



Rules & Regulations

August 29-31, 2021 • Chattanooga Convention Center • Chattanooga, TN

In addition to the Terms & Conditions on page 2 of your Exhibit Space Agreement, the below Rules & Regulations for Exhibiting must also be followed by all exhibitors and their representatives. Please contact your Account Executive if you need a copy of the Exhibit Space Agreement Terms & Conditions.

1. Admission Policy

- Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official show management badge. All personnel representing the exhibitor, or its authorized agents must be properly identified with an official show management badge.
- No one under the age of 16 is permitted on the exhibition floor at any time. Show management reserves the right to request proof of age for any person and restrict minors from the exhibition floor at any time on any day for safety and liability reasons. No baby strollers are allowed on the exhibition floor.
- Exhibitors are permitted access to the exhibit hall one (1) hour before and one (1) hour after posted official show hours. Additional access may be arranged solely at the discretion of show management.
- Only individuals registered and badged may attend conference events. Exhibitor staff or guests must register to attend conference sessions and to enter the exhibit hall.
- Once the Show has opened, all persons must enter and exit only through designated entrances where security is posted.
- Exhibitors are responsible for providing all assigned workers with proper badges. Temporary Floor Passes/Wrist Bands are available from Show Security and are valid on move-in and move-out days only.

2. Advertising

- Exhibitor shall not, without the written consent of show management, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space and/or official promotional areas. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the facility, except within the exhibitor's exhibit space and upon such space as is made available for such purposes by the facility. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and event hotels are prohibited during conference hours regardless of permits.
- Show management defines advertising as any advertisement, sign (print or electronic) or message that promotes an activity taking place in the city to event attendees. Any indoor/outdoor advertisement placement around the "key" areas of the city, to include but not limited to: airport signage, street signage/banners, convention center, event hotels, etc., must include the prominently-visible tagline: "Proud Supporter of EFA".
- Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairways, elevators, escalators, aisles, or driveways of the facility without written permission from show management. These areas are considered private property.
- Exhibitors found to be in noncompliance with advertising guidelines will be subject to loss of priority points and show management fines.

3. Aisles

- Aisles must not be obstructed at any time. No portion of an exhibitor's display, product or demonstration may extend into any aisle.
- All features, signs and/or walls that are facing the aisle need to be covered or finished.

4. Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

5. Animals

- Permission for any domesticated animal (cats, dogs, etc.) to appear must be approved by show management then by the facility. Non-domesticated animals will be considered on an individual basis.
- Under the Americans with Disabilities Act (ADA), show management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting and protecting persons having seizures, or performing other special tasks.



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6. Appearance of Exhibit Space and Care of Premises

- 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 expense.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- All booths must have a finished back wall and be finished on all sides.
- Plain drape or unfinished hard-walls are not permitted.
- Floor covering is required in all booths and can either be brought in or ordered from the General Service Contractor. Exhibitors that do not properly cover their exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.
- 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 columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- Fog, smoke and steam machines are not permitted.
- Exhibitors are prohibited from possessing, displaying or depicting any products or components in their booth which could be interpreted as being a promotion of another company.
- No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.
- Items located in the exhibit space must be in good taste or will be removed at the discretion of show management.
- Exhibitors with large equipment such as walk-in coolers must reserve sufficient space to ensure that equipment which exceeds 4 feet (1.22 meters) in height and which, by virtue of its size, cannot be confined to the rear half of the exhibit space, is no nearer than 10 linear feet from any adjoining exhibit space.

7. Behavior/Good Neighbor Policy

- Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business or mission and not be offensive in any manner.
- Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.
- Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event and the exhibitor additionally penalized by the loss of priority points at the discretion of show management.

8. Booth and/or Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.

9. Booth Construction Standards

- The Booth Cubic Content Construction & Display Guidelines are located in the Exhibitor Manual for your reference and should be strictly adhered to.
- PLEASE NOTE THAT EFA IS A "CUBIC CONTENT" SHOW AND FOLLOWS THIS RULE FOR ALL BOOTHS.



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10. Building Regulations and Care of the Facility

- It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.
- Exhibitors will not be permitted to drive nails, hooks, tacks or screws into any part of the building, put up decorations or adhesives that would deface the premises.
- All curtains, draperies and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions.
- Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agent's contractors or representatives.

