

# web2.0 E X P O

## RULES AND REGULATIONS

### 1. USE OF EXHIBITS

Show Management reserves the right to restrict exhibits that, because of noise, method of operation, materials or any other reason, become objectionable. Show Management is the sole judge in this regard. Show Management may prohibit or remove any exhibit, which, in the opinion of Show Management, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exhibition. If in doubt, please call Show Management in advance of the show to discuss your exhibit.

Show Management will not be responsible or liable for injury to the person or property of exhibitors, their guests, invitees, employees and/or agents. Furthermore, the exhibitor agrees to defend or hold harmless Show Management, its directors, employees, stockholders and agents from any liability of personal injury and loss or damage to property. Exhibitors should purchase insurance against such contingencies. All property of an exhibitor is understood to remain in its custody and control in transit to or from or within the confines of the exhibit facility. If the exhibit fails to arrive, the exhibitor is nevertheless responsible for the booth rental and all other costs.

#### Booth Operation

All surfaces including structures visible to attendees must be finished or decorated at Exhibitor's expense. Show management has the right to enforce this policy. This includes and is not limited to endcaps for the exposed section of a back wall property.

All signs and graphics must be professionally lettered and in keeping with the professional atmosphere of the event. All signs and marketing materials are restricted to the contracted booth area.

Exhibitor must request Show Management's approval of any hazardous items it expects to bring on site at least 30 days in advance of the show. Hazardous items include high voltage equipment, helium, etc. In addition, confetti and other similar items are prohibited.

Booths must be occupied 30 minutes prior to opening and must be continually operated in person during all show hours. Exhibitor personnel must be fully qualified to demonstrate products and/or services displayed. All exhibitors must be dressed in suitable business attire. Theme costumes, special dress and all types of entertainment must be approved by Show Management 30 days prior to the show. This includes but is not limited to magicians and musicians.

All exhibits must remain completely intact until all visitors have left the hall following the official closing hour. Failure to abide by this rule may result in the termination of the Exhibitor's Agreement and your removal from the show, and/or the prohibition from future exhibits.

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## RULES AND REGULATIONS

### 1. USE OF EXHIBITS (Continued)

#### Booth Operation (Continued)

Failure to occupy contracted space does not relieve an exhibitor from financial or other obligations. Booth set-up must adhere to schedule published in the General Information section of the exhibitor resource center. Show Management may, at exhibitor's expense and risk, set up any display delivered to the show floor and not under construction six hours prior to the show opening.

Special permission may be granted by Show Management for activities by exhibitors in their own booths during non-show hours. Such permission must be obtained in advance. Requests must be submitted to show management at least 30 days in advance of the event. Exhibitor is required to submit proof of appropriate additional insurance and is responsible to make arrangements with security, facility operations, etc. All extra costs incurred by such activity are the responsibility of the exhibitor.

Exhibitors may not assign, sublet or divide space under contract to them. Representatives and distributors may contract space for their principals. A list of principals must be received by Show Management 30 days prior to the start of move-in.

#### Promotions

All demonstrations or other promotional activities, i.e. literature handouts, roaming characters, etc. must be confined to your exhibit space and at no time will be allowed in the front of the Convention Center or walking through the general areas. Aisles should not be obstructed in any way. Booth personnel, including models, hostesses, etc., are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space. This restriction includes sidewalks outside the Convention Center as well as hotel locations in conjunction with the event.

NO live animals may be displayed as part of the exhibit booth, or brought onto the show floor. Vision or hearing impaired persons will be granted permission for trained guide dogs.

No exhibitor will be allowed to display signs in any of the common areas of the Convention Center unless given permission by Show Management. At no time will individual exhibitor signs be allowed in conference areas or other common areas.

Exhibitors cannot plan events that interfere with exhibit or conference hours, or with other conference events. If you have any questions about whether your event interferes with the conference scheduling, please contact Show Management or your sales representative.

