

**Exhibit Rules & Regulations - EDspaces 2019, October 23-25, 2019  
Wisconsin Center, Milwaukee, Wisconsin**

**1. Cancellation** - The cancellation or decrease of any amount of exhibit space by the Exhibitor must be in writing to Show Management. The fee for cancellation or decrease of exhibit space is based on a percentage of the total rental fee as follows:

- 25% > after January 11, 2019 through March 29, 2019
- 50% > March 29, 2019 – July 31, 2019, 2019
- 100% > after July 31, 2019

The above fees will apply whether or not the space is resold. Refunds will be due and payable 30 days after the close of the show. If the Exhibitor does not occupy the exhibit space by 5:00 pm the day prior to the show, then Show Management shall have the right to use such space as it may deem in the show's best interest with no refund of the rental fee or other liability to the Exhibitor.

**2. Exhibitor Registration** - Two complimentary full-conference badges are included per 10'x10' booth *for personnel working the exhibit booth (not any attendee)*, and if exhibitor personnel are registered by 5 pm on October 18. After October 18, there are no complimentary badges. On-site registration rates apply after October 18. Registration for exhibitors is in the Convention Center. Badges must be worn to gain admission to the display area. Only authorized exhibitor personnel, registered attendees, and service personnel will be allowed in the exhibit area. Registration fees are set according to the policy of EDmarket outlined in the Exhibitor Registration Information. Use of an exhibitor badge by anyone other than the person named thereon is expressly prohibited. Any violations will result in the automatic confiscation of the exhibitor badge and removal of the person. Exhibitors witnessing such a violation are urged to report the violation to EDmarket. Since the show is restricted to EDmarket registered attendees and exhibit personnel only, outside guests are not permitted to attend unless registered by EDmarket at published registration fees.

**3. Location of Space** - All exhibits will be located in the Convention Center's designated exhibit areas. No exhibits or promotion of any type may be located outside the designated exhibit areas or in the parking areas surrounding the Convention Center. Dimensions of all booths shown on the diagram are believed to be accurate but are only warranted to be approximate. EDmarket reserves the right to make such modifications as may be necessary to adjust the floor plan to meet the needs of the EDmarket show and exhibitors. Exhibit space will be allocated to exhibitors on a fair and equitable basis, according to the assignment policies.

**4. Booth Services** - The booth fee includes aisle carpeting and the maintenance thereof, and for linear booths only, standard drape backgrounds, side railings, and a 7" x 44" I.D. sign containing company name and booth number. All other services such as electricity, telephone, furniture, carpeting, etc., should be arranged through the Official Service Supplier of that service. Exhibitor Service Manuals will be available to each exhibiting company approximately 90 days prior to move-in.

**5. Assignment, Subletting, Sharing of Space** - No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of Show Management. No products, parts, accessories, or other goods, souvenirs, catalogs, etc., bearing names or other forms of advertising other than that of the exhibitor may be displayed. No firm or organization not assigned space will be permitted to solicit business within the EDspaces facilities. All exhibitors will utilize qualified sales representatives to work in the booth. Only the exhibitor's products may be displayed and/or promoted in booth space contracted for.

**6. Installation** - Installation may begin at 8:00 am on Monday, October 21. All crates are to be removed by 1:00 pm on Tuesday, October 22, with installation complete by 5:00 pm. EDspaces will not allow any move-in of exhibits during show hours. Only exhibitors and independent manufacturer representatives will be allowed in the exhibit area prior to the daily exhibit opening as specified in section 11. Move in prior to 8:00 am on Monday, October is by request only.

**7. Dismantle** - Exhibitors are prohibited from the dismantling and packing of displays prior to the official closing of exhibits on Friday, October 25. Any company that dismantles its booth early will lose its priority points for the next year's show and be subject to possible financial repercussions. Any loose items (non-crated or boxed) or items not labelled/not labelled for trash remaining on the exhibit floor after Noon Saturday, October 26 will be considered trash.

**8. Local Requirements** - All federal, state, and local laws, codes, fire safety requirements, convention center requirements, and union jurisdictions must be complied with and are the sole responsibility of the Exhibitor. Nothing may be stored behind linear exhibit booths. EDspaces reserves the right to evict any exhibit and impose sanctions on an Exhibitor that fails to or refuses to comply with local requirements. The Exhibitor is required to and agrees to obtain adequate insurance to insure against claims resulting from its exhibit.