11. Demonstrations

- As a matter of safety and courtesy to others, exhibitors shall 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. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance. No activities should be planned, or products displayed in a manner that would require an audience to gather in the aisles. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.
- Exhibitors must comply with local regulations regarding fire/safety and environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 feet (.91 meters) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.
- Attention-getting devices, gimmicks and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Exhibitors are encouraged to receive approval from show management for any activities in question prior to the show.

12. Environmental Laws/OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

13. Excessive Trash

Any exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

14. Forklifts

Forklifts with operators are available at the prevailing rates. Arrangements must be made with the general service contractor at least 14 days prior to setup for special requests, such as cranes or forklifts with over 5,000-pound lift capacity for special handling of large equipment or machinery.

15. Exhibit Design

- 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, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to show management and the facility at least 60 days in advance.
- Helium balloons are NOT allowed on the show floor at any time and should not be used in the design of the exhibit space or be distributed.



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16. Exhibitor Appointed Contractor (EAC)

- If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the following rules and regulations must be adhered to by the exhibitor and the EAC. THESE RULES WILL BE STRICTLY ENFORCED. The exhibitor must complete the online exhibitor appointed contractor form. Completion of this form qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.
- The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor's work.
- The EAC will not solicit business at the event.
- The EAC is responsible for adhering to all rules and regulations requiring badging. EAC must wear badges at all times.
- If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors, or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show management will have the final decision in such instances.
- The EAC who provides installation and dismantling services will be sent the proper information from show management upon receipt of request by the authorizing exhibitor.
- Show management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of:
 - Certificate of insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance.
 - The workers' compensation and employers' liability insurance must provide a minimum limit of (recommended \$500,000 USD) and meet the requirements established by the state in which the event is being held.
 - Comprehensive general liability coverage must provide at least (recommended \$1 million USD per occurrence /\$2 million USD general aggregate) in coverage and shall name show management, the sponsoring associations, the event owners, the official contractor and the facility as additional insured.
 - Automobile liability should include all owned, non-owned and hired vehicles with limits of (recommended \$500,000 USD) bodily injury and (recommended \$500,000 USD) property damage liability.
 - Show management must receive the certificate of insurance no later than 30 days prior to the commencement of installation.
- In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by show management in any contracts with the official contractors.
- Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.
- Services ordered on behalf of exhibitors by EAC's or other third parties must be so authorized in writing by the exhibitor. Payment for all services will be the responsibility of the exhibitor.

17. Exhibitor Registration & Badges

- Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move in, move out and official show hours.
- Each exhibiting firm receives two (2) booth staff badges per 100 square foot space occupied. Additional exhibitor registrations are available for a fee. Badges are the property of show management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.
- Exhibitor badges to NOT receive access to conference sessions. If exhibiting staff desire to attend conference sessions, this can be added to their registration for a fee at On-Site Registration.

18. Fire Protection/Fire Marshal Requirements

All exhibit spaces must be in full compliance with all facility, fire marshal, show management, and exhibit guidelines including all local, state and federal laws.



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- **Fire and Safety**

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet (15.24 meters).
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited.
- Welding is allowed with written permission of show management, and provided exhibitor procures all necessary permits and licenses and provides evidence of the requisite permits to the facility prior to the event.
- Helium and gas cylinders used for refilling must be secured in an upright position on American National Standards Institute (ANSI) approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

- **Flammable and Toxic Materials**

- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- Samples should also be available for testing.
- Materials that cannot be treated to meet the requirements should not be used.
- A flame-proofing certificate should be available for inspection.
- Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
- 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.

19. Floor Covering/Carpet Requirements

The exhibit hall portion of the facility is not carpeted. Floor covering is required in all booths and may be supplied either by the General Service Contractor or the exhibitor. All exhibits must be confined to the spatial limits of their respective exhibit space(s) as indicated on the floor plan. Exhibitors that do not properly cover their exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.

