



Society of Petroleum Engineers

SPE Canada

Exhibit Regulations

Exhibit Regulations

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Exhibit Regulations

Introduction

SPE has developed these exhibit regulations in order to provide a well-balanced, well-regulated, attractive and successful show. No exceptions to these regulations will be permitted. SPE reserves the right to enforce strict compliance with these Exhibit Regulations. Each exhibitor (“Exhibitor”) understands and agrees that the Exhibit Regulations are an integral and binding part of the Exhibit Space Agreement.

Exhibitors are responsible for all of their company personnel, including Exhibitor Appointed Contractors (EACs), and as such are responsible for communicating these Exhibit Regulations as well as all rules to their employees. Ignorance of a regulation is no excuse for a violation. Exhibiting personnel, including EACs, found in violation of the Exhibit Regulations, especially the Photography/Video/Audio Recording Regulations, are subject to removal from SPE. Multiple offenses by personnel and EACs of the same exhibiting booth/company will subject that company to having its booth closed for the remainder of the event and all of its personnel being removed from SPE. **SPE will not tolerate any abusive behavior from exhibitors. SPE reserves the right to remove any exhibitors who are not complying with the below rules and regulations.**

Build up and Breakdown

Construction

- During move-in/move-out, the exhibit floor is considered a construction zone. No open-toed shoes, sandals or flip-flops are allowed. If you are in violation of this safety rule, you will be asked to leave the exhibit floor.
- Children under the age of 18 are not permitted on the show floor during move-in/move-out.
- Designated “NO FREIGHT” aisles must be maintained clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the exhibit areas and to expedite freight and empty crate moving.
- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should refer to local building codes that regulate temporary structures.
- The penetration of floors, walls, ceilings, or trim will not be permitted; neither may any holes be drilled in any portion of the facility. Displays must be freestanding and not rely on any part of the exhibit facility other than the floor for support.
- Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

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Electrical

- Column or wall outlets **may not** be used in the facility for direct connection by anyone other than employees of the Official Electrical Contractor.
- **Exhibitors are strictly prohibited from installing their own electrical wiring.** All electrical, water, gas, etc. connections must be handled by the Official Electrical Contractor. Should any electrical work be located that was not installed by the Official Electrical Contractor, SPE Show Management will have the wiring disconnected and removed at the Exhibitor's expense. **No exceptions are permitted.**

Decorating

- No banner or sign hanging is permitted at SPE events.
- Any portion of a display that extends above or beyond that of the booth adjoining to the rear or side must be finished with paint or drape at the Exhibitor's expense. Any portion of an Exhibitor's booth facing an aisle must be finished.
- **BOOTH DRAPING (MASKING):** SPE regulations require covering (finished and/or draping) on the open side of the booth in a corner location, if materials are stored behind the display or if grid work and/or electrical cords are exposed to public viewing. Exposed parts of displays, (including the backs of any booth), must be completely finished so that they are not objectionable to other Exhibitors, delegates or SPE Management and are in keeping with the professional appearance on the exhibition floor. Any booth draping (masking) required for either or both sides (or back) of a booth by the end of Move-in on/or before the opening day of the Event will be ordered from the official contractor at the expense of
- Exhibitors are liable for any damage they cause (or third party authorized by them) to the walls, floors, columns, doors, windows, etc., during the installation, operation and dismantling of their exhibits.

Lighting

- Exhibitors must get the approval of lighting from the venue and SPE before use.

Carpeting

- The use of carpeting or other professional floor covering **is required** by each Exhibitor. Floor covering must encompass the entire footprint of the exhibit space. These floor coverings must not be sealed

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to the floors in such a manner as to injure the floor or be so installed as to be a hazard to public safety or as to endanger the public. Exhibitors are responsible for the final condition of the floor in their space. The edges of raised flooring may be inclined, providing the slope is gradual and gentle.

- If an exhibitor sets his booth without floor covering, the carpet will be ordered at the exhibitor's expense.
- If an exhibitor is setting up his booth late and is bringing his own carpet or floor covering, the exhibitor must notify show management or carpet will be ordered at the exhibitor's expense.

