sensors expo & conference

JUNE 5-6, 2013 • ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER

EXHIBITING RULES AND REGULATIONS

AGE LIMIT IN EXHIBIT HALL

No one under 18 years of age is allowed into ***Sensors Expo*** either as an attendee or as booth personnel. For reasons of safety and the professional nature of this event, this policy will be strictly enforced.

ANNOUNCEMENTS

Public address announcements in the Exhibit Hall will only be made for emergencies and Show Management information. General announcements or prize winner announcements cannot be made.

BADGES

To register for an exhibitor badge, visit the show website and click on "exhibitor registration" from the "exhibitor resource center" link. Badges can be picked up on site in "exhibitor registration". Badges will not be mailed out in advance. Please note that you are entitled to 10 badges per 10x10.
BADGES WILL BE REQUIRED AT ALL TIMES!

BOOTH CHANGES

Booth location may be subject to change at any time from the initial assignment through move-out. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display material distribution, model's attire and noise levels may be made by Show Management at any time. *Exhibitor's Booth space unoccupied by 4:00pm on Tuesday, June 4, 2013 is subject to reassignment without notification.*

BOOTH CLEANING

In order for individual exhibit booths to be cleaned, exhibitors must order cleaning service directly from RES. To order, fill out the Cleaning Form found under "other services" section and mail or fax to RES before the cutoff date of **May 17, 2013** to receive the discount pricing.

CARPET

The Donald E Stephens Convention Center Exhibit Hall is not carpeted. Carpet or floor covering is required in each exhibitor's booth. For carpet color options, please see the RES carpet rental order form. Be sure to order by **May 17, 2013** to get discount pricing.

COMPANY SIGN

RES will provide a FREE 7" x 44" company booth identification sign for all exhibiting companies. See RES for any corrections at show site.

CONTESTS

Show Management must approve contests of any kind in writing. If you plan any kind of contest or giveaway please let us know. Please email request to kowen@questex.com for approval.

CONTRACT

Please review all provisions of the Exhibitor Contract for further regulations. **Exhibitors must complete a *Sensors Expo* Space Allocation Contract prior to move-in.**

CONTRACTORS AND SHOW SERVICES

Forms for a variety of services are included in this Exhibitor Service Kit. These forms should be completed and forwarded directly to the vendor specified on the form. We feel we have selected the best service vendors available for ***Sensors Expo*** and encourage all exhibitors to make use of their services.

sensors expo & conference

JUNE 5-6, 2013 • ROSEMONT, IL

DONALD E. STEPHENS CONVENTION CENTER

EXHIBITING RULES AND REGULATIONS

DECORATIONS

Decorations are not permitted on ceilings, painted surfaces, columns, fabric and decorative walls of the Pennsylvania Convention Center. All decorative materials must be flameproof and are limited to the confines of your exhibit space.

DECORATOR

RES has been selected as the official decorator (service contractor) for ***Sensors Expo***. Take advantage of pre-show discounts and return completed forms via mail or fax prior to the deadline date of **May 17, 2013**.

RES will have a service desk on-site during move-in, throughout the show and move-out for any other services needed. *Remember, when you order any services on-site, you will be charged substantially higher rates, so plan ahead and* ***ORDER EARLY!***

DEMONSTRATIONS

Demonstrations must be located so that crowds will comfortably be contained within the confines of an exhibitor's space and not blocking the aisles. Sound levels, glaring or flashing lights or other distracting demonstrations are subject to adjacent exhibitor and Show Management approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business.

DISTRIBUTION OF PROMOTIONAL ITEMS

You are allowed to attract attendees to your booth and work with them in your area; however, **you are not allowed to pass out brochures and information in areas other than your booth.** Working in the aisles or approaching attendees outside your booth space is not allowed.

This includes the registration area, common aisles, conference rooms and every area other than your booth. Solicitation of business or distribution of promotional materials from booth space is prohibited by anyone other than exhibitors.

DRAPES

Your booth consists of 8' high back drape and 3' high side drape. Any request for specific colors will be at exhibitor's expense and obtainable from RES for a fee.

Note: Island exhibits will not be draped unless requested by exhibitor.