**9. Care of Building Equipment and Exhibits** - Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. No nails or tacks can be driven in building walls, floors, or columns, and equipment must be self-supporting. The exhibitor shall indemnify EDmarket and EDspaces from all claims for damage to exhibit space and exhibit premises caused or contributed to by its employees, representatives, and guests. When such damage to the building appears, the exhibitor is liable to the owner of the property damaged.

**10. Exhibit Construction/ Arrangement** - Exhibit backgrounds in all areas except island and peninsula spaces cannot exceed 8' in height, including company names or other advertising, and must be contained in the rear half of the booth area within 10 lineal feet from an adjacent exhibitor. With an adjacent exhibitor, the exhibit height in the front half of the booth measured in from the aisle cannot exceed 4' along the side dividers. In island and peninsula spaces, exhibit height construction is limited to 20' in height. Island spaces may utilize the entire cubic content of the space. Plans for island type exhibits and exhibits not conforming to the above must be approved by Show Management at least two months prior to the opening of the exhibits. Height limitations do not apply to the equipment manufactured in the normal course of business by the exhibitor and displayed in its normal operating position; however, such equipment must remain completely within the confines of the exhibit space.

Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be finished at the exhibitor's expense. Show Management reserves the right to have such finishing done and to bill the exhibitor for charges incurred. Interference with the light and space of other exhibitors is prohibited. Bridging floor surfaces or roof structures across aisles is prohibited. If there are any questions, contact Show Management.

**11. Hanging Signs** - Hanging signs are allowed in island booths only, with a height limit of 20' from the exhibit floor to the top of the sign. Hanging signs are not allowed in peninsula or linear booths.

**12. Use of Space** - All booths must be open and staffed during the scheduled exhibit hours. The display area will be open to exhibitor personnel one hour before exhibits open and one hour after the exhibits close each day. EDspaces reserves the right to restrict exhibits which, because of noise, methods of operation, materials, or for any reason become objectionable, and also to prohibit or evict any exhibit which, in the opinion of EDspaces, may detract from the general character of the show as a whole. All demonstrations or other promotional activities must be confined within the limits of the exhibit booth. Demonstrations or activities that cause annoyance to neighboring exhibitors such as flashing lights or noise, or result in obstruction of aisles or prevent ready access to a nearby exhibitor's booth will not be allowed. Exhibitors must take every reasonable precaution to minimize the noise of demonstrations or of operating sound devices, sound film, cutaway models, etc. Exhibitors shall distribute printed matter, souvenirs, or other articles only within the confines of their exhibit space. Throwing of souvenirs, loud shouting, and making of any unnecessary noise to attract attention will not be permitted.

Musicians and singers are prohibited. Models or other entertainers will not be permitted to wear attire other than that which conforms to normal business or daytime social standard. EDspaces reserves the right of approval of said models and the attire of other booth personnel. If inflated, balloons must be displayed within limitations of the Regulations. Inflated balloons must be inflated only with air or heavier than air gas. Helium is not permitted. An Exhibitor shall not display products or offer products in its literature or other media displayed at the show that have been declared by a U.S. governmental authority or court to infringe on another exhibitor's U.S. intellectual property rights (patent, trademark, trade dress or copyright). In its sole discretion EDspaces may impose appropriate sanctions on an Exhibitor for violation of this provision, including but not limited to closing the Exhibitor's booth. Each Exhibitor warrants that it owns the rights to use all U.S. intellectual property to be used by the Exhibitor for promotion and exhibition at the show. Exhibitors shall be responsible for securing all necessary licenses or consents for any use of copyrighted works (including music licenses) or other intellectual property in connection with their exhibit and hospitality events at the show.

**13. Floor Covering** – All exhibit spaces must have floor covering. In all booths, at least 90% of the exhibit space must be covered, with linear booths measured from the front of the booth to the back.

**14. Photography and Video** - Attendees/show participants shall not photograph or record the exhibit or products of any Exhibitor unless authorized by the Exhibitor. Violation may result in the confiscation of the attendee's camera or other media and/or removal from the exhibit hall.