Installation/Dismantle Schedule

Exhibitors must comply with the published installation and dismantling schedules and procedures as outlined in the Exhibitor Services Manual. Requests for alterations to these schedules must be submitted to SPE in writing for approval.

After Hours Work Permits

SPE recognizes that, in critical situations, it may be necessary for an Exhibitor to work beyond the published installation and dismantle scheduled hours. Authorization to work late will be based on the type of work to be done, and the number of people needing access to the Exhibit Hall. Exhibitors should obtain approval from their Floor Manager. For authorization to work late, you must be able to demonstrate that the construction of your exhibit cannot be completed during scheduled hours. For safety and security reasons, work late authorizations will be granted only when conditions impact a company's ability to complete the construction of their exhibit.

Unattended Freight

The exhibitor or its EAC is encouraged to remain with their freight during move-out until it is picked up from the exhibit hall by the Official Freight Contractor. **Neither Show Management nor the facility is responsible for loss of unattended freight. Additional security may be hired at the Exhibitor's expense.**

Booth Inspection Deadline (No-Show Ruling)

- **The installation of all exhibits must be complete by the end of move-in (before opening morning.) No installation will be allowed on the morning of show opening without written approval by SPE Show Management.**

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- Exhibitors must submit a written notification for late installations for SPE Show Management approval. Approval of late installation requests is at the discretion of SPE. Notification should be sent to apcote@spe.org.
- Should an exhibit space remain vacant and arrangements for exhibit services (carpet, electricity, freight delivery, etc.) have been ordered and verified, SPE will assume the Exhibitor will be late, but will arrive.
- Should an exhibit space remain vacant with no arrangements for exhibit services ordered, and SPE has not been notified of late installation, SPE will assume the Exhibitor will NOT be exhibiting and will make this area into a carpeted lounge or attempt to resell it. SPE reserves the right to resell the cancelled space and the contract will become null and void. (Should an Exhibitor arrive after these steps have been taken, the Exhibitor will be responsible for costs incurred by SPE). There will be no refunds due to an Exhibitor who fails to utilize its contracted space and the Exhibitor will remain responsible for any outstanding balances due.
- It is recommended that a cell phone # is provided to SPE show management for weekend contact.

Early Tear Down

Should an Exhibitor begin to dismantle or vacate its exhibit space before the official close of the show, the Exhibitor will be subject to loss of their right to participate in future SPE events. Floor managers/Exhibit Manager will report the names of companies in violation of this rule to Show Management. Emails will be sent post-show informing Exhibitors of their penalty.

Exhibitors are responsible for notifying their booth personnel of this regulation. In fairness to all Exhibitors, this regulation will be uniformly enforced to all SPE Exhibitors.

Health and Safety

General Safety Procedures

- During move-in/move-out, the exhibit floor is considered a construction zone. No open-toed shoes, sandals or flip-flops are allowed. If you are in violation of this safety rule, you will be asked to leave the exhibit floor.
- The use of bicycles, roller skates, rollerblades, and/or motorized or manually operated scooters (including Segways and hoverboards) is strictly prohibited in the exhibit areas at all times by any Exhibitor or Exhibitor Appointed Contractor (EAC).

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- Every floor opening shall be guarded or enclosed.

Consumption of Alcohol

SPE recognizes the legitimate serving of alcoholic beverages in the process of conducting business and social activities. We also recognize that the use and consumption of alcohol carry with it the requirement for exhibitors to serve alcoholic beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol.

Fire and Safety Procedures

Aisles

- Designated "NO FREIGHT" aisles must be maintained clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the exhibit areas and to expedite freight and empty crate moving.
- Sales presentations and product demonstrations must be conducted in a manner that assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. Strolling entertainment or moving advertisements outside of the Exhibitor's exhibit space is prohibited. It is the responsibility of each exhibitor to arrange displays, product presentations, audio-visual presentations, and demonstrations to ensure compliance. Should TV/plasma/LCD screens placed on the outside walls or outer edge of an exhibit result in blockage of traffic, show management reserves the right to ask that the screen in question be turned off.
- No Exhibitor shall in any manner obstruct an exit, aisle, restroom, or easement at any time. In all cases, exits and fire connections must be clearly identifiable. The Fire Marshal shall have the final ruling on this matter.
- Drip pans and scrap buckets should be provided for operating machinery to prevent lubricants, paints, etc., from staining the floor and causing a slippage hazard.

