



Exhibitor Rules and Regulations

Americans with Disabilities Act

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. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line at 800-514-0301 and online at www.ada.gov.

Animals

Animals are not allowed at the event. Exceptions are made for service dogs.

Announcements

DSE is not able to make announcements for exhibitors or guests. "Lost and found" is available at the Show Office and we encourage attendees, if separated from their group, to designate the Show Office as their meeting location.

Badge Access / Age Restrictions

All exhibitors must have their badges before they are allowed onto the Show Floor. No one under the age of 15 will be allowed on the show floor at any time – during set-up, exhibit hall hours, or tear-down.

Booth Activities, Events, Meetings, and Seminars

All live demonstrations should be documented and submitted to Show Management through the Booth Approval Form located in the Exhibitor Service Kit (ESK).

For the purpose of this section, live demonstrations that require approval include the following:

- Presentations and activities such as live music, dancers, special guest appearances, comedians or other acts, and any type of activity other than product sampling that may attract a large crowd and/or higher noise levels.

Booth activity – including sales presentations, product demonstrations, entertainment, celebrity appearances, etc. – must be contained within the contracted booth space so as not to interfere with traffic flow in the aisles or to encroach upon neighboring exhibits. Exhibitors must contract sufficient booth space in order to comply with this rule.

Should attendees or exhibitor booth staff interfere with the normal flow of aisle traffic or overflow into neighboring exhibits, Show Management will request that the activity end immediately. The intent behind this is that the aisles are the property of the event, and each exhibitor has the responsibility to ensure proper flow of traffic through the entire event. Aisles must not be instructed at any time.

Public address systems, sound projections, and other sound producing devices may be used within the confines of your booth provided they meet applicable safety regulations and are installed in a professional manner. Please be respectful to other exhibitors by not creating disruptions while conducting business.

Sound Limitations within the Exhibit Hall and Demonstration Rooms

- Exhibit Hall
 - o The maximum sound level permitted in the exhibit hall is 85 dB as measured from the center of any adjoining aisle. Loudspeakers in your booth should be directed into the booth; no speakers should be directed into the aisles or toward neighboring booths.
- Demonstration Rooms
 - o The maximum sound level permitted in demonstration rooms is 85 dB as measured from 10ft outside the room.



Exhibitors must regulate their own booths to be sure noise levels from demonstrations or sound systems is kept at a reasonable level and does not interfere with other exhibitors or attendees.

Show Management reserves the right to determine whether or not amplified sound is interfering with others and to determine when it must be turned down or discontinued entirely.

All product demonstrations involving any moving or potentially hazardous machines, displays, or parts must have hazard barriers in place to prevent accidental injury to booth staff and attendees. Demonstrations must always be supervised by exhibiting personnel who can stop the demonstration in an emergency. All demonstrations involving potentially hazardous by-products (such as dust, fumes, or flames) must be approved in writing by Show Management prior to the Event. All demonstrations must be set back at least 3ft (or 0.914m) from the aisles.

All company promotion, sampling, and literature distribution must be done within contracted booth space, with the only exception being designated sponsorships and event marketing opportunities for which exhibitors have contracted with Show Management. Violation of this policy can result in expulsion from the current Event and from future shows.

Carpet / Floor Covering

Flooring for this show is not required. Exhibitors may choose to bring their own floor covering or order it through the official decorator, Alliance National Exposition. Please refer to Alliance's website for floor covering information, pricing, and order forms.

Character of Exhibits

It is the responsibility of each exhibitor to create an attractive display area.

Show Management reserves the right to approve the character of the display and to prohibit any display which, due to noise or other objectionable features, detracts from the general character of the Event. All exhibits must be in good taste as determined by Show Management.

Competing Events

Show Management reserves the right to control all suites and meeting rooms in the official hotels participating in housing for the Event. Exhibitors shall not have hospitality suites and/or meeting rooms during show hours or during a time that conflicts with official functions of the event. Marketing and sales activities are limited to the exhibit hall during event hours.

Dismantling Exhibits

Exhibitors are not permitted to dismantle their exhibits or pack their materials prior to the event closing. This is **strictly enforced**.

Electrical Equipment

Please refer to the applicable Encore's regulations and guidelines.

Exhibitor-Appointed Contractors

Please submit EAC information to exhibitorassistance@alliance-exposition.com

FCC Requirements



Any equipment to be displayed at the show that requires FCC authorization must either have already received the necessary authorization or must be accompanied by the following notice prominently displayed:

"This device has not been approved by the Federal Communications Commission. This device is not, and may not be, offered for sale or lease or sold or leased until the approval of the FCC has been obtained."

