

## **RULES & REGULATIONS/EXHIBIT DISPLAY GUIDELINES**

### **Logistics**

The Exhibit Area will be located inside Exhibit Hall D.

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

1. 8' high navy blue 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.
2. 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**

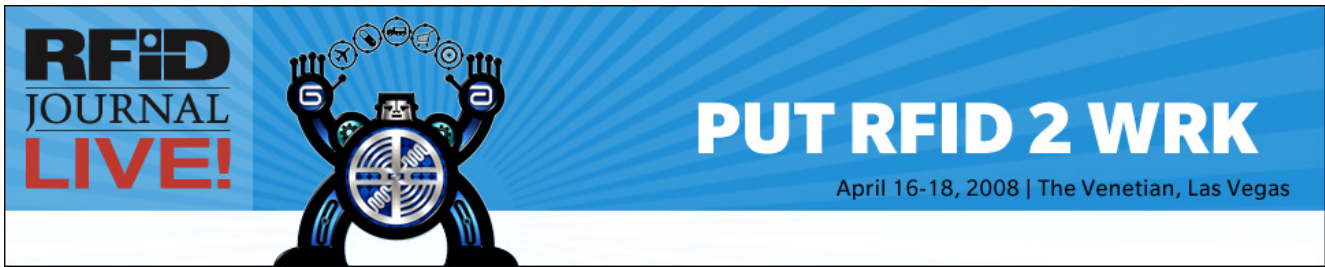
One or more standard booth units (10'-by-10') in a straight line. Applies to all individual and corner booths.

#### **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. Any exposed areas must be covered so as not to leave booth structure open to other exhibitors' booths or to the view of anyone walking the aisles.



## **RULES & REGULATIONS (continued)**

### **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.

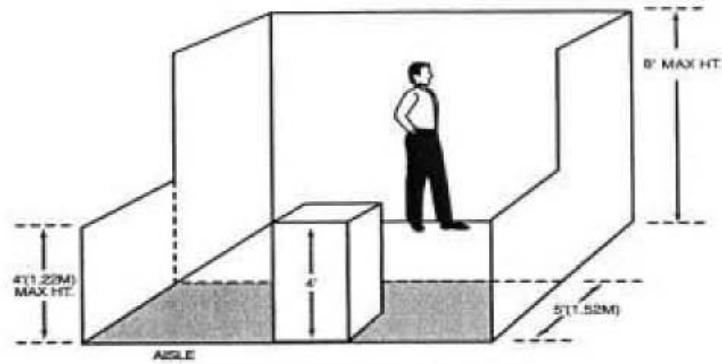
### **Sign Requirements & Limitations**

Signage for standard booth exhibits of 10'-by-10' may not exceed an overall height of 8 feet. Hanging banners are not permitted in booths smaller than 20'-by-20'. **Approval for hanging signs and for variances will not be considered for standard linear booths.**

\*\* (Diagram on next page.)

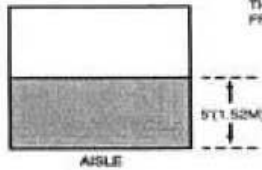


## LINEAR BOOTH DIAGRAM

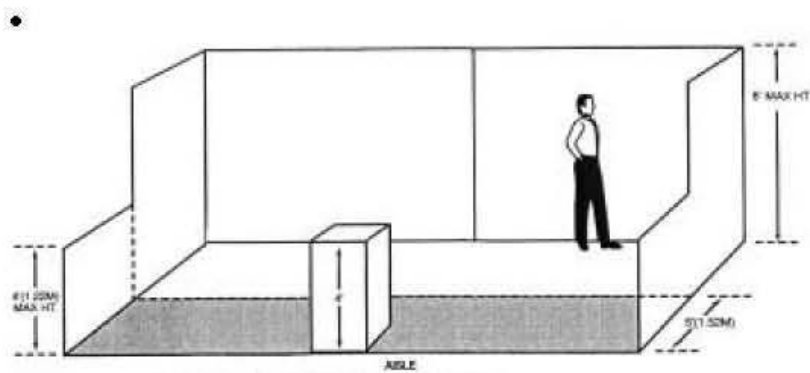


**Single Standard Booth Unit**

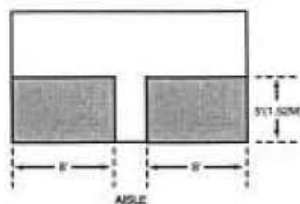
DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



