



EXHIBITOR SERVICE MANUAL

April 14 - 16, 2010

Orange County Convention Center
Orlando, FL



Dear RFID Journal LIVE! Exhibitor,

We are excited to have you participating in our upcoming event: April 14 – April 16 at the Orange County Convention Center, South Concourse, Orlando, FL. On behalf of our events team, I am pleased to send you the **RFID Journal LIVE! 2010 Exhibitor Services Manual**. Please use this as a reference tool to understand the opportunities that you have as an exhibitor.

This manual will be posted online. We recommend that you check this online version for periodic updates and changes at <http://www.rfidjournalevents.com/live/esm.php>.

Important deadlines coming up include:

- ✓ Make your hotel room reservations – Group Discounts end **March 21, 2010**

WHERE DO I BEGIN?

- **Go over the *Planning Checklist***— We have put together a convenient check list, located in the *General Information Section*, which will aid you in preparing for the event.
- **Review the *Action Items/Timeline* page**— Meeting deadlines in a timely manner will help you save money, maximize your participation, and give you the most exposure prior to the event.
- **Read the *Rules & Regulations*** — Please carefully review all regulations for both the event and booth construction.
- **Reserve your hotel rooms now**— The hotel is accepting room reservations on a first-come – first-served basis. We have negotiated a discounted rate with the Hilton Hotel Orlando, but space is limited. Please turn to the Registration & Travel Section for more information.

Two easy ways to book your room*:

- Online:** <http://www.hilton.com/en/hi/groups/personalized/ORLOCHH-RFI-20100409/index.jhtml>
By Phone: Call 1-888-488-3509. Please reference group code **RFI**.
International guest may call +1 (407) 313-4300.

*If you wish to book a block of 10 rooms or more, please contact Becky Pratt, event manager, at the Hilton Orlando. She can be reached via email at Becky.Pratt@hilton.com or by phone at (407) 313-8457.

- **Program guide submission** – Each exhibitor receives one FREE company listing in the Official Event Program Guide. Instructions on how to submit your company description are located in the *Exhibitor Marketing & Tools Section*. Don't miss this opportunity– submit your information today! The deadline is **February 12, 2010**.
- **Champion Online Ordering**— We have chosen Champion Exposition Services to serve as the Official Service Contractor. To assist you in planning, necessary show services order forms are located in this manual; or you can order online any time after **February 1st** by following the instructions found in the "Online Ordering" Form. If you have a question regarding online ordering, please call Champion's Exhibitor Services at 800.723.1123 or 508.923.5200.

Bring copies of all your service orders and proof of payment with you to the event (or give it to the person who will be managing your booth on-site) for reference.

If you have any questions about this Exhibitor Service Manual, please contact me at cjohnson@rfidjournal.com or at 508-778-1974. We are excited about the upcoming event and are dedicated to making it successful for everyone!

Best regards,
Cheryl M. Johnson
Director, Events Management
cjohnson@rfidjournal.com
Tel 508-778-1974 / Fax 508-778-0003



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GENERAL SHOW INFORMATION

Location:

Orange County Convention Center
 South Concourse, SB Hall
 9899 International Drive
 Orlando, FL 32819
 Tel 407-685-9800
 Fax 407-685-9875

Exhibit Hall Hours:

Move-In & Setup South Concourse, SB Hall

Tuesday, April 13	1:00 p.m. – 5:00 p.m.
Wednesday, April 14	8:00 am – 4:00 pm

All Exhibits must be set-up by 4:00 p.m. on Wednesday, April 14

Exhibit Halls Open

Wednesday, April 14	6:30 pm to 8:15 pm	Opening Reception in the Exhibit Hall
Thursday, April 15	10:30 am to 5:00 pm	Lunch Served in the Exhibit Hall
Friday, April 16	10:30 am to 3:00 pm	Lunch Served in the Exhibit Hall

Tear Down & Move Out

Friday, April 16	3:00 pm – 10:00m	Note: All carriers (trucking companies) must check in no later than 6:00 p.m. on Friday, April 16, 2010 for freight pickup.
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Shipping:

Advanced Warehouse: March 12 – April 6, 2010
 Direct to show site: April 13, 2010 at 8:00am

Exhibit Booths Include:

- Booth ID sign listing company name and booth number
- 8' high back drape (black)
- 3' high side rails (black)

****Please Note:** The exhibit hall is not carpeted. You must carpet your booth.

Exhibit Area:

