, whichever comes first. [Book your hotel](#).
- ❖ **Submit the mandatory show management forms.** **The deadline is by Tuesday, May 18.**
 - [Booth Diagram Form \(if over 400 sq. ft.\)](#)
 - [Electrical Opt-IN Form](#)
 - [Opt-out form for Show Organizer Provided Furniture](#)
 - [Onsite Contact Information Form](#)
 - [Exhibitor Liability Insurance Form](#)
 - [GES Credit Card Form](#)
 - [GES Freight Service Questionnaire](#)
- ❖ **If not using GES labor, submit the Exhibitor Appointed Contractor (EAC) [Notice of Intent](#) and insurance.**
- ❖ **Invite customers.** You receive five (5) customer invitations (expo only pass) per 100 sq. ft. of booth space purchased. In order for customers to redeem their passes, you need to send them their unique promo code and they must enter it in the registration form. You will receive your code shortly after you sign your booth space contract. If you cannot remember your registration promo code, please contact Wes Sutler at wsutler@sets.solar or 703-738-9475. **Customers must register by Monday, May 31.**
- ❖ **Plan your advance outreach early!** Over 50 exhibitors are expected to join you at SPNE this year. Your best leads will come from those intentionally seeking out your services and products. We have taken the work out of it for you! The [Exhibitor Marketing Toolkit](#) includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.
- ❖ **Increase your visibility by adding a sponsorship to drive traffic to your booth onsite!** [View sponsorship opportunities](#).

❖ **Order items for your booth. The GES discount deadline for orders received with payment is Tuesday, May 18 by 5:00 pm EST.**

- Booth Design
- Labor
- Furniture
- Signs and graphics, including hanging banners (if permitted) - Please read the Exhibitor Booth Rules and Regulations so you know what you are allowed to order for your type and size of booth.
- Audio/Visual/Electrical (Vendor: Encore)
- Internet/Telecommunications (Vendor: Westin Boston Waterfront)

Important Dates

- **Monday, May 10** – GES: Advance shipments may begin arriving at warehouse at 8:00 am EST.
- **Friday, May 7** – GES: Discount Deadline for orders received with payment by 5:00 pm EST.
- **Friday, June 4** – GES: Last day for shipments to arrive at Warehouse without surcharges by 2:30 pm EST.
- **Tuesday, June 8** – Move-in from 2:00 pm – 6:00 pm
Wednesday, June 9 – Move-in from 7:00 am – 9:00 am
Show open from 10:00 am – 6:00 pm
- **Thursday, June 10** – Show open from 10:00 am – 2:00 pm
Move-out from 2:00 pm – 6:00 pm
- **Monday, June 14** – Warehouse pick-up may begin at 8:00 am
- **Wednesday, June 16** – Last day to make warehouse pick-up. All materials must be picked up by 2:30 pm

Appendix B – Exhibitor Liability Insurance Requirements

Required Coverage

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

Exhibitors must name the following entities as additionally insured: Solar & Energy Storage Northeast 2021, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), and Westin Boston Waterfront are named as additional insured under General Liability for all aspects of the Show Dates, 6/08/21 – 6/10/21 (includes installation and dismantle) in Boston, MA at the Westin Boston Waterfront. **See sample certificate of insurance on the next page.**

Exhibitors must name Solar & Energy Storage Northeast 2021 as the Certificate Holder.

Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance.

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). Read below for more information.

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

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

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.**

Appendix C – Exhibitor Liability Insurance Sample Policy Document

Client#:

ACORD TM CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 04/27/09			
PRODUCER Wachovia Insurance Serv-AT, GA 4401 Northside Pkwy, Suite 400 Atlanta, GA 30327-3078 770 850-0050		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
INSURED COMPANY NAME ADDRESS CITY, STATE, ZIP		INSURERS AFFORDING COVERAGE INSURER A: Liberty Mutual Fire Insurance Company 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 POLICY NUMBER INDICATES THE POLICY OR POLICIES WHICH APPLY TO EACH COVERAGE. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO THE COVERAGE, THE COVERAGE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO THE 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)	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 AGT <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 - COMPLY 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 accident) \$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 \$ ADG \$
B	EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	SS301	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 04/19/09	04/19/10 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:

Solar & Energy Storage Northeast 2021, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), and Westin Boston Waterfront are named as additional insured under General Liability for all aspects of the Show Dates, 6/8/21 - 6/10/21 (includes installation and dismantle) in Boston, MA at the Westin Boston Waterfront.