Radio frequency devices which cannot be granted an equipment authorization or be operated legally within the United States may not be advertised, displayed, or sold at the event. For further information regarding the types of equipment that require FCC authorization, contact your local FCC office or FCC Headquarters in Washington, DC at 202-418-0200 and request *OET Bulletin Number 61*.

Federal Tax ID

Please be advised that under no circumstances will Questex, Alliance National Exposition, or Hilton San Diego Bayfront provide their Federal Tax ID numbers for international shipments entering the United States. It is the sole responsibility of each exhibitor to engage the services of a freight forwarding company / customs broker that can help facilitate the proper clearance of its exhibit material. This includes shipments entering the United States over the borders using the exhibitor's company-owned or privately owned vehicles.

Good Neighbor Policy / Noise and Sound Levels

Floor Manager desks will be located throughout the show floor in case you have any immediate issues needing attention. Floor Managers and Floor Manager Assistants will be available to supervise and coordinate various exhibitor, facility, and contractor activities and to assist in a management capacity as directed by Show Management.

All audio and video should be appropriate for a general audience. In the event of a complaint from any person on a booth's content, Show Management will investigate and determine if the content is offensive or inappropriate. If the content is determined to be offensive or inappropriate, Show Management reserves the right to require the exhibitor to cease use of such content.

Please take your exhibiting neighbors into consideration when positioning hanging signs and exhibit structures that could impede or obstruct lines of sight. Your thoughtful planning will make the event a better experience for yourself, attendees, and other exhibitors.

Sound and noise are permitted to a maximum of 85 dB. Show Management reserves the right to require any group whose noise levels disturb another group within the building to reduce their sound to a reasonable level that does not disturb any other group. If you feel your exhibit will have high noise levels at any time (including bands, loud music for dancing, shouting, singing, or any other noise), please work with Show Management to ensure no other group will be impacted by your activity.

Show Management will intervene if necessary and reserves the right to shut down exhibits deemed objectionable or as a disturbance. Floor Managers in each section will monitor the decibel levels of each exhibit hall during show hours. Measurements will be taken at a distance of at least 10ft from each exhibit. After measuring a continuous decibel level of greater than 85 dB following a complaint registered by an attendee or exhibitor, Show Management will require the violating exhibitor to reduce their



noise levels.

Insurance / Liability

Liability insurance, property insurance, and worker's compensation insurance must be taken out by each exhibitor at their own expense and must comply with state laws. Insurance can be obtained by the exhibitor's insurance company. A rider to existing policies may be taken out, providing complete protection for the period of the Event from move-in to move-out. If you need assistance acquiring insurance, you can find information on preferred vendors in the 'Vendor Forms' section of the ESK.

Music Licensing

It is the responsibility of each exhibitor to pay all royalties, license fees, or other charges due to any person or entity for any music or other entertainment played within the exhibitor's contracted space. Exhibitors must obtain music performance rights licenses through ASCAP and/or BMI (or any other necessary performing rights organizations) if they intend to use copyrighted music in their booth space or at any of their events.

Moving Displays / Lighting

Lighting instruments must be focused so as not to interfere with adjacent exhibits.

Onsite Sales

No direct/ retail selling is permitted on the Show floor. Attendees may place orders with exhibitors for products/ services at the Show, but the product or service ordered/ purchased must be delivered to the attendee after the close of the Show. No soliciting of attendees shall be permitted in the aisles or in other exhibitors' booths. Signs showing the prices of items must not be displayed.

Personnel

Booth areas must always be staffed during operating hours.

Photography / Videography

Exhibitors may take photos or videos of their displays. However, exhibitors are not permitted to directly take photographs or video of any other display or to instruct others to take such photos or videos without written permission from Show Management and the exhibitor whose booth or display is being photographed.

Privately Owned Vehicles (POV) and Hand-Carried Items

Please see the [Cartload Service](#) section of the online ESK.

Roaming Characters

Roaming characters are not allowed at DSE. Any character in costume must stay within an exhibitor's contracted booth space. If roaming characters are found on the show floor, they will be sent back to the appropriate exhibit space. If they are seen outside the booth space again, the individual's badge will be confiscated, and the individual will be required to leave the Event.

Security

Show Management, Alliance National Exposition, and the Hilton San Diego Bayfront provide a measure of protection (such as perimeter security), but exhibitors and their staff are responsible for their valuables. Some exhibitors hire designated booth guards to assist in this process.

Show Management has found that theft at trade shows is most likely to take place during move-in and move-out. Exhibitors are



responsible for the safety of their booth and all exhibit and personal items.