Orange County Convention Center, South Concourse, SB Hall
 Current Floor Plan can be downloaded at: <http://www.rfidjournal.com/live/floorplan.php>



ACTION ITEMS/TIMELINE

Deadline	Action Item
On Signing of Contract	<ul style="list-style-type: none"> • Final booth & sponsorship payment due February 27, 2010 • Corporate logo due (when applicable) for use on event web site and/or in printed materials and signage, send to mbernat@rfidjournal.com • Confirm company URL for link on event web site send to mbernat@rfidjournal.com 212-584-9400 x3
March 21	Make hotel reservations online at: http://www.hilton.com/en/hi/groups/personalized/ORLOCHH-RFI-20100409/index.jhtml
ASAP	Order Customized HTML Email Templates: This is included in your participation and is complimentary for exhibitors. Send an email to mbernat@rfidjournal.com 212-584-9400 x3
February 12	Event Program Guide materials due: (a) Corporate logo and profile (b) Breakout session abstract (if applicable) (c) Breakout session speaker bio and photo (if applicable) (d) Vendor Panel participant bio and photo (if applicable) Send item (a) to mbernat@rfidjournal.com 212-584-9400 x3 and items (b), (c) and (d) to dhughes@rfidjournal.com
February 12	Reserve Ad Space in the onsite Event Program Guide. Contact your sales representative for details and information: Alan McIntosh amcintosh@rfidjournal.com 212-584-9400 x4 or Matt Singer msinger@rfidjournal.com 212-584-9400 x6
February 12	4-Color, Full-Page Ad Materials for Event Guide due Send to mbernat@rfidjournal.com 212-584-9400 x3
March 23	Deadline for advance order on Custom Exhibits & Signage
March 30	Deadline for advance order on all other decorator services (furniture and accessories)
April 7	Register your staff and VIP's. After this date, all registrations must be submitted on site at the registration desk.
April 6	Confirm your shipments and their contents and bring all copies of all paperwork to show site.
March 12-April 6	Late to warehouse charges will apply to shipments received after April 6.
March 31	Schedule a Press Conference
April 15 - 16	RFID Journal LIVE! 2010 – Space Selection for the 2011 RFID Journal LIVE! Exhibition in the on-site Sales Suite.



PLANNING CHECKLIST

- Submit Company Profile for Event Guide: February 12, 2010
mbernat@rfidjournal.com 212-584-9400 x3
- Submit Speaker Bios (if applicable) for Event Guide to: February 12, 2010
dhughes@rfidjournal.com
- Logos & Profiles Submitted for Event Guide/Signage to: February 12, 2010
mbernat@rfidjournal.com
- 4-Color, Full-Page Ads for Event Guide to:
mbernat@rfidjournal.com 212-584-9400 x3
- Exhibitor Appointed Non-Official Contractor Form to: March 12, 2010
cjohnson@rfidjournal.com

Order Services Before The Deadlines Listed Below For Advanced Discount Pricing (Where Applicable)

- Lead Retrieval April 6, 2010
- Hotel Reservation Discount April 1, 2010
- Custom Exhibits Rental March 23, 2010
- Special Signage March 23, 2010
- Furniture Requests – Tables, Chairs, etc. March 30, 2010
- Internet Services March 22, 2010
- Third-Party Payment Authorization March 30, 2010
- Booth Labor March 30, 2010
- Booth Cleaning & Porter Service March 30, 2010
- Audio Visual / Computer Rentals April 6, 2010
- Electrical Services Orders March 22, 2010
- Advance Shipment Discount Material Handling Pricing April 6, 2010
- Exhibitor Registration April 7, 2010
- Direct Shipments to Arrive at Orange County Convention Center April 13, 2010



RFID JOURNAL LIVE! STAFF CONTACT LIST

OPERATIONS/LOGISTICS TEAM CONTACTS:

Kim Ray, Vice President of Events

Tel 860.461.7168

Email kray@rfidjournal.com

Fax 617.663.6223

****Contact Kim re:** General Event Questions

Cheryl Johnson, Director, Events Management

Tel 508.778.1974

Email cjohnson@rfidjournal.com

Fax 508.778.0003

****Contact Cheryl re:** Operations and Logistics, Move-In and Move-Out, Booth Set, & Shipping Info.

Ross Holicker, Exhibit Floor Manager

Tel 781.455.1188 ext. 203

Email ross.holicker@roieventmanagement.com

Fax 781.444.3429

****Contact Ross re:** Show Floor Issues, Move-In and Move-Out, Display Guidelines

Matt Bernat, Marketing Coordinator

Tel 212.584.9400 ext. 3

Email mbernat@rfidjournal.com

Fax 212.584.9359

****Contact Matt re:** Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads

Deb Hughes, Editorial Director of Events

561.504.2627

Email dhughes@rfidjournal.com

****Contact Deb re:** Conference Program Content, Speaker Questions/Issues (speaker bios, a/v questions)

SALES TEAM CONTACTS:

Alan McIntosh, Director of Sales

Tel 212.584.9400 ext. 4

Email amcintosh@rfidjournal.com

Fax 212.584-9359

****Contact Alan re:** Exhibit Sales, Sponsorship Opportunities, Advertising in the Program & Exhibits Guide, Custom Programs and General Sales Related Questions

Matthew Singer, Director of Sales

Tel 212.584.9400 ext. 6

Email msinger@rfidjournal.com

Fax 212.584-9359

****Contact Matt re:** Exhibit Sales, Sponsorship Opportunities, Advertising in the Program & Exhibits Guide, Custom Programs and General Sales Related Questions

PUBLIC RELATIONS TEAM CONTACTS:

Bob Basmadjian, Public Relations Manager

Spectrum Marketing & Communications

Tel 908.823.9400

Email spectrum_marketing@earthlink.net

**** Contact Bob re:** PR Opportunities, Obtaining the pre-registered Press List & Scheduling Press Conferences/Announcements



RFID JOURNAL LIVE! SERVICE CONTRACTORS CONTACT LIST

Audio Visual & Computer Rental Services

Digital Blue Global
1733 Picaro Court, Suite 100
Orlando, FL 89128

Tel: 866.43-DBIAV
Fax: 702.974.0244
Email: info@dbiav.com

Catering *

Centerplate Catering

Exhibitor Catering Services
Orange County Convention Center
9800 International Drive
Orlando, FL 32819
Tel: (407) 685-5712
Fax: (407) 685-9859
www.centerplate.com

Floral

TLC National Convention Plant Services
P.O. Box 54962
Atlanta, GA 30308

Tel: (800) 852-0023
Fax: (770) 474-4676

Official General Services Contractor **(Labor, Furnishings, Signs, Shipping, Material Handling*, etc.)**

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346

Phone: 800.723.1123
Fax: 508.946.1019

Security Services

Century Security
6421 Pincastle Blvd., Suite 1
Orlando, FL 32809

Tel: (407) 226-1168
Fax: (407) 226-7076

Booth Cleaning *

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346

Phone: 800.723.1123
Fax: 508.946.1019

Electrical Services *

Orange County Convention Center
ATTN: Exhibitor Services
9860 Universal Blvd.
Orlando, FL 32819-8199
Tel: (407) 685-9824
Fax: (407) 685-9884
Email: exhibit.services@occc.net
www.occc.net/exhibitor/default.asp

Lead Retrieval

Custom Registration, Inc.
2020 E. Randol Mill Rd., Suite 307
Arlington, TX 76011

Tel: (817) 277-7187
Fax: (817) 277-7616

www.customreg.com/leads CODE: RYLIVE10

Rigging Services *

Orange County Convention Center
9860 Universal Blvd.
Orlando, FL 32819

Toll free: 800-345-9898
Tel: (407) 685-9824
Fax: (407) 685-9884

Email: exhibit.services@occc.net
www.occc.net/exhibitor/default.asp

Telephone & Internet Services *

Smart City

5795 W. Badura Ave., Suite 110
Las Vegas, NV 89118

Tel: 888-446-6911
Fax: (702)943-6001

www.smartcity.com

* Exclusive Service



FREQUENTLY ASKED QUESTIONS

Do I need insurance for my exhibit space?

Exhibitors must obtain adequate insurance at their own expense. RFID Journal and The Orange County Convention Center require coverage of at least \$1 million of comprehensive general liability insurance as well as adequate levels of Property Insurance, Workers Compensation, and Automobile Liability Insurance.

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own Expense. Neither The Orange County Convention Center, RFID Journal, nor Champion Exposition Services will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

What hidden costs should I be aware of?