ELECTRICAL

5 Amp/10 Amp/500 Watts or 1000 Watts?!? Confused? RES provides Electrical and Plumbing services for the Exhibit Hall and will be happy to assist in ordering the correct amount of power for your exhibit. Please call 847-696-2208 with any questions regarding electrical or plumbing services.

sensors expo & conference

JUNE 5-6, 2013 • ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER

EXHIBITING RULES AND REGULATIONS

EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and EAC comply with the requirements as set forth.

Additionally, if an exhibitor appoints a firm who is not the official service contractor, please complete the Exhibitor Appointed Contractor (EAC) form by **May 2, 2013** and return to:

Questex Media Group
Attn: Keith Owen
275 Grove Street, Suite 2-130
Newton, MA 02466
Fax: 617-663-6105
Email: kowen@questex.com

Note: EAC's will not be allowed to proceed without the required documents and insurance information.

EXHIBIT CONSTRUCTION

Sidewall construction, if used, may taper diagonally from 8' at the back wall to floor level at the aisle, or extend as a high panel 4' from back wall, the remaining side rail may not exceed 4' in height. These restrictions are intended to provide a clear view of the neighboring exhibits. Raw wood, cardboard, or similar materials for wings to booths or peninsula back walls must be covered or painted if they are visible to adjacent booths. The placement of high equipment must also conform to these rules.

Show Management must approve in advance any special or unusual exhibit construction or installation. Please email questions to: kowen@questex.com.

EXHIBITOR SERVICE DESK

A service desk staffed by the official show vendors will be open during move-in, show hours and move-out. **Orders for all services should be placed in advance to take advantage of pre-show pricing. On-site orders may entail delays and higher costs!**

Note: Exhibitors should check directly with show suppliers for status of pre-show and on-site orders in addition to any changes and/or additions to orders. ***TIP: Make sure to keep and bring with you copies of all orders placed.***

FOOD GIVEAWAYS

Exhibitors desiring to give away any food or beverage from their booth must order directly from RES Catering. An order form and basic menu is available in this service kit.

HEIGHT RESTRICTIONS

There is a height restriction for all booths on the show floor. If you have a ***standard in-line booth***, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape across the back and 3' drape on both sides. ***The height limit on standard in-line booths is 8'***. If you have a ***perimeter booth*** meaning your booth is located on the perimeter of the show floor facing into the floor, you booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape in the back and 3' drape on both sides. ***The height limit on perimeter booths is 12'***. If you have an island booth, which is a stand-alone booth with no other booths connected to it on any side, your booth will not have any drape included and the ***height limit on an island booth is 18'***.

sensors expo & conference

JUNE 5-6, 2013 • ROSEMONT, IL

DONALD E. STEPHENS CONVENTION CENTER

EXHIBITING RULES AND REGULATIONS

HANGING SIGNS

A hanging sign can be placed ONLY over island booths which are 400 sq ft or larger. No signs can be hung over in-line booths or booths smaller than 20'X20'. All signs must be hung so the bottom of the sign is no LOWER than 20' off of the ground. There are no restrictions on how high the sign can be hung although it is recommended that you do not hang your sign more than 26' off of the ground as it is out of the line of sight when it is placed too high.

INSURANCE

Exhibitors must carry worker's compensation, commercial general liability, independent contractors, personal injury and blanket contractual liability insurance at limits of at least $1,000,000 per occurrence, $1,000,000 aggregate. This coverage must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. The certificate must name Questex Media Group and ***Sensors Expo*** as additional insured and be provided to the Questex Media Group offices at least 30 days before the proposed exhibit date.

Please mail to the attention of Keith Owen: Questex Media Group, 275 Grove Street, Suite 2-130, Newton, MA 02466. Phone: (617) 219-8367 or FAX: (617) 663-6105. You may also email an attachment to kowen@questex.com.

It is also strongly recommended that exhibitors carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site. Questex Media Group assumes no liability for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other causes whatsoever.

NOTE: While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to save and hold harmless Questex Media Group, their management, agents, and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of Questex Media Group.

