

DISPLAY RULES & REGULATIONS

GENERAL

The following display rules and regulations have been established in accordance with the guidelines set forth by the International Association for Exhibition and Events (IAEE). All exhibits at events produced by the eLearning Guild must comply with these commonly accepted guidelines. Displays that are not set in accordance with these guidelines must be corrected, at the sole expense of the exhibiting company, prior to show opening. Companies that do not comply with these rules will not be permitted to participate in the show and their exhibit will be removed from the hall by Show Management at the sole cost of the exhibitor. In this circumstance, the exhibiting company will not be entitled to any refund or compensation from Show Management. These regulations ensure that all exhibitors, regardless of size, will have an equal opportunity (within reason) to present products/services in the most effective manner possible.

BOOTH PLAN

Exhibitors with booths 20' x 20' or larger must submit a "to scale" drawing/rendering/blueprint to Show Management for approval at least 60 days prior to the event. All parts of the exhibit must be shown, including rigging, lighting, hanging signs, flooring, display items and structural supports. Dimensions must be included.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. 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 upon them.

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 for hanging products). Canopies are not permitted in Linear Booths. Perimeter Booths must comply with line of sight requirements. Fire and safety regulations strictly govern the use of canopies, ceilings and other similar coverings. See the fire and safety regulations from the facility for fire extinguisher, smoke detector, sprinkler system and security fire watch requirements. Contact Show Management with any questions.

MULTILEVEL & COVERED EXHIBITS

A multilevel exhibit is a booth where the display fixtures exceed twelve feet (12'), including double-decker booths. A multilevel exhibit requires prior approval by the exhibit facility because it is deemed to be a "structure" for building purposes. A booth plan for all multilevel exhibits must be submitted to Show Management for approval at least 60 days prior to the start of set-up. These plans must include multidimensional drawings of the display and include a signature or stamp of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use. A signature is required by 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. The signed/stamped drawings must be available for on-site inspection from the beginning of set-up.

Signs must be posted indicating the maximum number of people the structure will accommodate. Fire sprinkler systems must be installed if upper decks or covered exhibit area exceeds 1,000 square feet. There must be two remote means of egress if upper deck area is greater than 300 square feet or will be occupied by more than 9 people. Spiral stairs are not permitted. Upper decks, covered areas and roofed areas exceeding 300 square feet in size require the installation of battery operated smoke detectors.

HANGING SIGNS AND GRAPHICS

Hanging signs and graphics are permitted in Island Booths and Peninsula Booths only to a maximum height of 16 feet (16') and must be professionally finished on all sides. If located within 10 feet of another exhibitor's space, the side facing the neighboring booth must be professionally finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. All materials including canned lights, theatrical lighting and truss, must be contained within the "foot print" of the booth space (ie. not extending out into the aisle space). Exhibitors should plan accordingly, if they intend to illuminate their hanging signs and graphics, by not hanging signs on the perimeter of their booth space or by back lighting the signs.

LIGHTING

No lighting, canned lights, fixtures, lighting trusses or overhead lighting are permitted outside the boundaries of the exhibit space. Peninsula and island booths may exceed the 16' maximum height restriction with lights and truss for lighting only, providing there are no graphics, advertising or promotional signage on the truss/lights. Lighting must be directed to the inner confines of the booth space. Lighting must not project onto other exhibits, facility walls/columns or show aisles. 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.

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 or description except within the confines of the exhibit space assigned.

PHOTOGRAPHY/FILMING IN THE EXPO

Exhibitors are not permitted to take photographs or film outside of their company's own booth space in the Expo, without written permission. If an Exhibitor would like to request permission to photograph or film outside of the confines of their company's booth space in the Expo, a request should be submitted to show management. Advance request of at least two weeks is required.

FLOOR COVERING

Professional style floor covering (i.e. carpet, laminate, etc.) is required in every booth. If the exhibit hall is already carpeted, exhibitors have the right to install their own floor covering over the top of the facility carpet, as long as they use adhesive methods that do not cause any damage to

the existing flooring. Rental carpet/flooring is also available from the general service contractor if the exhibit hall is not carpeted, or if the exhibitor does not have their own floor covering.

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 the 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, letter or graphics that would detract from the adjoining exhibit.

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, as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from web site www.ada.gov.