Generally, the most common expenses outside the rental of the exhibit space are incurred through shipping, freight handling, furniture ordering, union labor and booth cleaning. Please take a minute to review the shipping and order forms provided in your exhibitor service kit. **Ordering by the Advance Discount Deadline Dates will save your company money.**

Do I need to carpet my booth?

YES. The exhibit hall **IS NOT** carpeted.

What is the difference between shipping to the Advance Warehouse vs. shipping directly to show site?

To ensure that exhibitor move-in is efficient and timely, Champion Exposition Services provides exhibitors the opportunity to ship items for their exhibit spaces to an advance warehouse. Items shipped to the advance warehouse are delivered to the event site a day earlier than freight that is accepted on-site. This generally will insure that your booth items are placed as early as possible in your booth location for set-up.

Do I need to send in the Exhibitor Appointed Non-Official Contractor Authorization form?

If you will be using a third-party contractor to install your exhibit space, you will need to fill out and fax back the Exhibitor Non-Official Contractor form to Champion Exposition Services by **March 12**. Your contractor will also need to provide a **copy of their insurance** along with this form.

How many badges do I receive with my exhibit space?

This depends on your company's level of participation. Please refer to the *Registration Section* for a detailed description.

Can I hang a sign over my booth?

No hanging signs are allowed for booths smaller than 20' by 20'.

Where can I find my booth location?

Exhibitor booth locations can be found via a downloadable floor plan at <http://www.rfidjournalevents.com/live/floorplan.php>.



SECURITY TIPS

Event Management will provide 24-hour perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit floor is closed or your booth is unattended, remove valuable items or secure them in a safe place. There will be a security cage available near the Exhibitor Services Desk at the rear of the Exhibit Hall to lock up valuables.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibits floor is closed.
- ✓ Do not leave your leads in the booth unattended.
- ✓ When the exhibits floor closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.

MISCELLANEOUS

Appropriate Attire

Business casual attire is recommended for all sessions and functions at RFID Journal LIVE!

Business Center

FedEx Kinko's Business Center

Orange County Convention Center

Located outside West Concourse Hall C and the North and South Concourses

8am – 5pm Daily

T: (407) 363-2831

F: (407) 363-4731

Email: usa3996@fedexkinkos.com

Orlando Weather

April temperatures range from the high 70s during the day to the low 60s at night.



REGISTRATION INFORMATION

Complimentary Conference Passes

With the event fast approaching, your next step will be to take advantage of your complimentary Conference Passes for your show staff, company employees, customers or prospects. These complimentary passes provide access to the keynotes, main conference and breakout sessions, exhibit hall, opening night reception and other event meal functions.

Important Note: Except for official Preconference Seminar Sponsors, these complimentary Conference Passes do not include access to any of the preconference seminars on April 14th. If you wish to attend a Preconference Seminar, you can purchase an upgrade to your complimentary Conference Pass. Details below.

Exhibitor Booth Staff Passes (Access to Exhibit Hall Only)

Exhibitors may purchase Exhibitor Booth Staff passes for \$199. These passes are for exhibit hall access, keynote and general sessions and include access during move-in and move-out. These passes also include all meal functions served in the exhibit hall, including the opening night networking reception.

Speaker and Panelist Passes

If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted number of passes indicated below. Please email dhughes@rfidjournal.com with the details on who will be speaking on behalf of your company.

The allotted number of complimentary Exhibitor Staff Conference Passes that is included in your exhibit and/or sponsorship program is outlined below:

Exhibitor Staff Conference Passes:
Cornerstone Sponsor – 20 passes
Signature Sponsor – 20 passes
Premiere Sponsor – 15 passes
Premium Sponsor – 15 passes
Platinum Sponsor – 8 passes
Silver Sponsor – 4 passes
Exhibitor – 4 passes

In addition, any exhibitor that has purchased additional booth space (10x20 or higher) will receive 3 additional Exhibitor Staff Conference Passes per each 10'-by-10' increment. For example, a 10'-by-30' booth space will receive 6 extra passes above and beyond the number of passes listed in the above chart.



ONLINE REGISTRATION

How to Register Your Staff, Customers & Prospects

Instructions:

1. The person you provided to us as your primary point of contact for this event should have received an email from webreg@signup-confirmation.com.
2. This email contains your unique URL and instructions for registering your complimentary passes. Please follow the instructions carefully.
3. Should you require further assistance please contact either LiveReg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com at 508-778-1974.