CERTIFICATE HOLDER	CANCELLATION
Certificate Holder: Solar & Energy Storage Northeast 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 <u>30</u> 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: <i>Dagon Carney</i> MMK01 © ACORD CORPORATION 1988

Appendix D – Sustainability Tips

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

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

Exhibitor Display/On-site

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

Promotional Materials

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

Giveaways

- Consider reusable items or items made from recycled or biodegradable materials.
- Try and use recycled products that are not a threat to endangered species.
- Avoid over-packaging. Bring only what you need.
- Order items in bulk to reduce packaging and shipping. Either ship or recycle leftovers.

Packing and Freight

- Use reusable packaging materials (wood or recycled plastic crates) for transporting your booth structure and supplies.
- Use recyclable, biodegradable shipping and packing materials.
- Participate in recycling cardboard, freight boxes, and plastic wrappings during set-up and teardown.
- Minimize packaging materials.
- Reduce the environmental impact of transportation costs by having collateral printed locally in the event area, or have your printer contact carbonfund.org to offset carbon emissions from shipping.

EPA’s Greening Your Meeting Guidelines: <http://www.epa.gov/epp/pubs/meet/greenmeetings.htm>

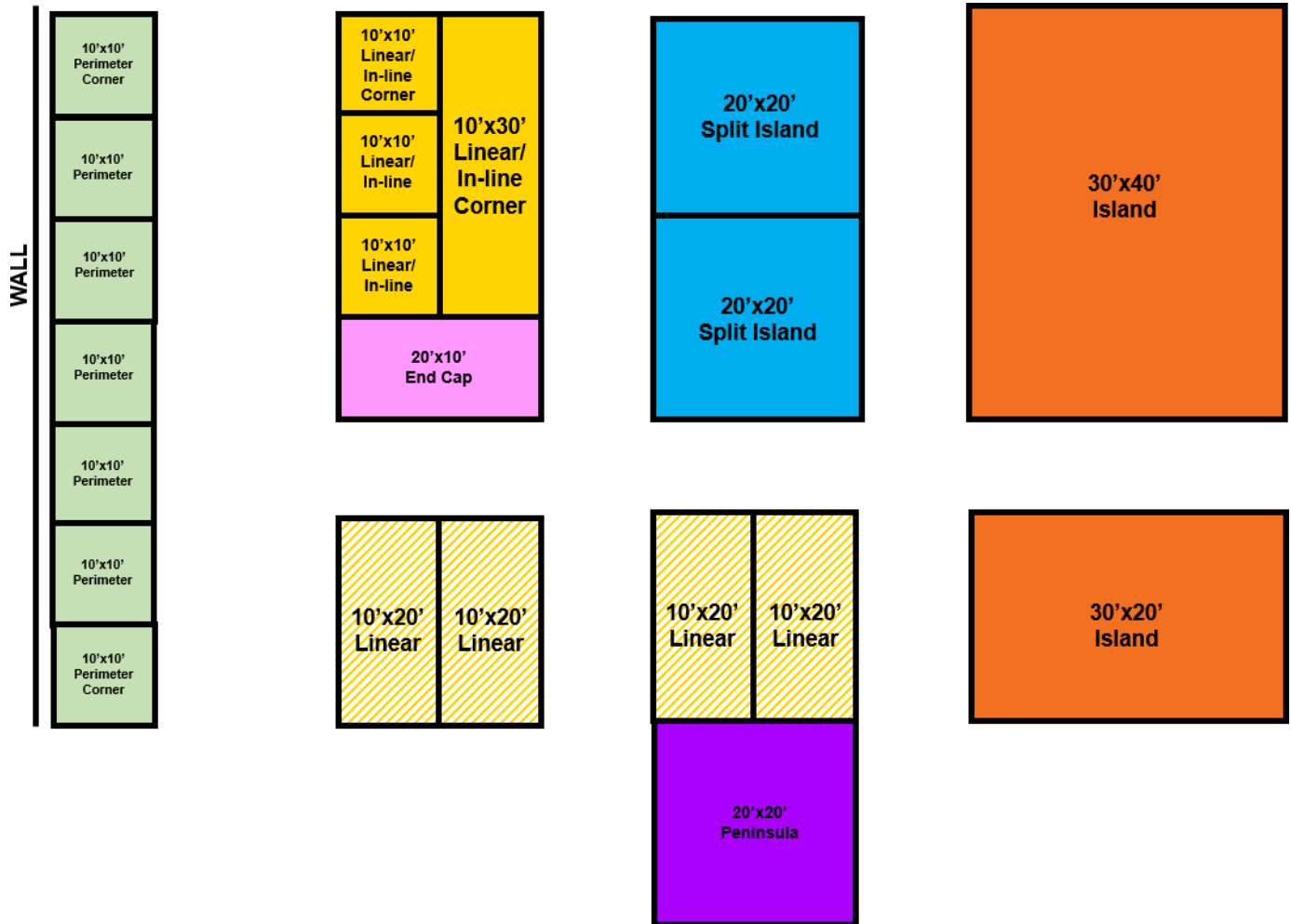
Appendix E: Exhibitor Rules and Regulations