20. Food & Beverage Sampling

- The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served from within the regulations of the city and county.
- Any exhibitor sampling products may need to submit a sampling form to the facility's exclusive vendor for review and to show management for acceptance or rejection.
- Distribution of food and beverages: All business activities of the exhibitor at the event must be within the exhibitor's allotted space.
- Pre-packaged, single unit samples may be allowed to be distributed from an exhibitor's booth.
- Alcoholic sampling is not allowed by some facilities depending on local laws and type of event. Please check with the facility's exclusive food and beverage vendor to confirm.
- Popcorn, peanuts in the shell and cotton candy are NOT permitted on the show floor at any time and may not be distributed from any exhibit booth.

21. Freight Holds

Show management and the general service contractor reserve the right to hold freight for ANY outstanding balance owed including, but not limited to: booth, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

22. Hospitality & Networking Events by Exhibitors

- No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.
- Meeting and hospitality rooms – only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites at any of the official hotels or exhibit facilities. Exhibitors must inform show management of any hospitality suites, functions, classes, seminars or exhibits being held at venues other than the exhibition floor and must receive express written consent from show management for said activities prior to the show. Such activity must be for internal business or staff meetings. Exhibitors who are found to be in violation of outside activities rules and regulations will be subject to the loss of priority points.



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- Show management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only.
- Companies who wish to host hospitality suites must apply in writing to show management using the form included in the Exhibitor Manual for permission and must agree that the suites not be open during any scheduled event. In addition, no exhibitor may hold any revenue-producing event, fundraising event, or event of any type targeted to the event attendees at any time during event without the advance written approval of show management. If an activity is held without approval, show management reserves the right to exclude the exhibitor from future events.

23. Install/Dismantle

• Installation and Dismantlement

- Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period.
- Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from show management.
- No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these rules and regulations.
- All materials must be removed from the facility by the end of the official move-out period. (Official move-in, move-out, and exhibition dates and times may be subject to change. Show management will notify exhibitor of official dates, times and any changes.)
- Show management reserves the right to assign specific days to exhibitor for delivery of equipment and/or display items. Failure by exhibitor to abide by such delivery schedule shall obligate that exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

• Labor

- Labor jurisdiction and union rules are determined by the facility, state and municipality in which the exhibition is held. Where union contracts exist with service contractors, exhibitor must acknowledge union jurisdictions and conform to those contracts and use of the union personnel involved.
- Skilled and unskilled labor as needed or required can be arranged through the official service contractor at established rates.
- Arrangements should be made in advance.
- Exhibitors who are eligible to set up their own display according to union guidelines must typically utilize full-time employees of the company and proof of employment may be requested.
- Review the exhibitor manual for specifics on union guidelines and restrictions.

24. Insurance

Show management requires each exhibiting company and exhibitor appointed non-official contractor to carry general liability insurance, automotive liability insurance and workmen's compensation coverage. Please refer to the "Insurance Requirements Policy" in the Exhibitor Manual for specifics on insurance requirements.

25. Lighting

- 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, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by show management.
- Lighting that spins, rotates or 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 exhibition.
- Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with show management for rules specific to the event facility.
- Reduced lighting for theater areas should be approved by the event facility.
- Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb. The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is strictly prohibited.



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26. Literature Distribution/Giveaways

- Circulars, catalogs, magazines, folders, promotional, educational or other giveaway matter may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden and exhibitors must confine their exhibit activities to the space for which they have contracted.
- No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of show management.
- Only literature published or approved by show management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual displays) or on transportation provided by show management. Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained show management approval.

27. Material Handling & Storage

- The official material handling contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.
- Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. However, exhibitors may store a daily supply of literature or product appropriately within the exhibit space area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. Any excess samples beyond a daily supply can be stored during the show through the general service contractor.
- Empty crates, cartons and boxes must be removed from the exhibitor's booth. Empty containers will be picked up by the general service contractor and returned at the conclusion of the show.
- Exhibitors may obtain labels marked "EMPTY STORAGE" at the Exhibitor Service Desk and should affix them to each empty crate, carton and box. Please be certain to mark your exhibit booth number on each label.
- Exhibitors are cautioned not to leave any merchandise in boxes being stored with "EMPTY STORAGE" labels.

28. Paging & Announcements

Show management will restrict announcements to general show information. Announcements will not be made for exhibitor drawings, lost persons or articles, etc.