Please note that your exhibitor account is pre-programmed with the number of complimentary passes that you are entitled to. Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

All-Access Pass _____ \$1,399

Conference Pass _____ \$1099

Exhibit Booth Staff Passes _____ \$199

Upgrade from Complimentary Conference Pass to Conference
+ Preconference Pass _____ \$399*

Upgrade from Complimentary Conference Pass to
All-Access Pass _____ \$499*

*Please note that if you wish to upgrade, you will need to contact a registration customer service representative by emailing LiveReg@rfidjournal.com

If you have questions regarding Online Registration, please contact LiveReg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com 508-778-1974.



HOTEL RESERVATIONS

RFID Journal has negotiated a special discounted rate of \$189 single or double occupancy at the new Hilton Hotel Orlando, the closest hotel to the Convention Center's South Concourse for all LIVE! participants

Please note: The deadline to receive our discounted hotel rate is **March 21, 2010.**

• **Reserve your hotel rooms now**— The hotel is accepting room reservations on a first-come – first-served basis. We have negotiated a discounted rate with the Hilton Hotel Orlando, but space is limited.

Two easy ways to book your room*:

Online: <http://www.hilton.com/en/hi/groups/personalized/ORLOCHH-RFI-20100409/index.jhtml>

By Phone: Call 1-888-488-3509. Please reference group code **RFI**.
International guest may call +1 (407) 313-4300.

*If you wish to book a block of 10 rooms or more, please contact Becky Pratt, event manager, at the Hilton Orlando. She can be reached via email at Becky.Pratt@hilton.com or by phone at (407) 313-8457.

Hotel Address:

**Hilton Hotel Orlando
6001 Destination Parkway
Orlando, FL 32819
USA
\$189.00 Single/Double**

**Tel: 1-407-313-4300
Fax: 1-407-313-4301**

Hilton Hotel Orlando Web site:

<http://www.thehiltonorlando.com/>

The Hilton Orlando hotel is centrally located in the heart of Orlando, Florida off of International Drive and only 13 miles from Orlando International Airport.



RULES & REGULATIONS/EXHIBIT DISPLAY GUIDELINES

LINEAR BOOTH GUIDELINES

All In-Line (Linear) and Perimeter Booths Include:

- 8' high black draped back wall and 3' high side rails. Pipe and drape can be removed at exhibitor's request provided appropriate masking guidelines are followed. Please see guidelines for Standard Linear Booth Space.
- One 7"-by-44" booth identification sign displaying your company name and booth number.

Canopies & Ceilings

Definition: A component of an exhibit supported over an exhibitor's space for decorative purposes only.

No canopies or ceilings allowed due to the fire marshal regulations.

Standard Linear Booth Space

Definition: One or more standard booth units (10'-by-10') in a straight line. Applies to all individual and corner booths.

Linear Booth Height Limit Specifications:

- Back 5' of booth has a maximum height of 8'.
- Front 5' of booth has maximum height of 4'.
- Displays are limited to 4' in height, in the front portion of each booth. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If your display exceeds 4' in height, it is required that you place it away from the 5'-by-10' sightline area in the front of the booth in order to provide a "see-through" lane for neighboring exhibitors.

Dimensions

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet. Linear booths may not be enclosed. Exhibit structures must be constructed to allow sufficient tolerance on each side for the included equipment and for utility service at rear of booth. Exposed areas must be covered so as not to leave booth structure open to other exhibitors' booths or attendees' view.

Use of Space

Exhibits shall be arranged as to not obstruct the general view or hide the exhibits of others. Plans for a specially built display not in accordance with these stated regulations should be submitted to Event Management before construction is ordered.

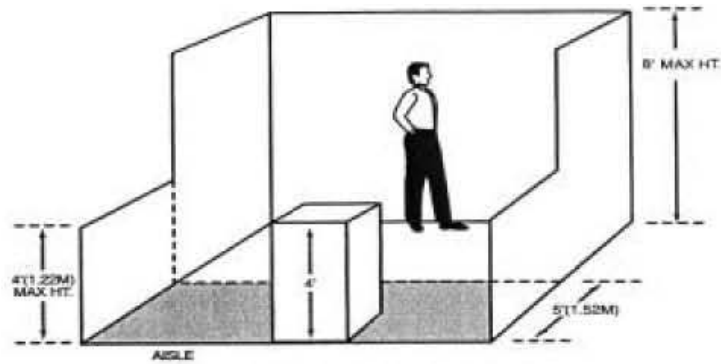
Sign Requirements & Limitations

No hanging signs are allowed for booths smaller than 20' by 20'.