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Solar & Energy Storage Northeast (SPNE) 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 SPNE Exhibitor Rules and Regulations will be removed. As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits.

Types of Booths



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

Perimeter (green): A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. See “Linear / In-line” for guidelines. For the 2021 event and Covid-19 precautions, perimeter booths will not have a neighboring exhibit to their immediate left or right. Space

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.

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).

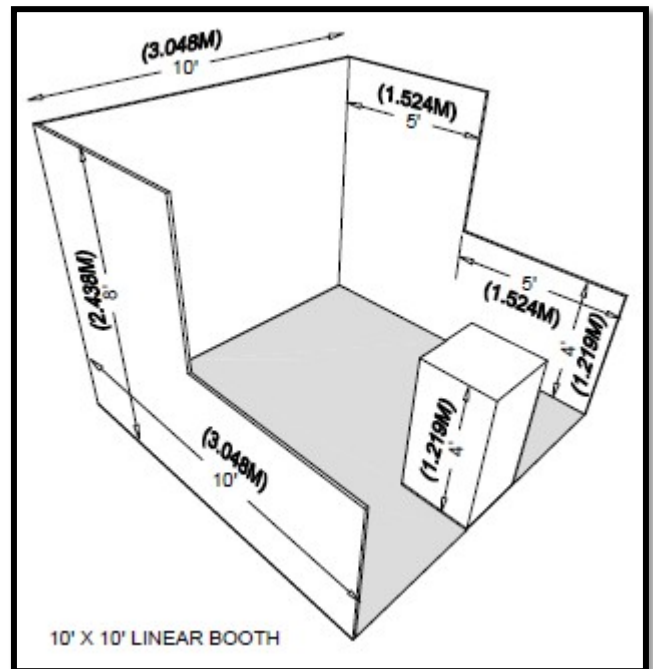
A **Corner Booth** is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

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.
- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- **No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.**
- Hanging signs and trusses are prohibited.

Note – pipe + drape is 8 ft. Your signage and display can go up to 10 ft.