29. Photography/Video Recording

- Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products.
- Exhibitors are prohibited from photographing or producing audio/video of other displays, products or materials without prior written permission from show management and the owner of the subject.
- Security and labor arrangements required for any approved photography, video recordings or live feeds must be made in advance, at exhibitor's expense.
- Only official photographers and audio/video producers appointed by show management are permitted to photograph or record audio/video of the entire event.
- Exhibitors wishing to use an outside photographer must receive written permission in advance from show management.
- Conference sessions may not be photographed, or video/audio recorded.

30. Raffles, Drawings and Contests

Raffles, drawings and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by show management. Show management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles and drawings.

31. Sales from Exhibitors' Booths

Retail sales are NOT permitted on the exhibition floor at any time. Exhibitors who are found to be in violation will be subject to the loss of priority points and could be excluded from future events.



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32. Security

- Exhibitors are solely responsible for the care, custody and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material. Twenty-four-hour access control will be provided from the start of move-in to the end of move-out. Show management shall not be held responsible for the loss of any material by any cause and urges the exhibitor to exercise normal precautions to discourage loss due to theft or any other cause. Show management assumes no responsibility for goods delivered to the exhibit areas, or for materials left in the exhibit areas at any time. Exhibitors are encouraged to insure exhibit property against loss or theft.
- Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended.
- In cases where valuable equipment may not be removed to storage on a daily basis, the services of a private booth guard is available.
- When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship PC's and other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.
- At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

33. Show Directory

Exhibitor information will be published as part of the official show directory, if directory information is submitted by the deadline date of Friday, June 18, 2021. Only exhibitors with valid exhibit contracts will be listed in the event directory. The exhibitor waives and indemnifies show management and its agents from and against any and all claims against show management with respect to errors and omissions in the directory. The exhibitor shall be responsible for the content of its entries.

34. Sound/Music/Noise

- In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of show management, 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 when measured from the aisle immediately in front of a booth.
- Exhibitors should be aware that music played in their 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. Show management does not have a license with any licensing agencies; therefore, exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

35. Staffing of Booth

- The exhibitor will not dismantle their display prior to the stated closing of the show. No exhibit or any part thereof may be removed during the period of such exhibition without the approval of show management. Exhibitors should make travel and staffing arrangements accordingly.
- Exhibition space must be fully operational and staffed during published exhibition hours.
- Unless arrangements are made prior to the event, any space not claimed and occupied by 4:00pm on Sunday, August 29 may be resold or reassigned by show management, without obligation on the part of show management for any refund to the exhibitor whatsoever.
- Any exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during event hours, or begins dismantling of exhibit space prior to the close of the event, may forfeit its right to the exhibit space and its eligibility to exhibit at future events.
- Exhibit personnel shall wear professional attire consistent with the event decorum.
- Attendants, models and other employees must confine their activities to the contracted exhibit space. Exhibitor's personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Neither the exhibit area nor other areas of the facility shall be used for any improper, immoral, illegal or objectionable purpose. All personnel of exhibitor, including personnel retained by exhibitor to be in or around its booth, must wear appropriate apparel at all times. Show management reserves the right to make determinations on appropriate apparel and entertainment activities conducted by exhibitors. Violators may be escorted from the event and exhibitor may be subject to a loss of priority points.



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36. Strolling Entertainment

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations and loss of priority points.

37. Suitcasing

- Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.
- The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by show management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties within [state restriction—include metrics if needed] of the exhibit facility without the permission of show management are in violation of this clause.

38. Vehicles on Display

- All vehicles on display will require spotting service from the general service contractor, at the exhibitor's expense.
- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or five gallons (include metric), whichever is less, and fuel tank filler caps locked and/or sealed.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80 percent of the contracted exhibit space and must conform to line-of-sight rules.
- Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor and must be approved by show management.
- Booth vehicles must be set back 10 inches (.25 meters) from the aisle to prevent damage from aisle carpet installation.
- Once placed, display vehicles cannot be started or moved without the approval of show management and the direction of the general service contractor.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.
- No battery charging is permitted inside the building.

Linear, Corner, Perimeter & End-Cap Booths

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.

Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to the aisle.

Perimeter booths are linear booths that back up against a wall of the facility, not to another line of exhibits.

