

# NCEA 2020 CONVENTION & EXPO

April 14-16 • Baltimore, Maryland • The Baltimore Convention Center



NCEA 2020  
BALTIMORE



## RULES & REGULATIONS

### Age Restrictions

**Expo: No one under the age of 18 is permitted in the exhibit hall during Move-In and Move-Out.**

Children under the age of 18 must be accompanied by an adult during show hours in the exhibit hall.

### Floor Covering

All exhibits **must** have floor covering (wall-to-wall carpeting or other flooring), with no concrete floor exposed.

If carpet is not placed in the booth by 3:00 p.m. on April 13<sup>th</sup>, it will be forced by Show Management and GES at the exhibitor's expense. If you plan to provide your own professional floor covering please notify show management at [NCEA@naylor.com](mailto:NCEA@naylor.com)

### NCEA Exhibit Display Regulations

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

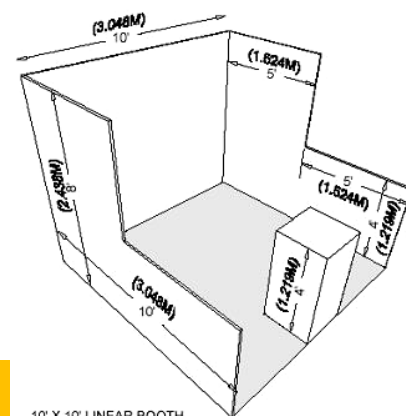
*Exhibitors may not begin dismantling their exhibit until the close of the show. Any exhibitor who begins to dismantle or pack part of their exhibit before the close of the show will incur a loss of priority points.*

**In addition to the terms on the exhibit space contract your company signed, these rules are made an integral part of our contract with you.** If you have any questions, or need an explanation of a regulation, please contact Show Management at 703-259-6122. Please consult the GES of this manual for guidelines concerning union labor.

### Display Regulations

#### Linear or In-Line Booth

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



10' X 10' LINEAR BOOTH

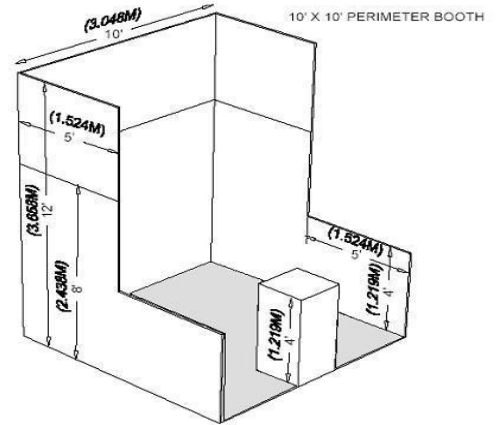
## GENERAL INFORMATION

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

### Perimeter Booth

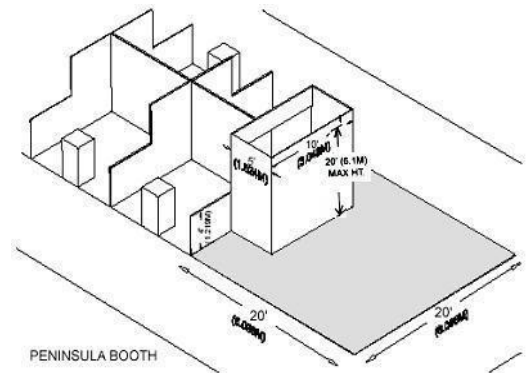
A Perimeter Booth is a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit. Perimeter Booths have a twelve-foot (12') maximum height limit.

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



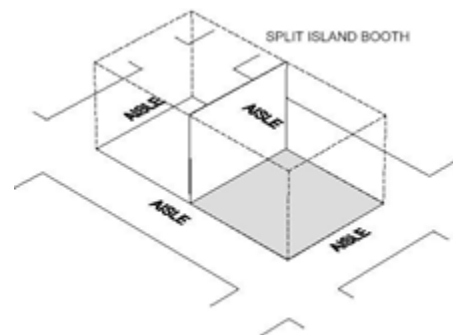
### Peninsula Booth

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



### Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back-wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, which is twenty (20') feet, without any back-wall line of sight restrictions. A Split Island booth is 20'x20' or larger.