Pipe and Drape:

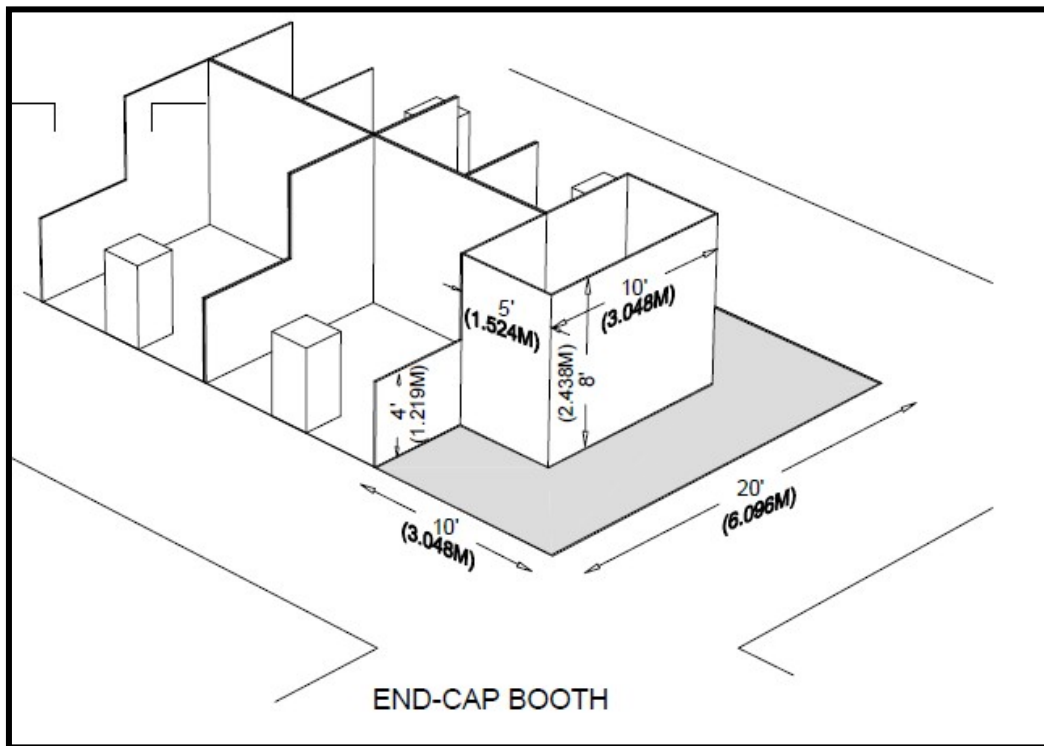
Linear Booths have 8 ft. (2.44m) high blue back-drape and 3 ft. (1.22m) high blue side-drape. Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed. You may order a different color drape via the [Exhibitor Service Kit](#).

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 8 ft. (2.44m)**
- **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.