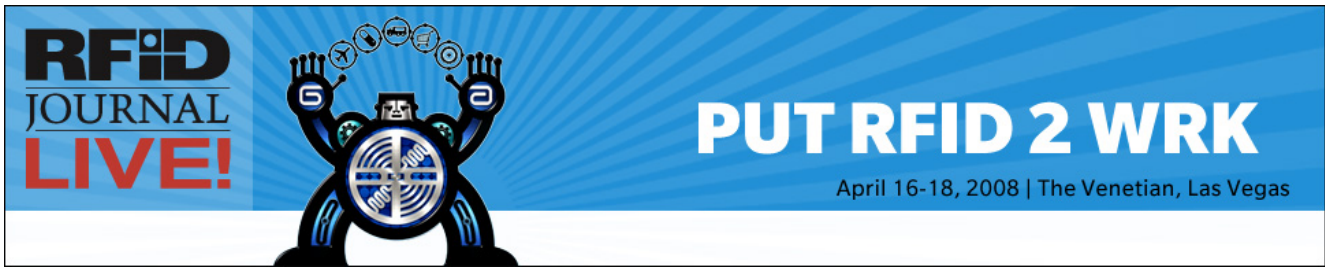
- 8' (2.54M) MAX HT.
- 4' (1.22M) MAX HT.



**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:

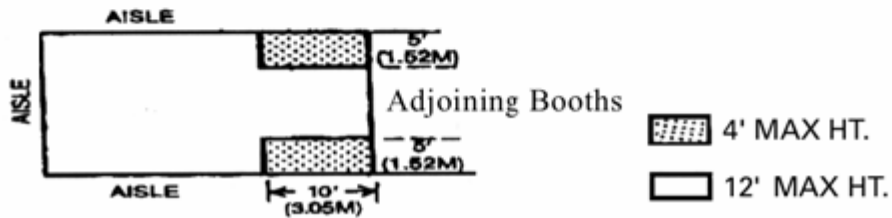
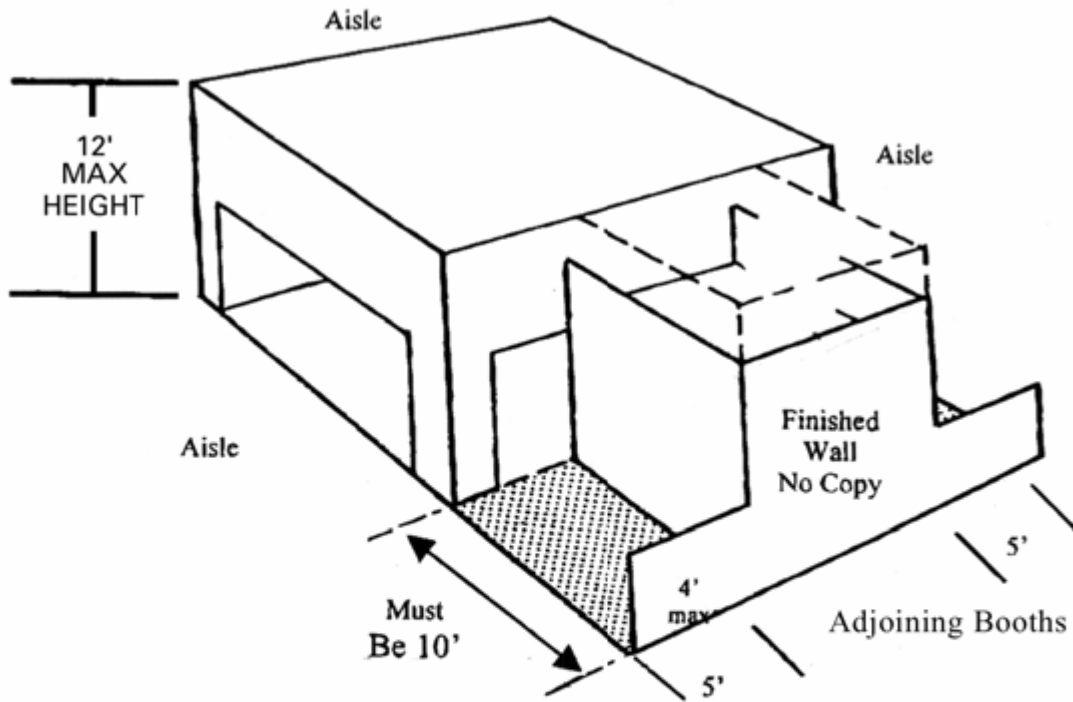
- Maximum height of 12' in the 10' section of the backwall only. **The backwall and all display fixtures are restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Machinery, equipment, or products may not be shown on 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 Event 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 carry identification signs or other copy that would detract from the adjoining exhibit.