- 15. Security** - EDspaces will provide necessary perimeter security guards at all times during the show, move-in and move-out. However, exhibitors are solely responsible for the care, custody, and control of their own exhibit material. It is suggested that exhibitors carry insurance for covering loss or damage to their exhibit material.
- 16. Liability** - Neither EDmarket, EDspaces, Exposition Management, Inc., the Convention Center, nor their representatives will be responsible for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing this contract, expressly releases the forgoing named association, corporations, and individuals from all claims for such loss, damage, or injury.
- 17. Food/Beverage Dispensing** - Exhibitors may not dispense food and/or beverages without the written permission from the exclusive provider of this service at the Convention Center. The serving of alcoholic beverages in the exhibit hall is allowed only during times as specified by Show Management.
- 18. Cash Sales** - No cash sales are permitted during the show.
- 19. Successors in Interest** - This agreement shall bind the respective parties and their successors in interest.
- 20. Non-Waiver** - No waiver of any breach of this contract shall be held to be a waiver of any other or subsequent breach.
- 21. Force Majeure** - In case of cancellation of the exhibition or unavailability of the exhibit space for the specified uses due to war, governmental action or order, act of God, fire, strike, labor disputes, or any other causes beyond the Association's control, the agreement shall terminate, and the exhibitor shall be entitled to the return of the exhibit space rental fee, less the pro rata share allocable to the exhibit space of the expenses incurred by EDmarket in connection with the exhibition. In case of cancellation by EDmarket for any other reason, or a change in the place or date of the exhibition that is unsatisfactory to the exhibitor, the exhibitor shall be entitled to return of sums paid for the space. Refund of the rental fees shall be the exclusive remedy of the exhibitor against EDmarket in the event the exhibition is cancelled or rescheduled or the exhibit space is unavailable for use.
- 22. Governing Law** - This agreement shall in all respects be governed by the laws of the State of IL.
- 23. Outside Events** - Exhibitors are prohibited from holding events in conflict with official EDspaces events and during exhibit hours. Companies that schedule outside events for attendees during EDspaces events will lose their priority points for next year's show and be subject to possible financial repercussions.
- 24. Agreement to Comply** - The application for booth space at EDspaces will become a contract upon mutual acceptance and is based upon these Exhibit Space Rules and Regulations, the plan of exhibits, the booth assignment policy, and general information in the EDspaces Exhibitor Service Manual. Please read the Exhibit Space Regulations carefully before signing. All exhibiting companies agree that their employees will abide by these rules and regulations and any additions and/or amendments that EDmarket shall put into effect, and they shall remain as exhibitors from day to day, solely on their strict compliance with these rules. They have been formulated in the best interest and for the protection of the exhibitors as well as EDmarket and its representatives. In any interpretations of the rules, the judgment of EDmarket shall be final, and any matters not covered are subject to the decision of EDmarket. Acceptance as an exhibitor at EDspaces in no way means or implies endorsement of the exhibitors' products and/or services by EDmarket.
- 25. Children** - Children under the age of 13 are not permitted in the exhibit hall and/or workshops at any time. Infants and toddlers are permitted on the exhibit floor during exhibit hours, but must be carried or in strollers at all times. A waiver, available at the EDspaces Registration Desk, must be signed by parents of infants and toddlers attending the show.
- 26. Registration** - Registration at EDspaces is a license granted by EDmarket and may be revoked at any time. For exhibitor badges, exhibitors may only register their company personnel under their company name.
- 27. General Consent and release of use of image** - Exhibiting at, or participation in, EDmarket meetings and other activities constitutes an agreement for EDmarket, or anyone authorized by EDmarket, to record and use, as EDmarket may desire in its sole and absolute discretion, all recordings and reproductions or depictions of such exhibitor or attendee's name, likeness, voice, persona, words, actions, and/or biography, which EDmarket may make, including without limitation, the right for EDmarket, or anyone authorized by EDmarket, to use such recordings, reproductions, or depictions in or in connection with any legitimate purposes, including for advertising, publicity, trade and editorial purposes, at any time in the future in all media now known or hereafter developed, throughout the world.