Fire Regulations

The regulations of the city Fire Department must be followed, and all exhibits may be subject to Fire Department inspection.

- All decorative materials including drapes, signs, banners, acoustical treatments, table coverings, etc., must be noncombustible or effectively treated with an approved fire retardant chemical. A flame-proofing certificate should be available for inspection.

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- All canopies, ceilings, or other overhead construction for booths or exhibits must be of non-combustible materials.
- Display and/or operation of any heavy equipment must be subject to the floor loading limits of the exhibit area.
- Any special effects, decorations, displays, or operating equipment of any kind of questionable nature must be approved before being installed.
- The use of any flammable liquids, gases, or solids and the use of compressed gases are not permitted. Heat-producing appliances employing open flames, high heat, lighting effects, etc., as part of an exhibit shall not be operated unless special approval has been obtained.
- All operating electrical, plumbing, and heating devices shall be installed in compliance with the requirements of the City Municipal Code. The required permits shall be obtained before such installations are made, and all installations shall meet with the approval of the inspecting authority.
- Fire hose reels and cabinets must be readily accessible and cannot be obstructed in any manner whatsoever.
- **STORAGE:** Fire regulations in most exhibit facilities prohibit storing products, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, Exhibitors may store a limited supply of literature or products appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem or look unsightly.

Security

SPE will provide appropriate security in order to ensure the safety of its attendees and Exhibitors. **SPE assumes no responsibility for loss, damage or theft incurred to any exhibit or property of the Exhibitor.** Unauthorized persons will not be permitted to enter or remain in the exhibit areas after closing hours; however, certain authorized persons may have access to the exhibit areas at any time.

Services

Catering

Catering at your booth must first be approved by SPE Canada and scheduled so as not to impose on other SPE scheduled or sponsored events. Arrangements for **all food and beverages must be purchased through the Official Caterer.** This regulation pertains both to food and beverage for staff consumption as well as to food and beverage distributed from the booth during show hours. **Beverages include alcoholic beverages, soft drinks, coffee, bottled water, etc.** Exhibitors found in violation of this ruling are subject to corkage fees established by the Official Caterer and/or may lose their right to participate in future SPE exhibitions.

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Cleaning and Waste Disposal

CLEANING AND DISPOSAL OF USED/EXCESS MATERIALS: Each Exhibitor must keep its exhibit clean and properly dispose of all refuse. Exhibitor and their appointed contractors are responsible for the removal of Visqueen covering by the end of move-in on Saturday. If the exhibitor's booth remains covered or cordoned off on the morning prior to show opening, any vacuuming on the opening day morning will be at the expense of the exhibitor. In addition, the exhibitor will be responsible for the disposal of the Visqueen and for vacuuming all aisles around their booth.

All used or leftover materials resulting from the delivery, installation, and removal activities of the Exhibitor shall be disposed of at the Exhibitor's expense. Exhibitors are responsible for disposing of the refuse generated during the show hours or must contract with the facility to have refuse removed during show hours. **Under no circumstances are Exhibitors permitted to dispose of refuse in the aisles prior to or during show hours.** In addition, Exhibitors are responsible for the removal and disposal of carpeting, padding, and/or professional flooring, not ordered from the official provider, and utilized in their space. Should any of these items remain within the exhibit space after dismantling, these items will be disposed of by the official provider at the Exhibitor's expense.

Internet

All wireless access points not authorized by the facility are prohibited.

Character of Exhibit

To provide the best possible atmosphere to discuss the technical application of the equipment and services displayed, each Exhibitor agrees as follows:

- To exhibit only products, that it manufactures, represents, or distributes, which comprise of materials, equipment, apparatus, systems, services, and other component products applicable to advancing the engineering and scientific knowledge and development of energy resources and environment.
- All exhibit displays, images, and language are not of a nature that could be considered discriminatory or offensive
- SPE reserves the right to prohibit an exhibit or part of an exhibit, including promotional materials and graphics that in its judgment could be construed as discriminatory or advocating discrimination on the basis of race, gender, religion, sexual orientation, or national origin.
- To ensure that all staff, including demonstrators, hosts/hostesses, entertainers, and other employees and personnel adhere to an appropriate standard of dress for a business setting or