** (Diagram on next page.)

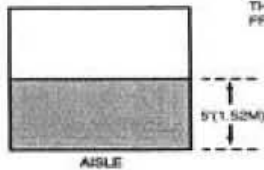


LINEAR BOOTH DIAGRAM

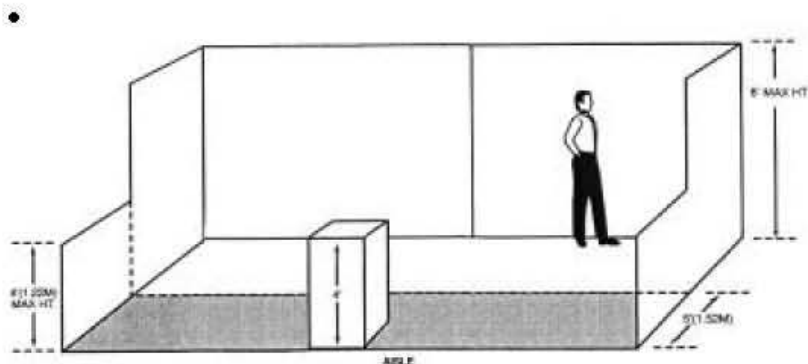


Single Standard Booth Unit

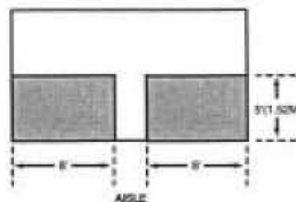
DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



- 8' (2.54M) MAX HT.
- 4' (1.22M) MAX HT.



Two or More Standard Booth Units



- 8' (2.54M) MAX HT.
- 4' (1.22M) MAX HT.

PENINSULA BOOTH

Definition

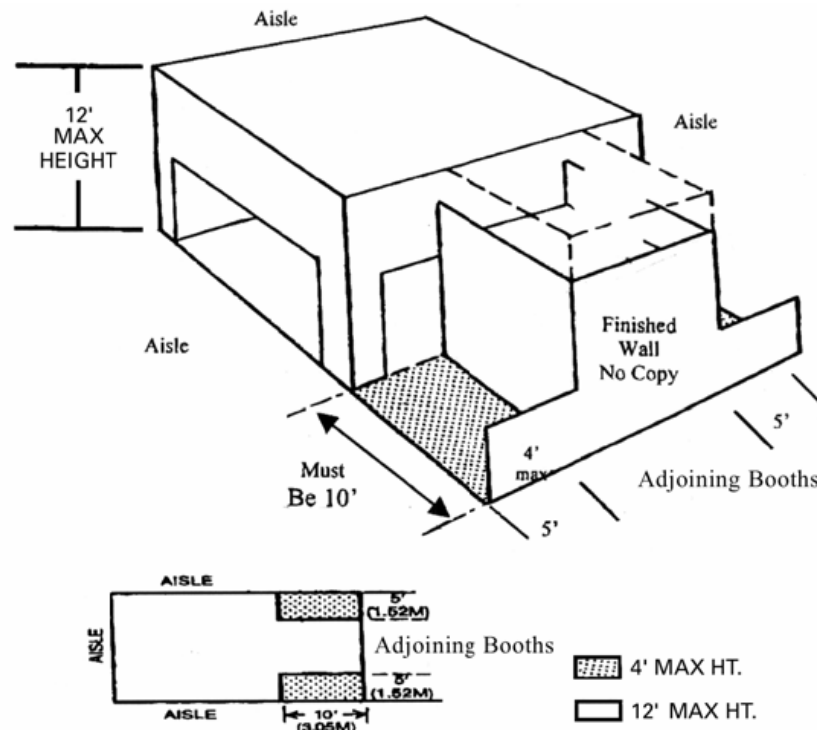
A minimum of four standard linear booths (2 backed up to 2) with aisle space on 3 sides of the configuration that backs up to Linear Booths, and is 20'-by-20' or larger.

Peninsula Booth Height Limit Specifications:

- Maximum height of 12' in the 10' section of the backwall only. **The backwall and all display fixtures are restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If you have any questions regarding whether your booth follows this regulation, please submit a drawing of your booth to Show Management.**
- If you have any type of interactive display, you must have a 3-foot clearance from the aisle(s) to allow for crowds.
- Any portion of the booth bordering another exhibitor's booth must have a finished back side and must not have logos, signs or other copy that would detract from the adjoining exhibit.
- Hanging signs are allowed over Peninsula Booths.

