



Tabletop Guidelines

The following display rules have been designed using the IAEE (International Association of Exhibitions and Events) guidelines and modified to incorporate some of the needs of the many international exhibitors who are present at Clarion Events exhibitions. Every attempt has been made to maintain fairness to exhibitors in booths of all sizes and to maintain clear lines of sight to neighboring booths/ table tops. These rules will be enforced in the exhibit hall, and you must have written approval from Clarion Events to display anything that does not adhere to the limits set forth in this document. Please contact casey.altmannsberger@clarionevents.com if you have any questions regarding these display rules.

General notes:

Your Space includes:

- One (1) 6' x 30" Draped Table
- Two (2) Chairs
- Company ID Sign

General Guidelines

- Tabletop Size: 6x3 table
- Sponsor materials cannot exceed the 8' x 6' space.
- Graphics, monitors, etc. cannot be mounted or draped.
- Sponsors are permitted to bring pull-up banners and/or tabletop displays.
- Sponsor materials MUST remain on top of or behind the table and cannot be placed in front of it.
- Under no circumstances may machinery or any part of an exhibitor's display extend outside of the boundary of your contracted exhibit space regardless of the height clearance from the floor. This rule also applies to lights, speakers, and hanging signs. If you have any type of projection in your booth, it must stay within your booth space. You cannot project onto the walls of the exhibit hall. If you do, you will be asked to remove the projection.
- Utility connections (electrical or internet wires, air/water/gas hoses, etc) must be hidden from view to maintain a high level of safety and professional appearance.
- Distributing literature or promotional items outside of the contracted booth space is prohibited.
- The use of a fog machine must be approved by Exhibit Services before arriving on show site.
- Approval is based on convention center requirements. The use of any chemicals is strictly prohibited. The direction of the smoke/fog must be towards the inside of the exhibitor's booth space. Smoke/fog cannot be directed toward the aisles.

Signs & Graphics:

- Signs and graphics, such as pop-up banners, are permitted if they do not exceed the size of your space.
- Sponsor materials MUST remain on top of or behind the table and cannot be placed in front of it.

Exhibit Space Lighting and Sound:

- Without exception, all light and sound must be contained within, and directed into, the footprint of the contracted exhibit space.
- Additional lighting may be brought in for the exhibit space, however this lighting must be restricted to the contracted exhibit space. Lighting should not shine onto the aisles or into a neighbor's exhibit space.
- Sound must not be at a level that interferes with normal levels of communication in neighboring exhibit space and not exceed 75 decibels.

Balloons (Static and Controlled):

- Balloons filled with helium or hydrogen are not permitted (tethered or un-tethered, controlled or stationary)
- Balloons filled with air may be suspended from the ceiling in exhibits with a minimum size of 400sqft (36sqm), pending Venue approval. In this instance, these will be treated as hanging signs. Please refer to hanging sign rules in this document for additional information. This should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.
- *Other guidelines may apply depending on the individual Venue Rules and Regulations.*

Flammable and Toxic Materials:

- All materials used in display construction or decorating should be made of fire-retardant materials and certified as flame retardant.
- Exhibitors should be aware of local regulations regarding fire/safety and the environment which must be adhered to.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Electrical:

- All 110-volt wiring should be grounded three-wire.
- 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."
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

Conducting Business outside of Exhibit Space:

- Distributing literature or promotional items outside of the contracted booth space is prohibited. If additional space is needed, please contact your sales manager to purchase additional exhibit hall floor space.

Compliance with Laws:

Exhibitor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of Clarion Events and the Exhibition Hall. Exhibitor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, always in accordance with customary standards of decorum and good taste in the industry.

Copyrighted Materials:

Exhibitor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees.

Exhibit Activities/Demonstrations:

"Live" demonstrations and costumed characters for promoting Exhibitor's products will be permitted on the Exhibition floor only within the confines of Exhibitor's booth. Exhibitor shall not conduct any activities in aisles or in space other than Exhibitor's booth space. All sound amplification devices and other sound-producing equipment and activities shall be limited to reasonable volume levels (no louder than 75 decibels) which shall not project beyond the boundaries of Exhibitor's booth space or otherwise interfere with the Exhibition or other exhibitors' activities. An audiometer may be used to measure sound levels. Clarion Events reserves the right to bar or eject Exhibitor from the Exhibition and/or close Exhibitor's booth for failure to comply with any provision of the Agreement.

Excessive Trash:

Any Exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

No Assignment:

Exhibitor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third-party without the prior written permission of Clarion Events. In addition, Exhibitor is not authorized and has no right to sublet any portion of its exhibit space or booth without the prior written permission of Clarion Events.