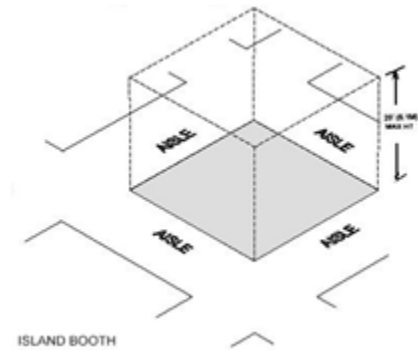


## GENERAL INFORMATION

### Island Booth

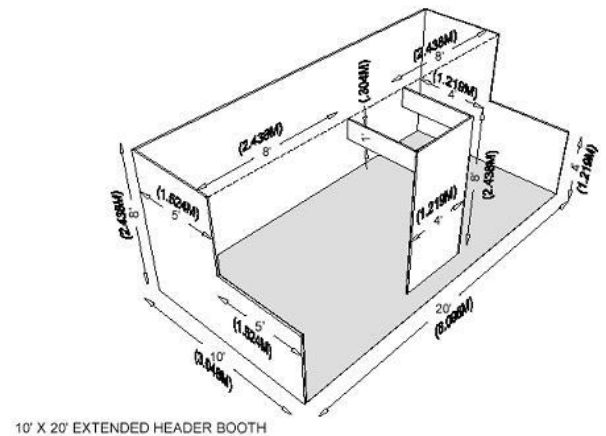
An Island Booth is a booth exposed to aisles on all four sides. An Island Booth is 20'x20' or larger. Anything less than 20'x20' is not an island and will have an eight foot (8') restriction and no hanging signs will be allowed.

The entire cubic content of the Island Booth may be used to the maximum allowable height which is twenty (20') feet.



### EXTENDED HEADER BOOTH

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



## Installation Exclusions

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

## GENERAL INFORMATION

### Unfinished Areas

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

### Storage of Crates, Cartons & Extra Materials

Storage of material in space behind and around booth is **PROHIBITED**. This area is for utilities raceway **ONLY**.

### Facility Equipment

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

### Hanging Signs

Hanging signs will **ONLY** be permitted in Peninsula or Island Booths up to a maximum height of twenty (20') feet from the ground to the top of the sign and must maintain a distance of 10' from the ground to the bottom of the sign. All hanging signs must be finished on all sides and **no corporate identification can be visible above the height limitations stated above**.

### Product Demonstrations

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

### Literature Disbursements & Surveys

Literature samples and approved giveaways and all surveys can be disbursed from within your booth area **ONLY**.

### Peel-Off Labels, Stickers, Tape

The distribution of peel-off labels and decals is **PROHIBITED**. Nothing may be taped, nailed, stapled, tacked or otherwise affixed to ceilings, walls, painted surfaces, fire sprinklers, columns or windows.

## GENERAL INFORMATION

Tape cannot be used to adhere signs to building walls or pillars, and may not be used to adhere items to any building flooring or other surfaces outside the exhibitor's booth. Removal and repair will be billed to the exhibitor.

### Selling (Cash & Carry Policy)

"Cash and Carry" sales are permitted on the show floor. Before the scheduled event, each vendor/exhibitor that will be selling items in Baltimore will be required to register for a transient vendor's license and collect/remit sales tax to the Baltimore Department of Taxation (BDT). The Sales Tax Form can be found as a separate document in this section of the ESM.

### Photography Regulations

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

### Balloons

Helium balloons may not be distributed or sold inside the facility. With the prior approval of your event manager, helium balloons may be used when they are permanently affixed to authorized displays. If helium balloons are released for any reason within the facility, labor costs associated with the removal of the balloons will be charged to the exhibitor at the prevailing rate.

### Food & Beverage

Exhibitors may serve food and beverages from their booths; however they must order it from the Baltimore Convention Center, through Centerplate. To provide samples of food or beverage manufactured by your company see the Food and Beverage Sampling Policy also located in this section.