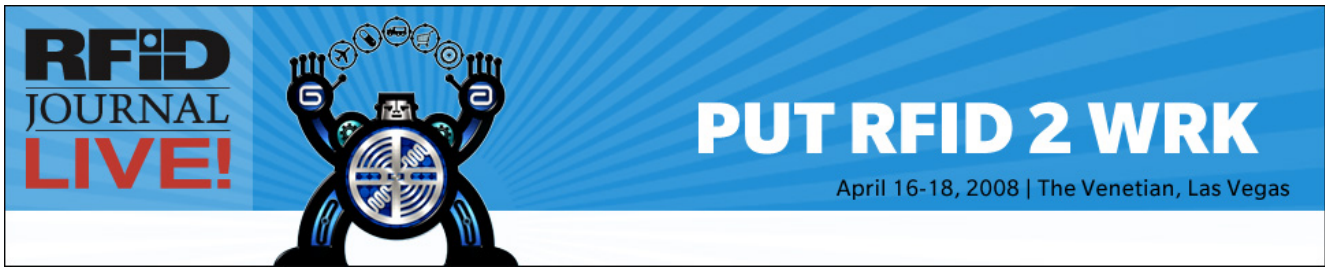
**Event Management must approve all booths over that over 12 feet in height. Failure to submit any request for a height variance to Event Management by April 2, 2008 will jeopardize your request for height approval.**