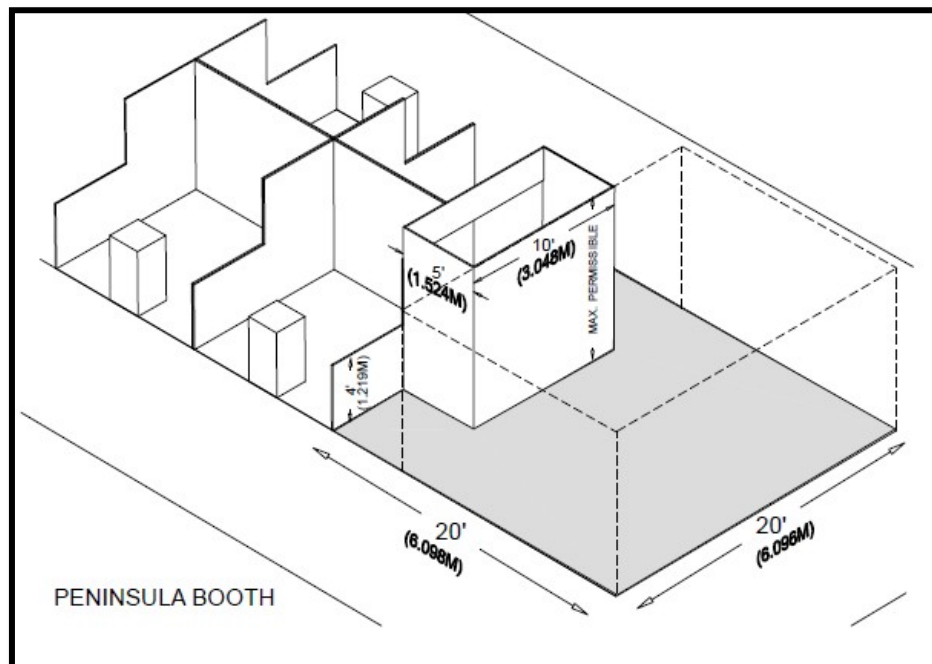


Peninsula (purple)

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 12 ft. (3.66m)**
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 20 ft. (6.1m), where ceiling height permits.** Please refer to page 18, for more information about hanging signs.
 - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
 - Hanging sign must be raised higher than 14 ft. (4.27m) and no higher than 20 ft. (6.1m)
 - Maximum height dimension of hanging sign is 6 ft. (1.83m)
- **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, May 18**. Please submit the [Booth Diagram Form](#).
- **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.**
- **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.**



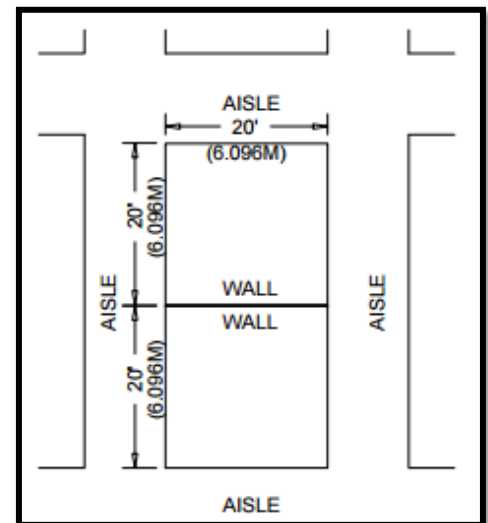
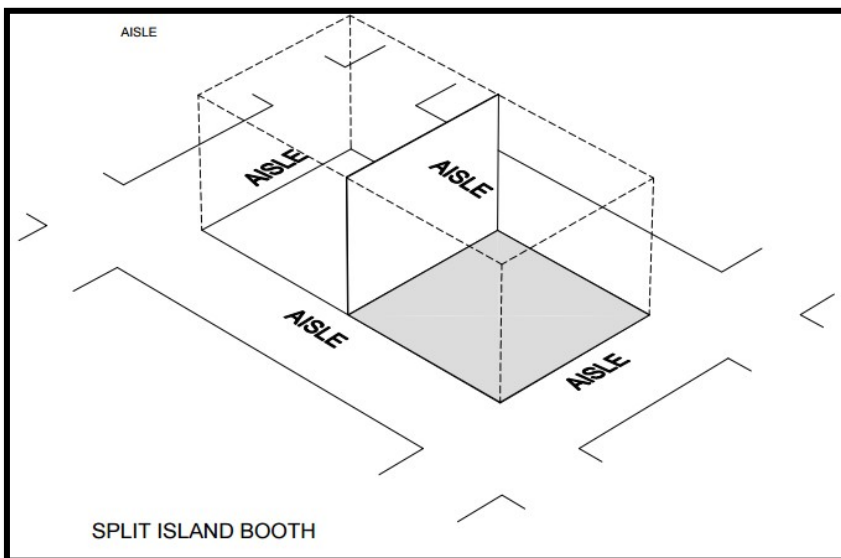
Split Island (blue)

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, May 18**. Please submit the [Booth Diagram Form](#).
- Hanging trusses are prohibited.