FIRE, SAFETY & TOXIC MATERIALS

Fog, smoke and steam machines are not permitted. Exhibits that have fire extinguishers, fire strobes and/or fire hose cabinets must have them visible with an unobstructed path from the aisle to the cabinets/strobe. 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 must be available for inspection. Cardboard, crepe paper, corrugated paper and other combustible materials are prohibited. Exhibitors must dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and facility. Spray painting, welding and gas cylinders are prohibited unless permission is secured from show management at least 60 days prior to the start of the show and the appropriate permits are secured through the facility and local authorities.

ELECTRICAL

In addition to the electrical requirements set forth by the facility, the following are required:

- A) All wiring should be grounded three-wire.
- B) Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
- C) Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- D) Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets and two-wire clamp-on fixtures is prohibited. Cube taps are often prohibited.
- E) Power strips (multi-plug connectors) must contain internal breakers and adhere to B & C above.

STORAGE

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

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibitors. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance. Sound demonstrations may not exceed 80 decibels and speakers must be directed to the inside of the exhibitor's booth space. Speakers may not face into the aisle. Should a demonstration, crowd or noise level interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will require that the offending action is discontinued immediately.

SOUND/MUSIC

In general, 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 80 decibels, but Show Management reserves the right to determine, at its sole discretion, if any sound or noise is unacceptable, even if it is below 80 decibels. Live music and sound making devices must be approved in writing by Show Management at least 60 days prior to the start of set-up. 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.

EXHIBITOR PERSONNEL

Exhibitors (as well as contracted personnel/models) are required to dress and conduct themselves in an appropriate, professional and business-like manner. Show Management reserves the right to make a final determination regarding what is acceptable and may remove persons from the show that are not in compliance. If an exhibitor utilizes a costumed character, moving entertainment/advertisement (i.e. robots), personnel attire that is specifically promotional in nature (i.e. sandwich boards) or something that draws attention to that exhibitor's company name or booth number, the personnel wearing that attire must stay within the confines of the contracted booth space. That attire/costume must be covered or removed when that personnel is in the aisles or any other part of the show (including going on break). Exhibitor personnel and their 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. Additionally exhibitors may not canvass the conference space outside of the Expo Hall at any time for the purpose of promotion or visibility (using staff or printed materials). Violators may be ejected from the event with no compensation from Show Management.

SET-UP/TEAR DOWN

Exhibitors may enter the hall and setup on "set-up" day between 8am-6pm. All crates, cartons, fiber cases, pallets and packing materials must be empty and labeled for removal by 5pm. Continued set up after 6pm is not permitted unless written approval is received in advance for any staff to continue setting up after 6pm. No additional staff may be admitted to the hall after 6pm. If any exhibiting company has EACs (Exhibitor Appointed Contractors) setting up their booth, the EACs must be pre-approved to remain in the hall after 6pm. The hall will be accessible to exhibitors beginning at 8am the morning of show open to put out literature, test electrical and A/V equipment and for staff to prepare for show opening. All booths must be show-ready by 9am on opening day. Additionally, if an exhibiting company experiences any travel or freight issues that require an exception to set up show management must be notified by email immediately (amaxwell@learningguild.com) so that show management is aware of the issue and can advise and assist as needed.

No one under the age of 18 will be admitted to the expo hall during set-up or tear-down of the exhibits. Closed toe footwear is required during set-up and tear-down. GES has the responsibility of receiving and handling all exhibit materials and empty crates. An exhibitor may move material that can be hand-carried by one person from the exhibiting company, in one trip, without the use of dollies, hand trucks, or other mechanical equipment. Exhibitors may not hand carry through the freight door areas.

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 to other booths, in the aisles, in the registration area, meeting rooms, public areas or any other part of the show or facility is prohibited. Exhibitors must confine their exhibit activities to their contracted exhibit space. Giveaways that may be used in an unsafe manner or whose use may not be controlled by the exhibiting company (ie. projectile toys, rocket launchers, flying discs, boomerangs, etc.) are prohibited at the event. Exhibitors may not throw giveaway items of any type (ie. t-shirts, balls, soft or hard shelled giveaways) in their booths in the Expo Hall or in any conference area. Show Management reserves the right to make the sole determination on such items and no refund or compensation will be given if a giveaway must be removed from the event. If an exhibiting company has any concerns that their giveaway may be determined to be inappropriate by Show Management, they are encouraged to get approval in writing in advance from Show Management. Exhibitors who are interested in gaining more exposure at the show should contact Show Management prior to the event about sponsorship opportunities.

RAFFLES/PRIZE GIVEAWAYS

Exhibitors are required to furnish the Expo Hall Manager with the date and time they will be holding raffles/drawings for giveaways in their booth space, no later than the opening of the expo hall on the first day. All raffles/giveaways must be no longer than 2 minutes in duration, and cannot include loud announcements (exceeding 80 decibels), or behavior disruptive to the adjacent exhibiting booths.