**\*\* Diagram shown on next page.**



## 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:

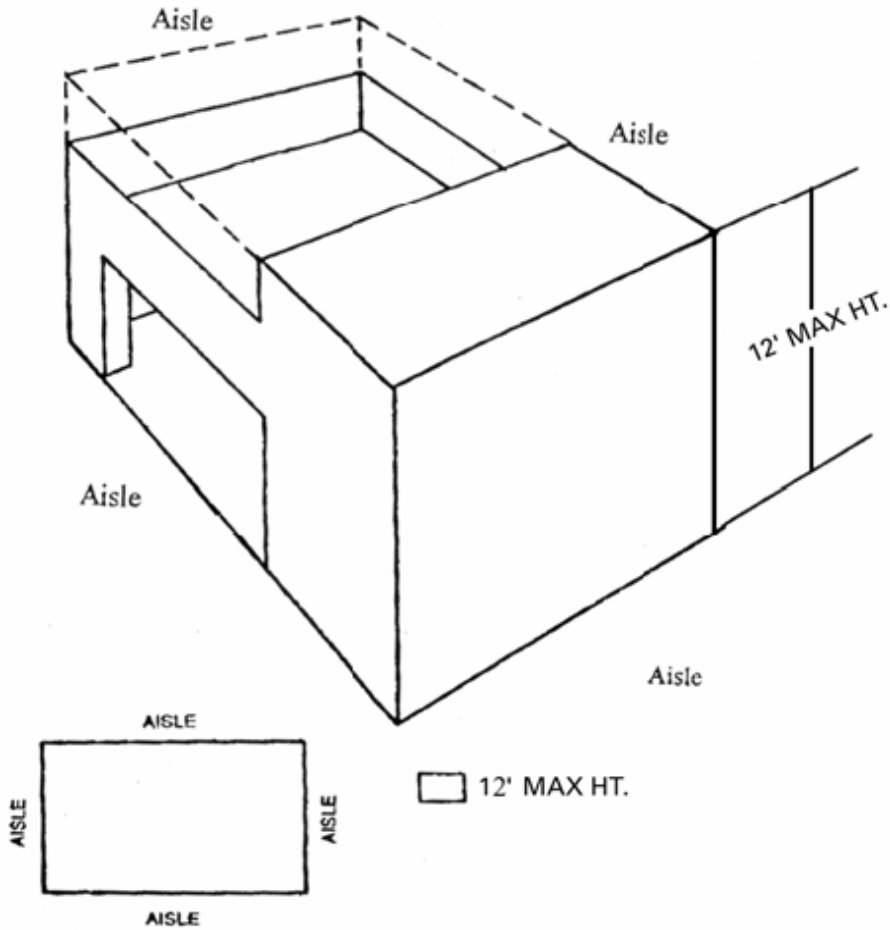
- Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12', including signage.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- Walls may be installed in any portion of the booth; however, 30 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.

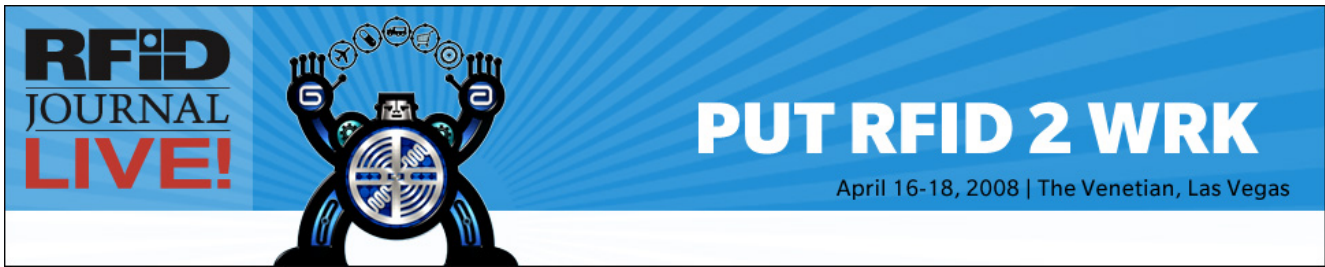
**Event Management must approve all booths over that over 12 feet in height. Failure to submit any request for a height variance to Event Management by March 14, 2008 will jeopardize your request for height approval.**

**\*\* Diagram shown on next page.**



## 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.

### 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 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. They 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 The Venetian Resort Hotel. No other food items or beverages may be brought into the Exhibit Hall from outside vendors.

### Contests/Drawings

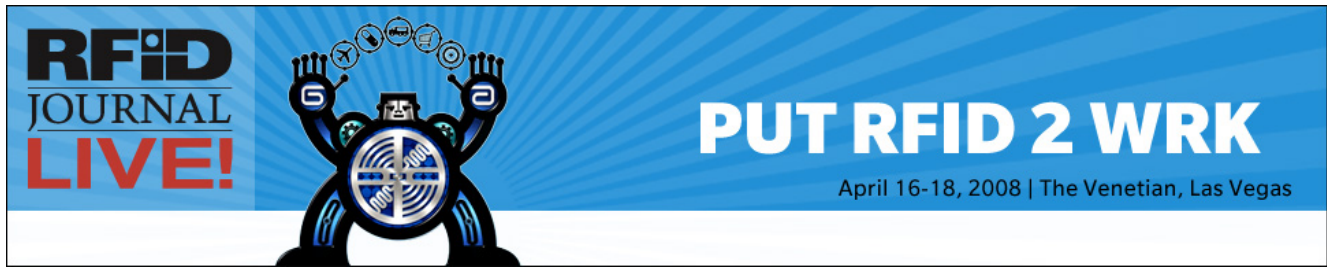
Individual contest/drawing winners will **NOT** be announced via the microphone in the Exhibit Hall. We recommend you post the winners' names at your booth on the second day. This may increase traffic to your booth.