Limited License in Exhibitor's Name:

Exhibitor grants to Clarion Events a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Exhibitor's name, trade names, logos, and product names in any listing of those companies exhibiting at or registered to exhibit at the Exhibition and in Exhibition promotional materials. In addition, Exhibitor authorizes Clarion Events to take photographs of Exhibitor's booth, exhibit, and staff during, before, or after the Exhibition and to use such photographs for any legitimate promotional purpose of Clarion Events.

Booth Storage:

Materials may be stored under your tabletop during the show however all materials stored must be masked/covered so they are not visible.

Use of Unmanned Aircraft Systems (UAS) inside Venue:

All proposed UAS use by an exhibitor in the venue must be pre-approved by Clarion Events and the venue no later than thirty (30) days before the first day of the event and the operation of all drones must comply with the following rules.

- Visual Line of Sight must be maintained, and is defined as unaided (corrective lenses and/or sunglasses accepted) visual contact between a pilot in command and an unmanned aircraft sufficient to maintain safe operational control of the aircraft.
- The pilot in command (PIC) must hold either an airline transport, commercial, private, recreational, or sport pilot certificate.
- Prior to starting operations, the pilot must provide a Certificate of Insurance in a form acceptable to Clarion Events o
- Exhibitor will be responsible for all personal injury or property damage caused by the operation of the UAS. Exhibitor's Liability Insurance shall include a rider to cover all UAS activity.
- To obtain pre-approval the exhibitor must disclose the nature and frequency of UAS use and provide the operating specifications of all UAS to be flown.
- All Unmanned Aircraft Systems must be operated in a safe and reasonable manner.
- Clarion Events or the venue may require a fire watch depending on the proposed use of the UAS. The costs of any fire watch shall be prepaid by Exhibitor.
- UAS operation is subject to the same restrictions of video on the Exhibit Floor as stated in the terms and conditions of the Exhibit Space Agreement
- UAS use is subject to additional Venue rules and regulations. o All UAS use shall comply with all applicable federal and other laws. o Exhibitor shall defend and indemnify Clarion Events from all claims, suits, damages, judgments, or losses, of any kind made by any third party relating to the Exhibitor's use of drones and such indemnification shall include Clarion Events 's reasonable attorney's fees.

Any exhibitor in violation of the Use of Unmanned Aircraft Systems Policy will immediately cease and desist operation of the UAS and may be subject to further governing body sanctions. Furthermore, if the prior approved use is deemed by Clarion Events, at its sole discretion, to be a nuisance to other exhibitors or attendees, Clarion Events may prohibit or otherwise restrict the use of the UAS. Exhibitor agrees that Clarion Events 's decisions and discretion in such matter are final.

Use of Unmanned Aircraft Systems (UAS) outside or in National Airspace:

All proposed UAS use by an exhibitor must be pre-approved by Clarion Events and the venue no later than thirty (30) days before the first day of the event and the operation of all drones must comply with the following rules.

- Any operation that does not meet the statutory criteria for a public aircraft operation is considered a civil aircraft operation and must be conducted in accordance with all FAA regulations applicable to the operation. There are presently two methods of gaining FAA authorization to fly civil (non-governmental) UAS:
 - o Section 333 Exemption**
 - o Special Airworthiness Certificate (SAC)
- Visual Line of Sight must be maintained and is defined as: unaided (corrective lenses and/or sunglasses excepted) visual contact between a pilot in command and an unmanned aircraft sufficient to maintain safe operational control of the aircraft.
- The pilot in command (PIC) must hold either an airline transport, commercial, private, recreational, or sport pilot certificate. The PIC must also hold a current FAA airman medical certificate, or a valid U.S. driver's license issued by a state, the District of Columbia, Puerto Rico, a territory, or the Federal government.

- Prior to starting operations, the pilot must provide a Certificate of Insurance in a form acceptable to Clarion Events
- Exhibitor will be responsible for all personal injury or property damage caused by the operation of the UAS. Exhibitor's Liability Insurance shall include a rider to cover all UAS activity.
- To obtain pre-approval the exhibitor must disclose the nature and frequency of UAS use and provide the operating specifications of all UAS to be flown.
- All Unmanned Aircraft Systems must be operated in a safe and reasonable manner.

Clarion Events or the venue may require a fire watch depending on the proposed use of the UAS. The costs of any fire watch shall be prepaid by Exhibitor.

Outside Food and Beverage:

In compliance with the Convention Center's Rules and Regulations, outside food and beverages will not be permitted on the property of the Convention Center during DTECH Northeast. All Full Conference Delegate Registrations include access to the delegate lunch, which is in the Exhibition Hall.

Booth and/or Material Abandonment:

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule

of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.

Thank you for adhering to these display rules. Please do not hesitate to contact your Exhibitor Services Manager, Casey Altmannsberger at casey.altmannsberger@clarionevents.com if you have any questions regarding your exhibit. If possible, please include a graphic of your booth design with your email to assist us in answering your questions quickly and accurately.