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function, and a standard of behavior suitable for a business environment, in the location where the event is taking place

- Should SPE feel that your booth personnel are infringing on cultural or professional standards in terms of dress or behavior, SPE reserves the right to caution or eject such personnel from the event.
- No Exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc., not manufactured or distributed by the Exhibitor in the regular course of business except upon prior written consent of SPE Show Management.
- SPE Show Management is sensitive to the time, effort and cost related to the success of the conference by Exhibitors, and therefore, expressly forbids the solicitation of goods and services, distribution of literature, promotional items or souvenirs by anyone other than registered Exhibitors. Anyone observed to be soliciting business in the aisles or other public areas or in another company's booth will be asked to leave immediately. Please report any violations you may observe to Show Management.
- To refrain from the performance of any act that affects a sale of any of the products or services being displayed or that constitutes a necessary step in effecting such sale. The prohibited acts shall include, but are not limited to: (a) the actual sale of products in return for cash, check or other legal tender received at the exhibit; and (b) the execution of contracts or other documents that affect a sale of products or services, whether or not accompanied by a receipt of a deposit thereon, for delivery of performance following the Exhibition. Exhibitors may secure the names and addresses of persons expressing an interest in the products or services being displayed for the purpose of contacting such persons after the Exhibition.
- All exhibits must be manned by at least one company representative during official Show hours specified by SPE. Exhibit space must be maintained in a neat, orderly manner throughout the exhibition, and no dismantling may begin before the official closing hour on the final day of the exhibition.
- Exhibitor personnel have access to the exhibit floor prior to and after show hours. However, exhibit staff is not to enter other booths and should remain only in the vicinity of their own booths. Exhibit staff is not to interact with or photograph any other booths or displays at any time.
- Exhibit displays are subject to inspection by SPE and may require modification to meet safety standards. SPE reserves the right to remove any exhibit, at the Exhibitor's expense, if the display does not meet the specifications set forth in the Exhibit Regulations.

Good Neighbor Policy

Any Exhibitor using audio/video content in its booth for the purpose of demonstrating equipment or services agrees that such content shall be appropriate for a general audience, and agrees to refrain from using content

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that may be considered offensive to such an audience. In the event of a complaint from any person regarding the content or noise level by an Exhibitor, SPE will investigate the complaint. Should SPE determine the content to be offensive or in excess of appropriate noise levels, Exhibitor agrees to cease using such content or noise-making device. Repeated violations of this policy can, at SPE's sole discretion, result in expulsion from the show.

Every attempt should be made to display equipment in the back 5ft of the booth to allow visibility for neighboring booths. Any graphics on physical equipment must follow the in-line height guidelines (not to extend over 8'3" in the rear half of the booth or over 4' in the front half of the booth). A four-foot (4') height restriction is imposed on all materials in the remaining space forward to the aisle. Any request to move items by SPE staff must be followed or you will be asked to vacate.

Noise

- **NOISE LEVELS:** Mechanical reproduction of sound or music relating to an exhibit, or noise generated by production demonstrations shall be kept at a sufficiently low volume so as not to project beyond the confines of the Exhibitor's booth and should not disrupt the activities of the neighboring Exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than the aisles. Exhibitors employing a band in their booth may not connect them to an amplifying system.
- SPE reserves the right to impose limitations on noise levels and any method of operation, which becomes objectionable. Any sound that consistently exceeds 85 decibels measured at the edge of an Exhibitor's booth is considered objectionable. However, continuous, monotone sounds less than 85 decibels can also be a problem. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.
- Should Exhibit Management receive complaints regarding the level of sound, the Exhibitor will be required to reduce the audible level. If the Exhibitor does not comply and/or the complaints continue, the Exhibitor will be notified that the sound/music performance must be discontinued or may be subject to dismissal from the exhibit floor.

Insurance

Insurance for fire, public liability and theft must be taken out by each Exhibitor at its own expense. The insurance is to cover the full period of occupancy of the premises by the Exhibitor, its agents and employees.

Parking

Any vehicle parked on the street or in designated no-parking zones or designated fire lanes will be towed to a location designated by the exhibit facility at the owner's expense.