### Decorator

Champion Exposition Services is the official General Contractor for RFID Journal LIVE! 2008. 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), cleaning 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



## **RULES & REGULATIONS (continued)**

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.

### **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.

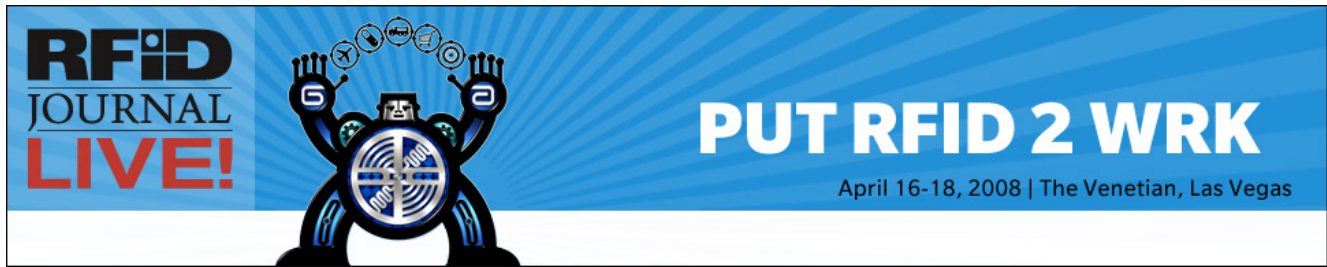
Exhibitors are also permitted to bring in their own booth shipments provided that they can be hand carried or wheeled in through the front entrance of the exhibit hall. Anything crated that needs to be brought in through the loading dock has to be done by union employees and will be subject to the material 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 30, 2008.

### **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 Manager or Cheryl Johnson at 508.778.1974.



## **RULES & REGULATIONS (continued)**

### **Flammable/Hazardous Materials Regulations**

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Venetian Resort Hotel 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 The Venetian Resort Hotel, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. Helium-filled products (balloons) and helium tanks are also restricted. See the Fire Regulations Information in the *Rules & Regulations Section*.

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

### **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**

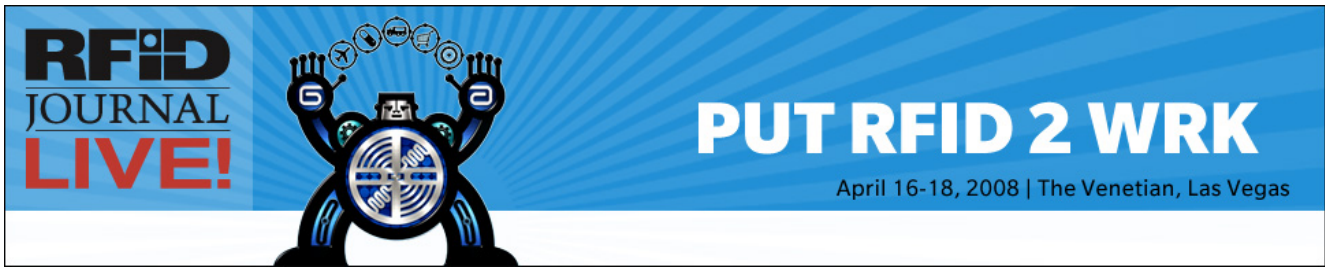
Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have Champion store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes. Arrangements can be made with Champion 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.



## **RULES & REGULATIONS (continued)**

### **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! Rules and Regulations as well as all the exhibitor policies governing The Venetian Resort Hotel and its affiliates.