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## RULES AND REGULATIONS

### 1. USE OF EXHIBITS (Continued)

#### Promotions (Continued)

Sufficient space must be provided within the booth for the comfort and safety of persons watching demonstrations and other promotional activities. If large crowds gather to watch a demonstration and interfere with the flow of aisle traffic, Show Management has the responsibility, per the facility fire marshal, to resolve the situation. The exhibitor will be required to provide rope and stanchion or security personnel, to direct traffic, at their own expense, or the presentation will be terminated. Demonstration tables should be placed a minimum of 2 feet from the aisle line.

Exhibitors shall not sell or exchange goods or money on the exhibit floor. Exhibitors may take orders and accept credit card imprints but may not deliver product to their customers at the exposition.

Prize drawings are permitted as long as they confirm to Federal, State and Local laws, rules and regulations.

Distribution of souvenirs and/or product samples is permitted as long the item does not infringe on the exclusivity of any official sponsorships. If you are concerned that your giveaway might fall into this category, please contact Show Management or your sales representative prior to production so as not to incur unnecessary costs.

#### Storage

Exhibitors must make arrangements for accessible onsite storage if needed. Fire regulations prohibit storage of any kind behind exhibits or in the utility channel at the back of the booth. This includes empty packing materials and supplies of literature. The order form is located under the decorator services heading on the exhibitor services manual website. This will be strictly enforced.

#### Sound

To maintain a professional atmosphere on the show floor for all exhibitors, as well as attendees, Show Management has implemented a sound-level policy. The maximum allowable level of sound emitted from an exhibit booth will be 80 decibels. If an exhibitor exceeds this level, he or she will receive three warnings to comply with said policy, and upon receipt of your third warning, Show Management reserves the right to disconnect power for the remainder of the day. Power can be permanently disconnected if ongoing problems ensue.

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## RULES AND REGULATIONS

### 1. USE OF EXHIBITS (Continued)

#### Lighting

Supplemental lighting within the booth space is permitted providing the lighting does not interfere with exhibits or personnel outside of the booth. Show management has the right to enforce the discontinuation of additional lighting if determined that lighting is intrusive in any way. Strobe lights, beacons and other bright flashing or rotating lighting is prohibited.

### 2. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents must not damage or deface the exhibition facility or the booths and equipment of other exhibitors. When such damage occurs, the exhibitor is solely responsible and is liable to the owner of the property so damaged.

#### **Electrical/Flame Proofing**

The fire department has strict regulations governing trade shows. All electrical wiring must conform to National Electrical Code Safety Rules. In addition, all draperies, decorations and materials must be flame proofed in accordance with local fire codes. Materials may be inspected and/or tested by the fire marshal at any time.

The use of decorations incapable of being flame proofed is not permitted. These include paper or those products with acetate cellulose or nitrate cellulose contents, decorative greens containing pitch and polyethylene artificial floral decorations. Exhibitor's products displayed for technical presentation are exempt from the above rules. If there is any question, consult your display builder or Show Management prior to move-in.

All materials supplied by Show Management or official contractors will conform to the above regulations.

Representatives of the fire department will inspect and randomly test materials in the exhibition hall prior to and following the opening of the Exhibition. It is important that exhibitors immediately correct violations. Should such violations not be corrected, Show Management reserves the right to take whatever action is necessary to alleviate the condition at the expense of, and as agent for, the exhibitor.

### 3. EXHIBIT CONSTRUCTION

Web 2.0 Expo adheres to booth construction guidelines currently being developed jointly by the International Exhibitors Association and the International Association of Exposition Managers. Specific guidelines listed here are supplemented with five pages of diagrams and descriptions. Please contact Show Management to discuss any booth construction issues.

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### 3. EXHIBIT CONSTRUCTION (Continued)

#### **Americans with Disabilities Act**

Compliance with the Americans with Disabilities Act (ADA) is a legal requirement for public facilities. This law became effective in January 1992. It requires access for disabled persons at convention centers, and as necessarily follows, floor exhibits. It is the responsibility of the exhibitor to be aware of, and be in compliance with, the rules set forth in this Act. For more information, refer to the Americans with Disabilities home page at [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm).

Exhibitors are encouraged to provide exhibits that are accessible to all and barriers to none. In the absence of accessibility, each exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities.