DISRUPTIVE BEHAVIOR/SOUND/ACTIVITIES/DISPLAYS

Show Management reserves the right to be the sole determining authority on when an activity is disruptive/inappropriate and must be modified or discontinued. Failure to comply with Show Management's requests will result in electrical service stoppage to the offending booth and/or exhibitor's booth being closed with exhibitor personnel being required to exit the exhibit hall immediately until the show is over. In such an event, the exhibitor will not receive any refund or compensation from Show Management, the general service contractor, the facility or any vendor.

FOOD & BEVERAGE DISTRIBUTION

All food items and beverages for distribution from an exhibit booth must be arranged for and obtained through the facility/venue. No food or beverage, other than that furnished by the hotel, will be allowed in the expo hall or to be distributed from booth space. If placing orders for food & beverage ELG must be notified 30 days in advance of show dates. Distribution of alcohol is only permitted with advance written approval by show management (amaxwell@learningguild.com) and must be coordinated through the official facility providers with licensed bartender(s). Approval of alcoholic beverage distribution will not be granted within two hours of show close on final day of exhibits.

ANIMALS

Live animals, birds, fish and reptiles are not permitted on the exhibit floor at any time. However, working service animals will be permitted as necessary.

BALLOONS

Helium balloons are prohibited unless written approval is received by Show Management at least 60 days prior to the start of the event. Most facilities do not allow helium balloons of any kind, but a special request may be made by Show Management. Air-filled balloons may be used for decoration in an exhibitor's booth as long as they comply with all show rules (specifically height and line of sight) and are not used as giveaways. Balloons of any sort may not be left for the general service contractor or facility to dispose of and may not be released out-of-doors at any time.

VEHICLES

Exhibitors must submit a request for a vehicle to be displayed in their booth at least 60 days prior to the start of the event. Details on the vehicle, such as make, model, dimensions, fuel type (gasoline vs. hybrid vs. fully electric vs. display shell without engine), arrival date and time, etc. must be sent with the original request to Show Management. A dimensional plan of where the vehicle will be placed in the exhibitor's booth is also required. Please note that the placement of vehicles must be at least 10 inches from any aisle or neighboring booth and it must comply with all height and line of sight regulations for that particular booth size. If the request is approved by Show Management and the facility fire marshal, the exhibiting company will be notified in writing. For approved vehicles on display, all local facility rules must be followed regarding fuel and display standards. In general, for vehicles that require fuel, no more than 1/4 tank of gas is allowed in the vehicle and the filler cap must be either locked or sealed. For all vehicle types, the batteries must be disconnected and external chargers through the local electrical service contractor are recommended for demonstration purposes. All alarms must be deactivated or disconnected for the duration of time that the vehicle is in the exhibit hall.

INTELLECTUAL PROPERTY RIGHTS / LEGAL DISPUTES BETWEEN EXHIBITORS

Exhibitor warrants that it owns the rights for all intellectual property (patent, copyright, trademark, etc.) to be used by exhibitor for promotion or exhibition at the event, and agrees to defend, at exhibitor's expense, and to indemnify show management for any action brought against Show Management or its directors, officers, employees or agents and any cost incurred by them arising out of any dispute concerning exhibitor's intellectual property rights. Violation by exhibitor of these rules could result in closure of exhibitor's booth and/or exclusion from participating at future events.

LINE OF SIGHT AND CUBIC CONTENT USE

Protection of each exhibitor's line of sight is outlined below. While it is recommended that companies design their displays with open formats, all exhibitors (with large and small displays) are permitted to fill the cubic content of their display space as outlined below. Companies exhibiting near "island" booths are forewarned that their line of sight consists of the 10 foot aisle space. Companies exhibiting near "peninsula" booths are forewarned that their line of sight consists of only the first 10 feet of the adjoining space with the peninsula booth. These larger booth designs may have a large solid structure that seemingly impacts the neighboring exhibits' exposure. However, as long as it follows the rules outlined below, that exhibitor is well within their rights to use the full cubic content of their contracted space, even if it seemingly has a negative impact of visibility on the booths surrounding it. Show Management will not intervene and request exhibitors to change their displays (if they are in compliance of the rules) based on the requests of the neighboring exhibitors. Exhibitors who have booths located near island or peninsula booths that have concerns with their location's exposure should contact Show Management in advance to be relocated away from larger exhibits.