### Gratuities

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

### Lighting & Sound Regulations

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

## GENERAL INFORMATION

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Sound – The following noise abatement policy will be enforced at NCEA:

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

## Music Licensing

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

## Electrical

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

## GENERAL INFORMATION

### Fire Safety Regulations

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

1. All decorative and construction materials must be non-combustible or flameproof. Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited in display construction. All material is subject to inspection and flame testing by the Fire Marshal.
2. All exit doors and aisles serving any occupied area of the building must remain unobstructed.
3. Any merchandise or material attached as table skirts must be non-combustible or flameproof.
4. The following items may **NOT** be used without approval by the Fire Marshal:
  - a. Display or storage of LPG.
  - b. Flammable liquid.
  - c. Flammable gas.
  - d. Straw, sawdust, or shavings.
  - e. Welding or cutting equipment for demonstration purposes.
  - f. Gas-fired appliances for demonstration purposes.
  - g. Salamander stoves for demonstration purposes.
  - h. Lit candles and lanterns for demonstration purposes.
  - i. Compressed gas cylinders must be empty.
5. The storage of combustible shipping containers must be confined to the areas approved by the Fire Marshal.
6. The use of open flames, burning, or smoke-emitting materials as part of an act, display, or show is prohibited.
7. Combustible waste is to be collected as it accumulates and stored in non-combustible covered containers, which are emptied at least once a day.
8. Electrical equipment must be installed, operated, and maintained in a manner which does not create a hazard to life or property.

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

### Americans with Disabilities Act (ADA)

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



## GENERAL INFORMATION

Exhibitors with complex displays should pay special attention to the following conditions. Platforms and steps should not be used, or alternative access must be provided in the form of ramps with a grade of not more than one inch to one foot. The maximum rise for any run is 30 inches. Ramps with a rise of more than six inches, or a run longer than six feet, should have railings on both sides. Ramps must have edge protection in the form of curbs, walls or railings, and must have level landings at the bottom and top of each ramp. Rough or unfinished edges are not permitted. Landings should be at least as wide as the ramp and should be at least five feet in length.

Exhibitors shall also indemnify and hold harmless Naylor, NCEA, GES, and McCormick Place against cost, expense, liability or damage which may be incident to, arise out of, or be caused by Exhibitor's failure to have their booth comply with requirements under the Act.

## Equipment Removal Passes

An Equipment Removal Pass will be **REQUIRED** to remove any hand-carried equipment from the exhibit hall. These passes will be available from the Show Management Office. Security will be instructed not to permit the removal of equipment from the exhibit hall without such a pass and reserves the right to request a proof of ownership. Equipment Removal Passes will be required at all times, **EXCEPT** during move-out, at which point you may hand-carry equipment provided you are wearing your "Exhibitor" badge.

## Special Work Permits

Exhibitors who require access to the exhibit hall outside the published hours must be issued a Special Work Permit from the GES Service Desk. Please come to the GES Service Desk no later than 4:00 p.m. to obtain your Special Work Permit for Monday evening. Additional security may be required at the exhibitor's expense if late work permits are required. We urge you to complete your exhibit installation/dismantling during specified hours. Exhibitors in the hall after hours are to be working within their booth space only.

Exhibitors needing additional set-up time may request a Saturday targeted move-in, by contacting show management.

## Insurance

Every reasonable precaution will be taken by Show Management to secure the exhibit facility during installation, show hours and move-out. However, neither Naylor, NCEA, service contractors, facility management, nor the officers, staff, or directors are responsible for the safety of the exhibitor's property from theft, damage by accident, vandalism, or other cause. Security staff will be on the premises as determined prudent by Show Management. The furnishing of such service is in no case to be understood or interpreted by exhibitors as guaranteeing them against loss or theft of any kind.



## GENERAL INFORMATION

Exhibitors and any of their officers, agents, employees or other representatives shall maintain Commercial General Liability with limits of not less than \$1,000,000 per occurrence and \$2,000,000 in aggregate and name NCEA, its agents, and employees, Naylor, its agents, and employees, and the Facility, its agents and employees, as Additional Insured's.