#### **Smoke Detectors**

All fully enclosed booths or booths with enclosed rooms or canopies must be equipped with a smoke detector and fire extinguisher for each enclosed area. The fire marshal will conduct an inspection of these special booths.

### 4. ENGINEERING CERTIFICATION

Booth structures such as towers and columns which exceed 12 feet (3.66M) in height (including hanging signs) or are two-story exhibits (any height) regardless of whether people will occupy the area or not will require engineering certification verifying the structural integrity of the exhibit. Acceptable certification is in the form of a certified structural engineer's stamp or seal directly on a set of blueprints for the exhibit. This certification must be in your possession at all times during the event and posted inside the booth structure. Failure to obtain and have available the required documentation could delay or prevent construction of your exhibit. Signs must be posted indicating the number of people the structure will accommodate. This policy has been established to ensure the safety of exhibitors and attendees at the show.

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### 5. ENCLOSED AND MULTISTORY EXHIBITS

All multistory exhibits whether covered or enclosed must be approved by the governing fire marshal. An approved, fire marshal stamped floor plan must be available at all times during the event and posted inside the booth structure.

Covered or roofed areas must be furnished with acceptable battery powered smoke detectors that emit alarms audible outside of the enclosed or covered area. Fire extinguishers must also be provided in all covered or roofed areas. The specific number of fire extinguishers is to be determined by the governing fire marshal based on the booth structure. It is the exhibitor's responsibility to submit to the fire marshal for approval and comply with regulations.

The exhibitor will provide for a fire watch within the booth space. Personnel providing fire watch services must be supplied with a class 2A10BC fire extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers.

Spiral stairways are not recommended for areas occupied by the public, visitors or clientele, unless specifically approved.

Exhibit booth plans must be submitted to show management for review a minimum of 60 days prior to move-in and there must be a licensed structural engineer's stamp of certification on all plans.

The upper deck of multilevel exhibits greater than 300 square feet in area shall have at least two remote means of egress.

Areas within the exhibit booth that are totally enclosed (walls and roof/ceiling) must be served by an emergency lighting source (battery powered) when such areas lead to exit access from the space, i.e. stairs, aisles, corridors, ramps and passageways leading to an exit from the booth space.

All expenses related to multistory exhibits are the responsibility of the exhibitor.

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### 6. PLATFORM EXHIBITS

Raised platforms in booths present a significant safety issue. Exhibitors that plan to build their booth property on a raised platform are required to request approval from show management at least 30 days prior to the event. In addition, a "Hold Harmless" agreement must be submitted to show management. Show management retains the right to remove any exhibit that does not request approval and submit the "Hold Harmless" agreement. It is the responsibility of the exhibitor to minimize any and all potential hazards associated with their booth design/build. Show management may require exhibitor to make changes to a hazardous area. This may include but is not limited to changes in booth construction, adding signage and/or rope and stanchion or a live security detail. Any and all associated costs are the responsibility of the exhibitor.

### 7. EXHIBIT HEIGHT RESTRICTIONS / HANGING SIGNS

A hanging sign is permitted over any space 20' X 20' or larger (island booths only), provided it is not deemed objectionable by show management and there are no physical constraints in the facility to prevent it. Signs and graphics can be hung to a maximum height of 24', provided that written approval is received from exposition management at least 45 days prior to the show, and that the bottom of the sign clears the top of the booth structure by 3' or more. Champion Exposition Services will hang all signs. Arrangements must be made for special shipping and handling. Please fill out and return the rigging form located in the exhibitor services manual. Reference the Hanging Sign details page at the end of this document for more information.

Exhibitors with perimeter wall booths (booths located on a building's perimeter wall) will be allowed to build the back half of the booth up to 12 feet in height. The front half (50%) of the booth, including sidewalls and signs, must be no higher than 4 feet including product display. There will be no exceptions to this policy. No hanging signs are permitted over linear booths. Reference the Perimeter Wall Booth details page at the end of this document for more information.