LABOR

Labor includes all people who install and dismantle your exhibit booth, carpet layers and carpenters. Labor does not include the people who handle your freight (drayage). Remember that drayage service is the movement of your exhibit materials and the cost includes the labor to move it only, not set it up.

LEAD RETRIEVAL

Capturing qualified attendee leads at a show is one of the most important reasons to exhibit! Questex Media Group and ARI, Inc. have made it easy for you to increase your leads and maximize your return on investment by offering a great form of electronic lead retrieval at this year's ***Sensors Expo***.

sensors expo & conference

JUNE 5-6, 2013 • ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER

EXHIBITING RULES AND REGULATIONS

MATERIAL DISPLAY AND DISTRIBUTION

Display items include, but are not limited to counter cards, posters, magazines, business cards, etc. These items must be your product or your promotional material only. No second or third party displaying of materials is allowed. If you have another company's promotional material to display, please send a sample of the item to Questex Media Group for approval. All requests will be evaluated to determine if display of these materials is in the best interest of the show. Working in the aisles or approaching people outside of your booth is not allowed. This includes the registration area, common aisles, conference rooms and every other area other than your booth. Please call Keith Owen, Operations Manager at (617) 219-8367 or email at kowen@questex.com with any questions.

MODELS AND HOSTESSES

Sensors Expo is a professional trade show. Costumed models/hostesses cannot wear "solicitation-type graphics" such as a T-shirt with name and booth number of exhibitor, etc. outside their designated booth area. Show Management will strictly enforce this policy. In addition, models/hostesses may not wear any apparel which may be deemed in bad taste.

MUSIC AND OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the exhibitor's booth or display. Show Management reserves the right to remove from the exhibit all or any part of any booth or display, which incorporates copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

PHOTOGRAPHY & VIDEO RECORDINGS

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only. See Show Management for any exceptions to this policy.

PLANTS & FLORAL

Nothing spruces up an exhibit like a few well-placed plants and floral arrangements. This is an easy, cost-effective way to make your exhibit look warm and inviting. To order plants and floral arrangements see the order form or contact Randy Biernacki at:

Interior Gardens
4809 Oak Springs Road
Arlington, TX 76016
P: (800) 769-4043
F: (817) 561-9115

SHARING BOOTHS

Sub-leasing or multiple companies sharing of exhibit space is prohibited. Only those companies who have officially registered with Show Management and have contracted exhibit space will be allowed personnel and sales literature in a booth.

(PLEASE CONTACT YOUR SALES REPRESENTATIVE WITH ANY QUESTIONS REGARDING BOOTH SHARING.)

sensors expo & conference

JUNE 5-6, 2013 • ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER

EXHIBITING RULES AND REGULATIONS

SECURITY

Most thefts occur during the move-in and move-out process, especially the first ½ hour after the show closes. Taking these precautions will help prevent a loss from your booth.

- After setting up your exhibit and at the end of the show each night, **cover your materials** with a sheet or some type of cover (it pays to follow the old saying "Out of sight, out of mind.")
- **Do not** leave valuables unattended in your booth such as purses, laptops, etc.
- Make sure you put valuable materials away at night before you leave your booth.
- Hire specific booth security to guard your exhibit and materials.
- At the close of the show, pack your valuables first and **do not** leave them unattended.
- **Do not** indicate the contents of your boxes i.e. computer, laptop, etc.
- Make sure all arrangements to have booth and equipment shipped out have been made.

SHIPPING

In order to have your booth/exhibit ready to set-up when you arrive, we encourage you to ship your exhibit and materials in advance to the RES warehouse. The last day shipments may arrive at the advance warehouse is **May 24, 2013** at the early bird rate (May 30, 2013 for standard warehouse drayage rate). If it arrives by this time, RES will have your shipment waiting for you in your booth.
Materials being shipped directly to the convention center will not be accepted earlier than **June 3, 2013**.

Note: Make sure you keep all shipping information at your fingertips in case you need to track your shipment. (Knowing tracking numbers will expedite the process when looking for a lost shipment.)

TELEPHONE/INTERNET SERVICES

RES will provide Telephone and Internet service. Please call 847-696-2208 with any questions regarding Telephone and Internet Services.