End-Cap booths are exposed to aisles on three sides to aisles and comprised of two booths.

Dimensions:

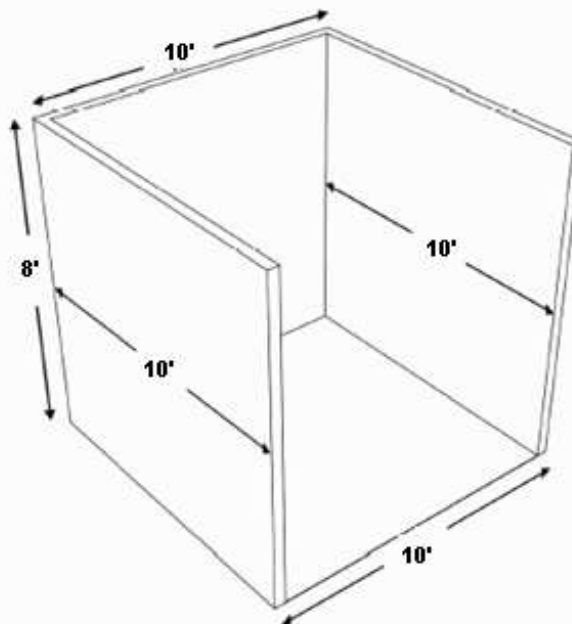
Linear & Perimeter booths are commonly ten feet (10') deep and multiples of ten feet (10') wide, i.e., 10' x 10', 10' x 20', 10' x 30', etc.

Corner and End-Cap booths are commonly a minimum of twenty feet (20') wide and ten feet (10') deep, i.e., 10' x 20'.

The maximum height limitation is eight feet (8') for Linear, Corner and End-Cap booths and twelve feet (12') for Perimeter booths.

Use of Space – Cubic Content Rule:

- Exhibitors may build their exhibit within the entire width and depth of their booth.
- Cubic content is permitted in **ALL** linear, perimeter and corner booths for a maximum height of eight feet (8'). No exceptions will be made, and violations may result in additional cost to mask the area of violation.
- All exposed exhibit components extending above the 3' pipe and drape sidewalls must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.



Peninsula, Split Island & Island Booths

Peninsula booths are exposed to aisles on three sides and comprised of a minimum of four booths.

There are two types of Peninsula booths:

- 1) One which backs to Linear booths.
- 2) One which backs up to another Peninsula booth and is referred to as a "Split Island booth."

Split Island booths are Peninsula booths which share a common backwall with another Peninsula booth.

Island booths are any size booth exposed to aisles on all four sides.

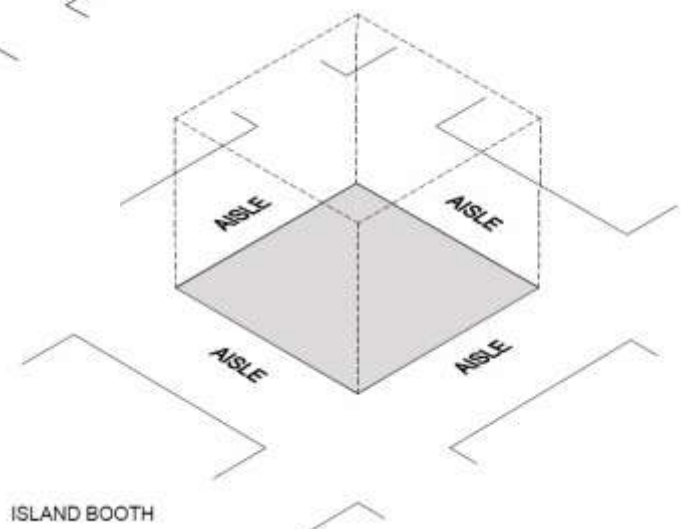
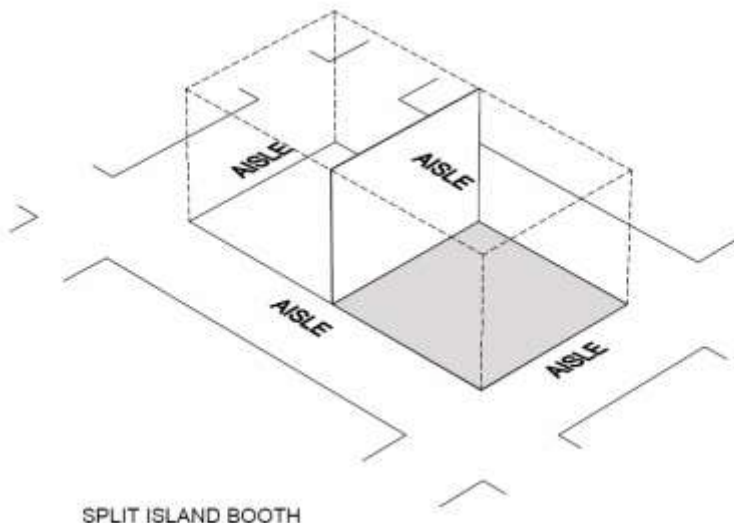
Dimensions:

A Peninsula booth is usually twenty feet (20') by twenty feet (20') or larger.

Split Island and Island booths are typically twenty feet (20') by twenty feet (20') or larger, although it may be configured differently.

Use of Space – Cubic Content Rule:

- The entire cubic content of Peninsula, Split Island and Island booths may be used up to the maximum allowable height of sixteen feet (16') with hanging signage or twenty feet (20') without hanging signage.
- Double-sided signs, logos and graphics shall be set back no less than five feet (5') from adjacent booths.
- The maximum combined vertical height between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side, may not exceed a maximum of twenty feet (20').



Booth Structure, Hanging Signs & Graphics

Hanging signs and graphics are permitted in all Island, Split Island and Peninsula booths that are 400 sq. ft. or larger. End-cap and linear booths do not qualify for hanging signs and graphics.

Hanging signs may be hung to a maximum height of twenty-five feet (25') from the floor to the top of sign.

The maximum combined vertical height between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side, may not exceed a maximum of twenty feet (20').

If a structure that is twenty feet (20") in height is used, a hanging sign is not permitted.

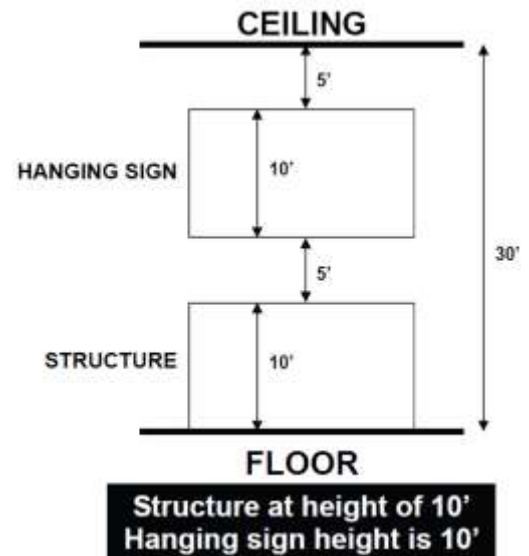
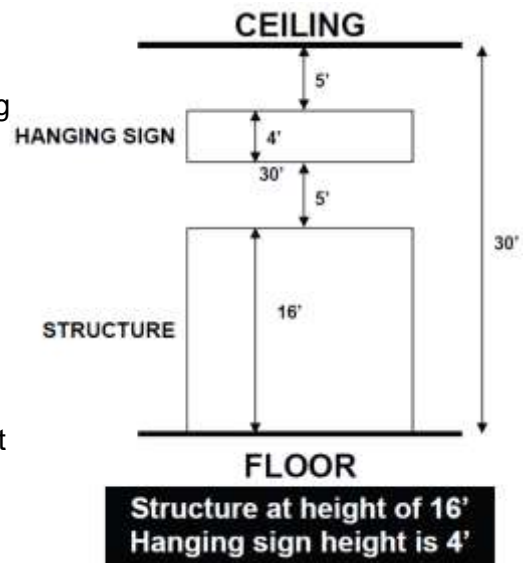
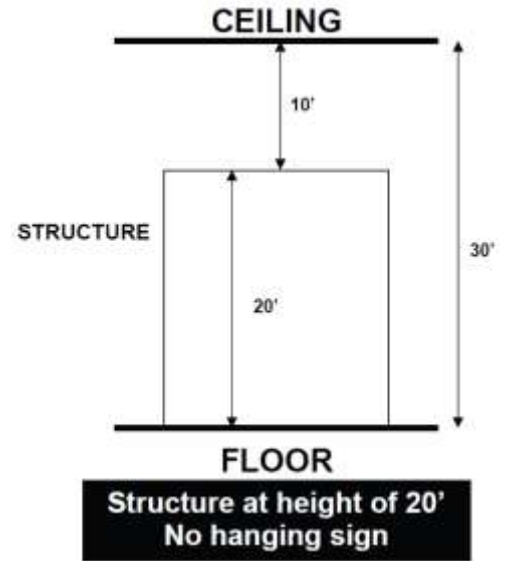
If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. This empty space must be continuous throughout the entire cubic space of the booth.