## Island Booths:

### DEFINITION:

An island booth is 20' x 20' or larger and exposed to aisles on all four sides.

### HEIGHT:

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 20' (6.1m), provided written approval is received from Show Management at least 60 days prior to show.

### INTENT:

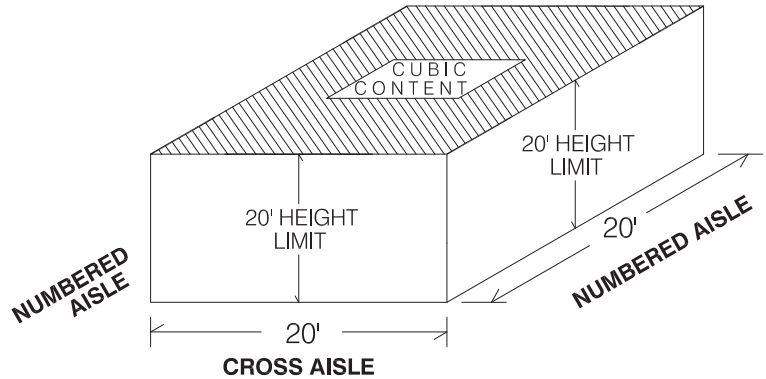
When an island booth exceeds 8' (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 20' (6.1m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest away with each negating the other's efforts. Also, the 20' (6.1m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of the exhibit.

### DEPTH:

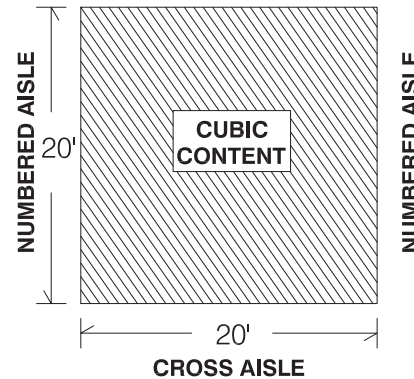
Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

### STRUCTURAL INTEGRITY:

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibits and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by Show Management, the installation and dismantling contractor, and the exhibitor and governmental authority during the time the exhibit is being erected, exhibited, and dismantled at the show site. They must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and 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. Signs must also be posted indicating the maximum number of people the structure will accommodate.



### TOP VIEW



### PERIMETER OPENINGS:

Large islands with long high walls can create a "tunnel-like" effect. Exhibitors may be required to install a minimum 6ft (1.83m) opening every 30ft (9.14m)

### INTENT:

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

### IMPORTANT:

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# DEMONSTRATIONS OR ENTERTAINMENT

## REGULATION:

Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your neighbors on each side or across the aisle, Show Management will have no alternative but to request that you limit or eliminate the presentation.

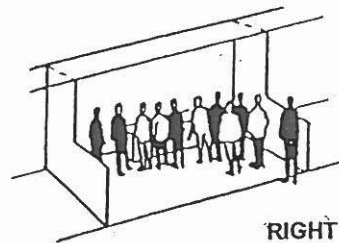
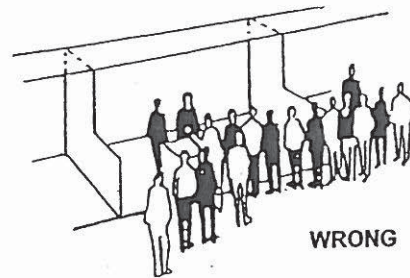
## SOUND:

Management encourages exhibitors to enhance the show for their company and their buyers by in-booth product demonstrations, videos, etc. However, Show Management feels that Sound Control Regulations are in the best interest of all exhibitors and buyers.

1. Exhibitors shall not be permitted to operate audio amplification systems at levels that are greater than **6db Sound Pressure Level (SPL)** above the ambient noise level measure at any neighboring area.
2. Sound Pressure Levels will be measured with a calibrated Sound Level Meter (calibrated to ANSI Standards) set for C-weighting response and "slow" meter characteristics. Measurements may be made in any nearby or adjacent exhibit area at any height or incidence angle relative to the booth using the amplification system.

## INTENT:

The aisles are the property of all exhibitors, and therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.



**IMPORTANT:** Space dimensions shown on floorplan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.