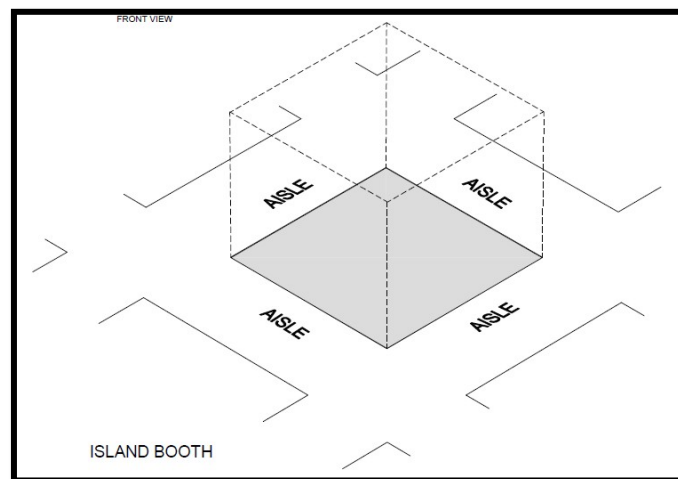


Island (orange)

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 12 ft. (3.66m) 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. (6.10m).** 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 20 ft. (6.1m), where ceiling height permits.** Please refer to page 18, for more information about hanging signs.
 - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
 - Hanging sign must be raised higher than 14 ft. (4.27m) and no higher than 20 ft. (6.1m)
 - Maximum height dimension of hanging sign is 6 ft. (1.83m)
- **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, May 18**. Please submit the [Booth Diagram Form](#).
- To maintain a professional appearance in the exhibit hall, booths must have backsides of displays covered when visible from an aisle.



Hanging Signs & Graphics

- All hanging signs must be submitted to show management for approval **by Tuesday, May 18**. Please submit the [Booth Diagram Form](#).
- Hanging signs are only permitted in peninsula and island booths greater than 400 sq. ft. (37.2sqm).
- Hanging signs and graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only.
- Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter.
- Variances may be issued onsite at the exhibitions or events management's discretion.
- Drawings and written approval should be available onsite for inspection.
- The maximum size for a hanging sign is 6 ft. (1.83m) from top to bottom and must remain within the footprint of the contracted booth space.
- Hanging sign must be raised higher than 14 ft. (4.27m) and no higher than 20 ft. (6.1m)

Tower Signs

- All towers must be submitted to show management for approval **by Tuesday, May 18**. Please submit the [Booth Diagram Form](#).
- 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. Towers in excess of 8 ft. (2.44m) should have drawings available for inspection.
- Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.
- 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).
- Variances may be issued onsite at the exhibitions or events management's discretion. Drawings and written approval should be available onsite for inspection.

Sound/Music

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

Machinery

- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Machinery is subject to line-of-sight rules and should be placed accordingly in the booth.
- Under no circumstance may machinery, or any part of your display, extend outside the boundary of your contracted booth space regardless of the height clearance from the floor of the item.
- Please contact SPNE show management if you plan to display machinery that weighs over 4 tons.

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 in this document for additional information. This should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.

Storage

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

Human Safety

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses for the purpose of any form of demonstration.
- 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, Segways, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

Structural Integrity

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

Flammable and Toxic Materials

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

Food Preparation and Sampling

Per the facility guidelines, any food items not directly manufactured by the exhibitor must be purchased from, and supplied by Westin Boston Waterfront. All alcoholic beverages must be served by a Westin Boston Waterfront employee and certified bartender.

Americans with Disabilities Act (ADA)

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

Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at Solar Power Northeast. 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 to 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 SPNE 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 SPNE show management, the exhibitor will be asked to alter the attire of its staff.
- SPNE further recommends that you encourage your booth personnel to:
 - abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
 - substitute asexual words (e.g. sales representative or sales person instead of salesman);
 - refrain from using labels (e.g., referring to women as "girls"); and
 - eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.
- All Booth Personnel must wear a conference badge at all times.

Suitcasing/Outboarding

- SPNE restricts exhibitors from hosting or participating in competing or conflicting events or activities that occur during official SPNE 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 SPNE 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.
- SPNE 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 exhibit manager, other SPNE staff or conference security. The exhibit manager will investigate all complaints of suitcasing.
- SPNE 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.