$$\text{Height of Structure} + \text{Height of Hanging Sign} = \text{Maximum of 20'}$$

In the case of Split Island and Peninsula booths, hanging signs and graphics should be set back ten feet (10') from the adjacent booth(s) and be directly over contracted space only.

The exhibit, which includes the booth, display(s), product(s), and signage, must not exceed the limits of your assigned space.

Approval for the use of hanging signs and graphics must be received from Show Management. Variances may be issued at show management's discretion. Drawings and three-dimensional renderings of both the hanging sign and the floor supported booth structure, with dimensions, should be submitted to Show Management with the approval request and available on-site for inspection.





Common Considerations & Requirements

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Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for linear or perimeter booths should comply with line-of-sight requirements.

The bottom of the canopy should not be lower than 7 feet (2.13 meters) from the floor within 5 feet (1.52 meters) of any aisle. Canopy supports should be no wider than three inches (.08 meters). This applies to any booth configuration that has a sight line restriction, such as a linear booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Please contact Emerald if your exhibit is composed of any ceiling treatment.

Multi-Level Exhibits

A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a “structure” for building purposes. All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to show management and the facility at least 60 days in advance.

Platforms

Equipment and viewing platforms are not limited in height, but the platform may not exceed the height of the equipment.

Towers

A tower is considered a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

Towers will be permitted to a height and depth that correspond to the height regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16 feet (4.88 meters) in height.

All towers in excess of 12 feet (3.66 meters) must have drawings available for inspection by show management and the official services contractor during the time the tower is being erected, exhibited and dismantled at the exhibition site. The plans must include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use. A signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings must also be included.

Americans with Disabilities Act (ADA)

Exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as accommodating as possible. For additional information, go to: www.usdoj.gov/crt/ada/infoline.htm.



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All construction materials used in your booth design must be made from certified fire-retardant materials. Each exhibitor is asked to have available on-site both samples for testing and flame proofing certificates for inspection.

Electrical

Outlined within this Exhibitor Manual are the specific facility electrical requirements. Please read these requirements carefully and contact the facility-engineering department with special needs or considerations.

Common considerations include:

- * All 110-volt wiring should be grounded three wires.
- * All wiring that touches the floor must be a minimum of 14-gauge/three wire flat cord insulated to qualify for “extra hard usage”.
- * All power strips must be UL approved, with built-in overload protectors.

Additional Information:

Any unfinished and/or exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.

Show management reserves the right to determine whether a wall or structure is unfinished and may order the draping of exposed sides of a wall or structure at the exhibitors expense.

The following items require written approval from the Emerald Operations Department before they can be included in your exhibit. Your request must be submitted no less than 30 days in advance of the first day of the event move-in.

Advance Permission Requests are for the Following:

- Bridging Aisles**
- Catwalks or Raised Walkways**
- Hanging Signs**
- Heavy or Unusual Structures**
- Lighting Trusses or Hanging Lighting**
- Motor Vehicle Displays**
- Multi-Level or Covered Exhibit Areas**
- Open Flame and/or Propane**
- Photography & Video Recording**
- Sound or Music**
- Special Lighting (such as Lasers or Ultraviolet)**
- Stand Alone Towers**

Note: Halogen lighting in some states such as Nevada and Illinois are not permitted. If your exhibit includes halogen lighting, please contact the Emerald Operations Department @ 800-241-9034.