Linear booths (booths that are no more than 10 feet in depth and are attached to another neighboring booth) must allow for the back half of the booth to be no more than 8 feet in height. The front half (50%) of your booth, including sidewalls and signs, must be no higher than 4 feet including product display. There will be no exceptions to this policy. No hanging signs are permitted over linear booths. Reference the Standard Booth details page at the end of this document for more information.

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### **8. CHILDREN/AGE POLICY**

Because of insurance and safety limitations, no one younger than 18 will be permitted in the exhibit hall during set up, event days or move-out. (This includes children intended for use as a working component of your booth). Please notify your staff of this regulation. Each year Show Management is faced with turning away booth staff that arrive with children. We cannot make exceptions, regardless of affiliation or circumstances, and we do not provide childcare services at the event. No one younger than 18 will be allowed to participate in any demonstrations in the exhibit area without written permission from Show Management.

### **9. CARPETING / FLOOR COVERING**

All exhibit space must be fully carpeted or covered. Carpeting enhances your corporate image and continues the overall professional look of the show. You may supply your own carpeting or rent it from the show decorator.

Cement or paste cannot be used to fasten floor coverings. Tape used to fasten carpet, linoleum or tile should have a cloth rather than paper binding to facilitate its complete removal from the floor. Show Management will hold the exhibitor responsible for removal of all tape from the exhibit floor. At the conclusion of the show, building management will inspect the exhibit floor, and any exhibitor not complying with the above regulation will be invoiced for the labor required to clean the floor. It is the exhibitor's responsibility to inform any and all exhibitor-appointed contractors of this rule.

### **10. CAMERAS / VIDEO CAMERAS**

Exhibitors may photograph their own exhibits.

Videotaping of your exhibit, or in your exhibit, cannot be conducted at any time without the permission of Show Management.

Requests for videotaping must be submitted to Show Management at least 30 days prior to the show. In the event you will be contracting an outside company to perform this service, the Exhibitor-Appointed Contractor Form must be submitted along with the appropriate insurance form from the contracted video company.

Please be aware of fire regulations regarding show aisles. Photographers are not allowed to block aisles with tripods or electrical cables during show hours, as this is a safety hazard.

Exhibitor must adhere to the appropriate union regulations.

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### 11. SECURITY

Exhibitors must make provisions for the safeguarding of their goods, materials, equipment and displays at all times. Please be security conscious. Do not leave purses, laptops or any easily portable items unattended at any time in your booth.

Show Management maintains 24-hour perimeter security during move-in, show days and move-out. If you have additional security needs, please contact the security company represented in the exhibitor resource center. Please remember, Show Management and Convention Center will not be held responsible for lost or damaged property. You are urged to maintain full insurance coverage for damage or loss of property.

We ask your assistance in our security effort. Please be aware of the following rules and guidelines:

- Exhibitors must obtain appropriate badges at Exhibitor Registration.
- Badges must be worn at all times to gain admittance to the exhibit floor.
- Move in and set up hours are outlined in the General Contractor forms. Exhibitors will be allowed access to the exhibit hall during this time. Exhibitors can remain in their booths to continue set up after move in hours end but no exhibitors will be allowed re-entry to the show floor once they leave.
- A company badge may be worn in addition to the event badge, but not instead of the official show badge.
- Do not identify the product or manufacturer on the outside of your merchandise.
- During move-in escort your merchandise to your booth.
- During tear down, stay with your exhibit until your empty cartons are delivered and your exhibit is packed, sealed and properly labeled.
- Obtain proper insurance coverage for your goods, including transit to, from and at the show site.

### 12. EXHIBITOR-APPOINTED CONTRACTORS

In no event may exhibitors use any contractor other than the exclusive contractors stated in this manual.

#### Exclusive Show Contractors

Booth Cleaning	Champion Exposition Services
Electrical	Champion Exposition Services
Food Service	SMG (Moscone Center)
Hanging Signs/Rigging	Champion Exposition Services
Material/Freight Handling	Champion Exposition Services
Telephone Lines	Moscone Center

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### 12. EXHIBITOR-APPOINTED CONTRACTORS (Continued)

Exhibitors using contractors other than Champion Exposition Services, the official labor contractor, for labor and/or supervision, must notify Show Management 30 days prior to the event. No exceptions.