- Suggested Language: "NCEA, its agents, and employees, Naylor, its agents, and employees, and the Baltimore Convention Center, its agents and employees are included as Additional Insureds with respect to General Liability as required by written contract or agreement."
- Addresses (Not required):
  - NCEA: 1005 N Glebe Road Arlington VA 22201
  - Naylor Event Solutions: 1430 Spring Hill Road 6<sup>th</sup> Floor McLean VA 22102
  - Baltimore Convention Center: 1 W Pratt Street Baltimore MD 21201

Exhibitors and any of their officers, agents, employees or other representatives shall maintain Worker's Compensation as required in Baltimore and/or by the Facility. Exhibitors and any of its officers, agents, employees or other representatives shall be responsible for their own property. NCEA will provide security guard service throughout the entire meeting, including the official periods of exhibit installation and dismantling. The furnishing of such service is in no case to be understood or interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

**LIMITATION OF LIABILITY AND INDEMNITY:** (a) Neither NCEA, its agents, and employees, Naylor, its agents, and employees, or the Facility, its agents and employees shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives resulting from theft, fire, water, accident or any other cause. In no event shall NCEA, its agents, and employees, Naylor, its agents, and employees, and the Facility, its agents, and employees be liable for any consequential, indirect or special damages, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of use of the Exhibit Space, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability in tort or otherwise, and whether based on this Agreement, any transaction performed or undertaken under or in connection with this Agreement, or otherwise. Exhibitor agrees that the liability of NCEA, its agents, and employees, Naylor, its agents, and employees, and the Facility, its agents, and employees for damages, regardless of the form of action, shall in any event be limited to the aggregate exhibit fees paid under this Agreement. (b) The Exhibitor shall indemnify, defend and protect NCEA, its agents, and employees, Naylor, its agents, and employees, and the Facility, its agents, and employees against, and hold and save NCEA, its agents, and employees, Naylor, its agents, and employees, and the Facility, its agents, and employees harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts or negligence of, or failures to act by Exhibitor and, or any of their officers, agents, employees or other representatives, including, but not limited to, claims of damage or loss resulting from

## GENERAL INFORMATION

Certificate of Commercial General Liability Insurance should be sent to the following email or address below (Also listed as the Certificate Holder):

Email: ncea@naylor.com  
Address: NCEA Show Management  
1430 Spring Hill Rd., 6<sup>th</sup> Floor  
McLean, VA 22102

Should you need insurance, we recommend using John Buttine, Inc. The flyer can be found in this section of the ESM.

## Use of Exhibitor Appointed Contractors (EAC's)

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

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

## RULES & REGULATIONS GOVERNING EAC'S

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

## GENERAL INFORMATION

- EAC's will not be permitted to store equipment in the Convention Center. Due to limited space and fire regulations, all equipment must be stored off the premises. If found, equipment will be removed from building.
- The EAC, under no circumstances, will be allowed to remove floor-marking tape until the close of the exposition.

## Hand Carry/ Personally Owned Vehicles (POV)

Exhibitors are able to hand carry exhibit related materials into the Baltimore Convention Center via the street entrances to the facility. Private vehicles will not be permitted to use the freight docks for drop off or pick up.

Exhibitors who need help carrying materials from private vehicles, are able to order Cart Load Service from GES

## Non-Exhibiting Companies

Anyone who is observed approaching buyers in the aisle or in an exhibitor's booth, who is not a legitimate exhibitor, should be reported to Show Management. The non-exhibitor will then be asked to curtail this activity or exit the Show. These measures will be strictly enforced with the intent of preserving the integrity of the Show and maintaining a good relationship between buyer and exhibitor.

The assistance of exhibitors in watching for this type of activity and reporting it is greatly appreciated. Exhibitors are especially encouraged to note the person's name and company. In addition to this, special screening will take place by Show Management in the registration area for this type of attendee to prevent them from engaging in unauthorized selling in the Show.