LINEAR BOOTH:

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions

Linear Booths are 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). There is a maximum back wall height limitation of 8ft (2.44m).

Use of Space

Regardless of the number of Linear booths used, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05 m by 9.14m), 10 ft by 40ft (3.05 by 12.19m), etc. display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth. Any item exceeding 4ft in height must be set back at least 5ft from the aisle or be at least 10' from any neighboring exhibit.

Line of Sight

Signs, displays, products, fixtures and decorations for all exhibit configurations located within an area 5' from the aisle and 10' from a neighboring exhibit can be no more than 4' high.

Useable Space

Exhibit structures must be constructed to allow 3" for each side rail and 9" for utility service access in the rear. Example: a 10' x 20' exhibit space has 9'3" x 19'3" of usable space.

Exclusions

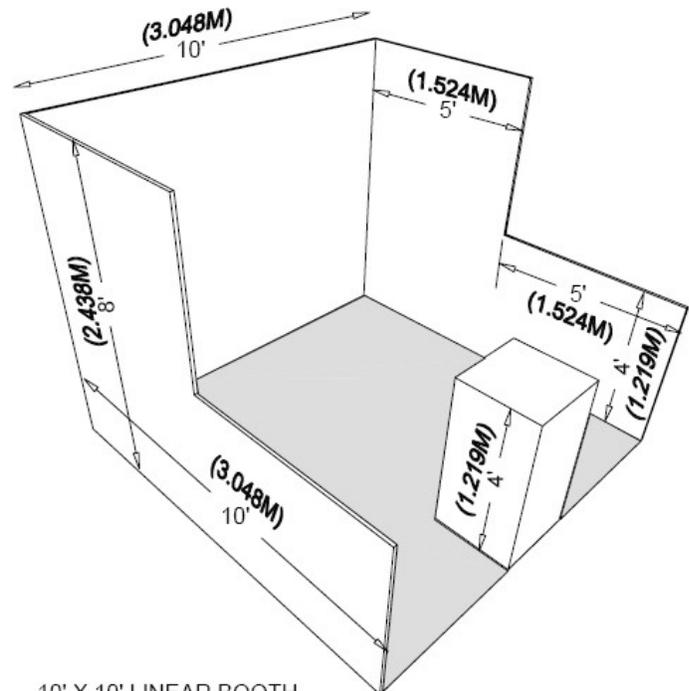
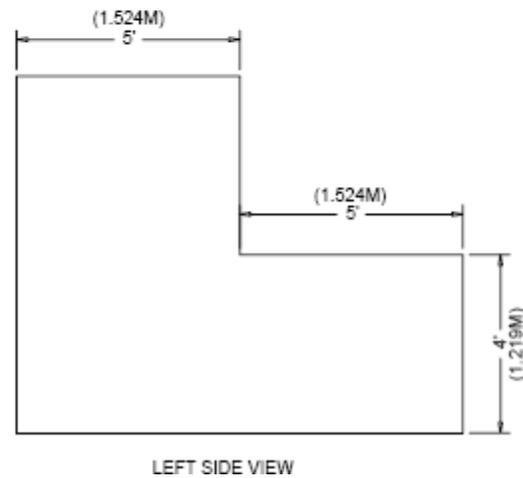
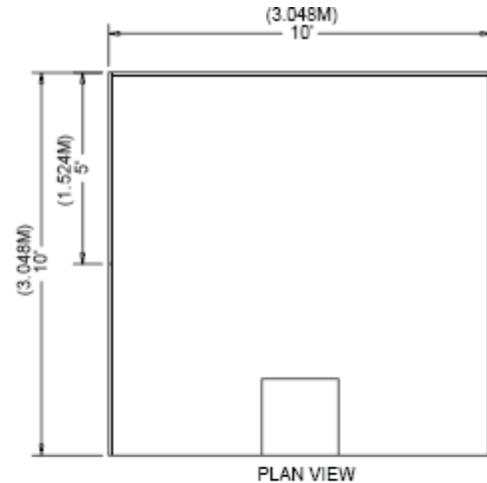
Hanging signs and canopies are not permitted in Linear Booths.

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths.



PENINSULA BOOTH:

A Peninsula Booth is exposed to aisles on three (3) sides and is composed of a minimum of four booths.

Dimensions

A Peninsula Booth is 20' x 20' or larger. 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 booths.

Use of Space

The maximum height allowed for any display, product, fixture or decoration is 16'. Any item exceeding 4' in height must be set back at least 5' from the aisle or be at least 10' from any neighboring exhibit.