Show Management and the Fire Marshal must approve all booths over 12 feet in height. Failure to submit any request for a height variance to Show Management by April 2, 2010 will jeopardize your request for height approval.

PENINSULA BOOTH DIAGRAM



ISLAND BOOTH SPACE

Definition

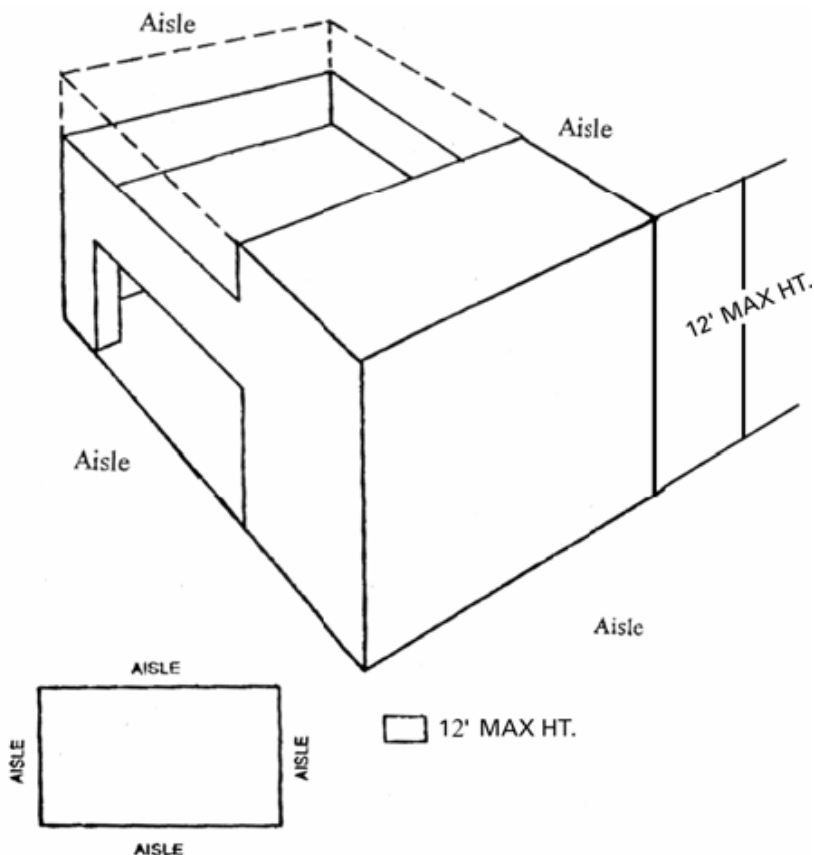
Exhibit of 20'-by-20' or larger with an aisle on all four sides.

Island Booth Height Limit Specifications:

- Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12', including signage.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- Walls may be installed in any portion of the booth; however, 30 percent of the perimeter of the booth must be left open. The entire cubic content of this booth may be used, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.
- Hanging signs are allowed over Island Booths.

Show Management and the Fire Marshal must approve all booths over 12 feet in height. Failure to submit any request for a height variance to Show Management by April 2, 2010 will jeopardize your request for height approval.

ISLAND BOOTH DIAGRAM





RULES & REGULATIONS

Aisle Space

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship. If your company is interested in sponsorship opportunities, please contact your sales representative. Alan McIntosh amcintosh@rfidjournal.com 212-584-9400 x4 or Matt Singer msinger@rfidjournal.com 212-584-9400 x6

Badges

All event participants must wear official RFID Journal LIVE! badges at all times in the exhibit area and conference sessions. The event is open to the trade only. No one under 18 years of age will be allowed on the exhibit floor at any time. No one will be allowed on the exhibit floor without a proper badge.

Photography/Recording

No photography, video recording or sketching is permitted during show hours. If exhibitors wish to take photos of their booths, they must do so prior to show opening. No recording is allowed at any time in the Exhibit Hall. Photography or recording in or around the session rooms is strictly prohibited by Event Management at all times.

Cartons

Empty cartons and cases must be removed from the exhibit area. They may not be stored behind curtains or booths. During move-in, Champion Exposition Services will provide **EMPTY** stickers to affix to boxes. When empty and properly labeled with an Empty sticker, please place the cartons in the aisle in front of your booth. Champion will collect and store the boxes throughout move-in, then return them to you upon show closing.