Parking permits must be obtained through the venue.

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Photography, Recording and Advertising Regulations

To maintain the unparalleled technological experience, SPE must enforce a photography and videography policy that will protect the leading-edge technology showcased at the event.

- The following guidelines apply for attendees, exhibiting personnel and exhibitor-appointed photographers at the Society of Petroleum Engineers.
- No audio or video recording or still photography may occur without SPE's permission.
- Attendees, exhibiting personnel and exhibitor-appointed photographers are prohibited from shooting video or photos anywhere in the sessions and the indoor and outdoor exhibition areas. If you see any unauthorized persons who are using cameras of any sort (including camera phones) in the sessions or indoor and outdoor exhibition areas, please contact Exhibit Management.
- Exhibitors **are** permitted to shoot video or take photographs under the following guidelines:
 - In their own booth for promotional use at any time the exhibition is open, without seeking SPE's permission.
- Exhibitors **are not** permitted to shoot anywhere else on the SPE exhibition floor or anywhere else throughout the conference.
 - When shooting photography or video in their own booth, no other Exhibitor's booth may appear in the shot. SPE Press Room staff can provide overall shots of the exhibition or other aspects of SPE if needed. Please contact the SPE press office at media@SPENet.org.
 - After-hours photography or video are not permitted without making arrangements in advance with SPE exhibit staff.

Exhibitors are responsible for all their company personnel and as such are responsible for communicating these Exhibit Regulations as well as all rules to their employees.

Marketing and Advertising

- Samples, souvenirs and advertising material may be distributed by the Exhibitor only from within its booth. Balloons (including helium) and stickers are prohibited in the building. (Handouts with gummed backing that adhere or cause adhesion are considered stickers.) The cost of repair due to damage to the facility caused by stickers obtained from an Exhibitor will be the responsibility of that Exhibitor.
- **DISTRIBUTION OF PUBLICATIONS:** Publications/brochures may only be distributed from the Exhibitor's booth – **no distribution is permitted from the aisles of the Exhibition Hall, the registration area, or anywhere in the building, nor may publications or brochures be left on the table in the foyer or any conference area.** Brochures other than those assigned to the company renting the

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cube will be removed and destroyed. This regulation pertains to pre-show as well as during the exhibition.

Solicitation

Exhibitors who have purchased a sponsorship may not distribute their collateral materials to other Exhibitor's booths. SPE is responsible for the production of signage and the distribution of items associated with an Exhibitor's sponsorship. This regulation applies to pre-show as well as during the exhibition.

Market Research and Surveys

Any Exhibitor wishing to conduct market research or surveys during the event must adhere to the following procedures. Surveys and questionnaires must be submitted for approval to the SPE Exhibits Manager no later than sixty (60) days prior to the event. All surveys/questionnaires must be conducted within the confines of the Exhibitor's booth. At no time may exhibit personnel leave their booth to encourage participation or to survey/question attendees.

Market research companies must identify the names of the clients for whom they are conducting research. Survey documents and any publication or results may not include the name of the conference or make any reference to the event which might cause respondents or readers to believe that SPE is endorsing, approving, or involved with the research. Exhibitors who violate these guidelines may jeopardize their earned priority points and future participation in SPE.

SPE Show Management's Discretionary Rights

SPE Show Management reserves the right, at its sole discretion, to withhold approval or to dismiss from the event, any service contractor whose participation in the event may, in the opinion of SPE, lead to strikes, picketing, or other labor action directed at the event, or other disruptions of the event, or other reasonable interference with or inconvenience to the event or any Exhibitors.

Failure to meet any one of the above steps could jeopardize the Exhibitor-Appointed Contractor's ability to obtain work authorization.

Amendments

Any and all matters and questions not specifically covered by these exhibit regulations shall be subject to the decision of SPE and may be amended at any time by SPE in the interest of the Exhibition and upon notice thereof shall be binding on the Exhibitors equally with the foregoing in these exhibit regulations.

Submittal after this deadline may not allow adequate time to obtain necessary paperwork from the EAC and result in delays on-site

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Inquiries regarding the SPE Exhibit Regulations should be directed to
acote@spe.org