Line of Sight

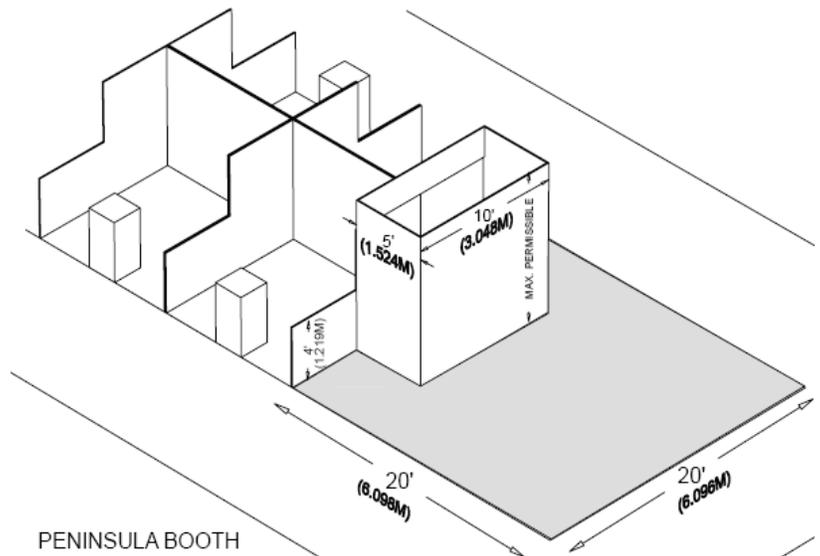
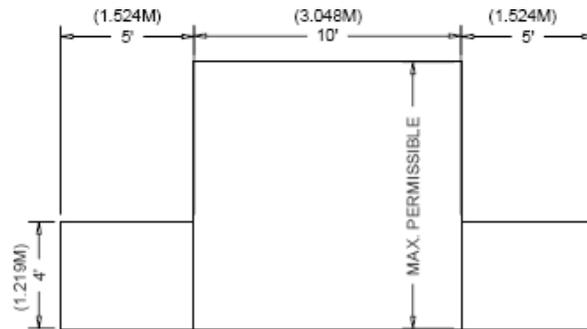
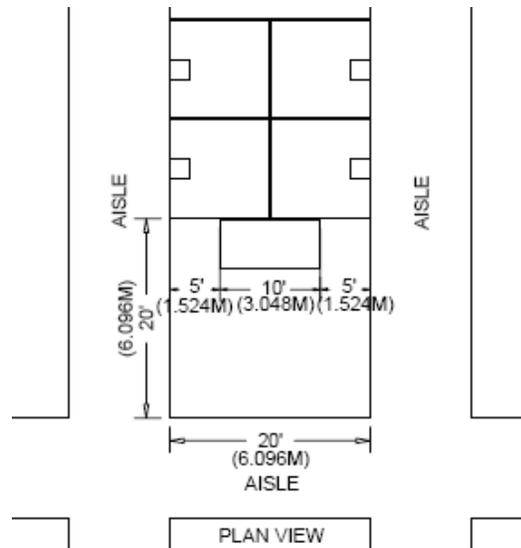
In the area 5' from the aisle and 10' from a neighboring exhibit, the maximum height for any sign, display, product, fixture or decoration is 4'. Peninsula exhibits may not utilize the full height of the back wall.

Useable Space

Exhibit structures must be constructed to allow 9" for utility service access in the rear. Example: a 20' x 30' exhibit space has 29'3" of usable space from the front to the back wall.

Signs/Displays

Hanging signs/displays may not exceed 16' in height and must be professionally finished on all sides. Exhibitor must receive written permission from Show Management to include a hanging sign as part of the display. Signs, lettering or graphics facing a neighboring exhibit must be located at least 10' from that exhibit.



ISLAND BOOTH:

An Island Booth is any size booth exposed to aisles on all four sides and must be at least 400 square feet.

Dimensions

An Island Booth is 20' x 20' or larger. There are no back or side walls as this booth is exposed to the aisle on four sides.

Use of Space

The maximum height for any display, product, fixture or decoration within the exhibit is 16'. Since there are no adjacent exhibitors, signs and displays may be located anywhere within the exhibit.

Signs/Displays

Hanging signs/displays may not exceed 16' in height and must be professionally finished on all sides. Exhibitor must receive written permission from Show Management to include a hanging sign as part of the display.

Unfinished Sides

Exhibit must have finished walls and sides. Unfinished areas must be professionally addressed or use masking drape.