To ensure the best possible protection, Show Management asks for your cooperation working within the following guidelines to help safeguard your exhibit and products:

- Don't identify the product or manufacturer on the outside of cartons, crates, boxes, etc. Mark these numerically to indicate the total being shipped (i.e., 1 of 6) and keep a separate inventory.
- Stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed, and labeled.
- Products or equipment given away should be accompanied by donation stickers, which will be available on the last day of the Event.
- Use empty containers for display purposes.
- After show hours, cover your display and products.
- If you observe an attendee taking more samples than normal, please contact your area's Floor Manager.
- Move all samples and displays to the rear of your booth. Post signs encouraging attendees to take only one sample.
- Do not leave items of value in your booth overnight. Be sure to make final arrangements for outbound shipping prior to leaving the Event.
- Remove all old labels from inbound shipping and apply new labels for outbound shipping.
- At the close of the Event, you may begin to pack up products within your exhibit space. Keep all aisles and public areas free of crates, boxes, and cartons until the carpeting has been removed from in front of your booth.

Special Effects

To request permission to utilize special effects, exhibitors must submit a Booth Approval Form to Show Management by October 10th. Exhibitors are reminded that, for the comfort of everyone in the exhibit hall, the following policies are in effect:

- Fog/Smoke: Foggers must be water based and a Material Safety Data Sheet must be provided for the exact fog fluid being utilized. Exhibitors must provide Show Management with their schedule at least four weeks prior to the Event and an on-site demonstration will be required prior to opening.
- Snow/Bubbles/Confetti/Other Free-Floating Effects: These must not interfere with neighboring exhibits or aisles. Emissions of these effects must last no longer than five seconds in 15-minute intervals at moderate levels and must be directed into the exhibitor's own booth. Exhibitors may not use glitter.
- Any display of confetti must be approved by Show Management.
- Fog, smoke, pyrotechnics, and other special effects are strictly prohibited in demonstration or meeting rooms.

Subletting Booth Space

Please refer to your contract for exhibit space.

Suitcasing / Soliciting

Only exhibitors that have contracted with the Event are permitted to promote their products, services, or company at the Event. Unless a marketing opportunity has been contracted by the exhibitor, all company promotion must occur within the contracted booth space. This includes, but is not limited to:

- Approaching exhibitor booths to sell products.
- Leaving and/or distributing product information in public spaces and aisles.

Exhibitors violating this policy will be sent back to their contracted booth space and materials will be recycled.

Attendees violating this policy will be required to forfeit their badge and leave the Event.

Any "suitcasers" should be reported to Show Management in the Show Office. Repeated violations will result in being reported to



Security and may result in the loss of priority points.

Termination Rights

Show Management reserves the right to terminate at any time the privileges of any exhibitor if Show Management determines, in its sole discretion, that an exhibitor is conducting itself in such a fashion that might reflect unfavorably upon Show Management or the Event. In the event of termination by Show Management, the exhibitor shall promptly remove all equipment and personnel from the exhibit area. In this case, no portion of payments paid or owed to Show Management shall be refundable.

Variances

Any displays not conforming to the exhibit specifications outlined in the exhibit space contract or booth guidelines in the ESK must apply for written approval of variance from Show Management by submitting the Booth Approval Form. This form must be submitted in its entirety by October 10th. Non-conforming booth structures set up without pre-approved variances may require modification or may be removed from the exhibit hall.

Violations

Violations of any of these regulations on the part of the exhibitor or its employees or agents shall, at the option of Show Management, constitute cause for the termination of the exhibitor contract for exhibit space and could cause the exhibitor to be expelled from the Event. In the event this action is taken, the exhibitor will forfeit all fees paid and incur all related costs.

Waste Management

Trash removal service is provided during show hours and immediately after daily show closing in the following areas: Exhibit Hall aisles (excluding exhibit booths), corridors, public space, and areas used for meetings. Janitorial services are provided in restrooms during show hours.

Exhibitors are responsible for cleaning their own booths (including, but not limited to trash removal and vacuuming) or ordering cleaning services through Alliance National Exposition. Show Management and Alliance are committed to reducing our environmental impact. By incorporating environmentally friendly practices into your event presence, you will encourage customers and peers to follow. Green business is good business!

In addition to these rules and regulations and all other terms and guidelines set forth in this ESK, all exhibitors must comply with the terms and conditions applicable to the exhibit space contract and all policies, directives, and standards published on the Event website, Alliance National Exposition, Hilton San Diego Bayfront, or otherwise provided by Show Management.