Catering

All food and beverage requirements must be purchased from Centerplace Catering the exclusive provider for the Orange County Convention Center. No other food items or beverages may be brought into the Exhibit Hall from outside vendors.

Contests/Drawings

Individual contest/drawing winners will **NOT** be announced via the microphone in the Exhibit Hall. We recommend you post the winners' names at your booth on the second day. This may increase traffic to your booth.

Decorator

Champion Exposition Services is the official Decorator/General Contractor for RFID Journal LIVE! 2010. They are responsible for efficient operations of the event including scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. Champion Exposition Services will handle all material handling at the event (drayage), and the operation of any mechanical lifts.

Demonstrations and Any Booth Activities Including Sound Levels

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during exhibit hours only. If you have any type of interactive display, you must have a three-foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope of the event by Event Management is not permitted. Please take into consideration the placement of speakers and theater presentations when designing your booth properties and face the speakers so as to direct sound into the booth rather than into the aisle. Sound demonstrations should remain at a reasonable level and not disrupt neighboring exhibitors. Nothing louder than 85 decibels is allowed in your booth at any time.



RULES & REGULATIONS (CONTINUED)

Exhibits

Booths must be set-up, staffed and ready to open at the beginning of each day's Exhibit Hall hours. Booths must remain intact until the close of the Exhibit Hall. Early tear-down of booths is strictly prohibited.

Exhibit Set-Up and Union Jurisdictions

Union jurisdictions prevail over all set-up and dismantling of exhibits including signs and laying of carpet. A 10' X 10' display ("pop-ups") may be set by an exhibitor if one person can accomplish the task in no more than 30 minutes (including crating and uncrating) and without the use of any tools. A pop-up booth is an exhibit of 10 linear feet or less, which can be carried and set-up without tools or a ladder. Two 10' x 10' pop-ups within one exhibitor's booth are not separate displays. Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes to install, or exceeds ten feet in any direction, shall be installed by union employees. The union steward reserves the right to determine whether or not union labor is required to set-up the exhibitor's booth.

Exhibitors are also permitted to bring in their own booth shipments provided that they can be hand carried or wheeled in through the front entrance of the exhibit hall. Anything crated that needs to be brought in through the loading dock has to be done by union employees and will be subject to the material handling charges located on the Champion Exposition forms.

Exhibitor Appointed Contractors

Exhibitors who wish to employ display houses or exhibit manufacturers to erect or dismantle their booth may have supervision of labor sent in from their supplier. Workers of this type cannot physically erect the booth, unless they are members of the appropriate Union Local. Please be sure to submit the required Exhibitor Appointed Contractor Form that is found in the *Labor Section 5* to Event Management and Champion Exposition Services by **March 12, 2010**.

Exhibitor Events

It is Event Management policy that exhibitors can not plan events that interfere with exhibit or conference hours, or with events such as the Opening Night Reception or an Event Management-offered Attendee Party. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Representative: Alan McIntosh amcintosh@rfidjournal.com 212-584-9400 x4 or Matt Singer msinger@rfidjournal.com 212-584-9400 x6

Flammable/Hazardous Materials Regulations

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. Orange County Convention Center restricts the use of the following hazardous materials, including but not limited to compressed flammable gasses, flammable gasses, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in Orange County Convention Center, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted.

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons



RULES & REGULATIONS (CONTINUED)

Noise Levels

Music must be kept at minimum sound levels. Speakers are required to be turned inward to the booth. If, after a warning is given by Event Management, complaints continue to arise from neighboring exhibitors the sound system must be turned off.

Promotional Materials and Handouts

Promotional materials may only be distributed from your booth. No promotional material of any kind may be handed out in the aisles or outside the exhibit hall. Exhibitors are also cautioned that if their promotional materials are found affixed to hotel property, they will be responsible for cost of its removal.

Storage-Accessible

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have Champion store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes. Arrangements can be made with Champion for on-site storage of excess items. Check with Champion on-site for availability and rates for access storage. No security is provided for this area.

Taxes and Licenses

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

Tipping

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing RFID Journal LLC and/or Champion Exposition Services.

Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.

Violations

Exhibitors are expected to comply with all RFID Journal LIVE! and the Orange County Convention Center Rules and Regulations and its affiliates.