Contractors other than the Web 2.0 Expo official labor contractor must file a certificate of insurance, showing general liability coverage and worker's compensation valid in California, with Show Management. In addition, the Exhibitor-Appointed Contractor Form, signed by the exhibitor, must be sent to Show Management at least 30 days prior to the event. Forms from exhibit houses, public relations companies, etc. will NOT be accepted.

Failure to fulfill any of the previous requirements will jeopardize the exhibitor-appointed contractor's ability to obtain proper badges and admission to the exhibit floor, and therefore their ability to serve you as their client. These requirements must be fulfilled by any and all vendors, service contractors and supervisory personnel in the following categories:

- Audio/visual
- Computer rental
- Exhibit houses
- Floral
- Installation and dismantling
- Photography
- Security
- Staging/lighting/special effects
- Any other services not mentioned

Exhibitor-appointed contractors may obtain the appropriate badges only at the designated independent contractor check-in station. The check-in station will be located near the Convention Center show floor entrance. Exhibitors are responsible for informing contractors of the following requirements and ensuring their compliance.

- Exhibitor-appointed contractors must agree to abide by all rules and regulations of the show, and agree to abide by all union rules and regulations.
- Exhibitor-appointed contractors are allowed to do display work only.
- All rigging will be done by Champion Exposition Services.
- Forklifts other than those used by Champion Exposition Services are not allowed on the show floor.
- The exhibitor will be liable for any expense or damage caused by, or as a result of its appointed contractors.
- Exhibitors may not order badges for their contractors.
- Exhibitor-appointed contractors are not allowed to set-up service desks on the show floor or in any booth.

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### 13. NO-FREIGHT AISLES

To expedite move-in and move-out of the show, certain aisles in the exhibit hall will be designated as NO-FREIGHT AISLES. These will be identified by signs and floor markings and are to remain clear of crates, cartons and equipment at all times. Show Management will remove any freight obstructing these aisles. Removal and return of freight will be at the exhibitor's expense. No-freight aisles are also an important component of our fire evacuation life safety plan. Your cooperation is appreciated.

### 14. UNION REGULATIONS

All exhibitors must abide by existing agreements and regulations covering the use of services, material and freight handling and labor in the Moscone Convention Center. A detailed explanation of union jurisdiction is listed in exhibitor services manual. Please refer to Champion's guidelines to familiarize yourself with all union regulations.

#### **Sign, Display and Allied Crafts Union**

Members of this union claim jurisdiction over all setup and dismantling of exhibits including signs and carpet installation. This does not apply to unpacking and placing your merchandise (items produced by you for sale, scheduled for display in your booth, or literature describing same). 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 (including crating or uncrating) or exceeds ten feet in any direction shall be installed by employees covered by this Agreement.

#### **Teamsters Union**

This local claims jurisdiction over the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move only material that can be hand-carried by one person in one trip. Hand-carried is defined as small cartons, packages, or portable lap-top computers that usually weigh less than 30 lbs. Unions claim jurisdiction under all other circumstances. No one, other than the official contractor's employees, is allowed to use dollies, hand trucks, or other mechanical equipment. This includes, but is not limited to, I&D employees, hotel employees and facility employees.

#### **Freight Handling Jurisdiction**

Champion Exposition Services has the responsibility of receiving and handling all exhibit material and empty crates. It is our responsibility to manage the docks and schedule vehicles for the smooth and efficient move-in and move-out of the exposition. Champion will not be responsible, however, for any material they do not handle.

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### 14. UNION REGULATIONS (Continued)

#### Gratuities

Champion Exposition Services requests that exhibitors do not tip our employees. Do not give coffee breaks other than mid-morning and mid-afternoon when union employees have a fifteen-minute paid break. Any attempts to solicit a gratuity by an employee for any service should be reported immediately to a Champion supervisor. Employees of Champion are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all Champion Exposition Services' employees.

#### Booth Cleaning & Porter Service

Champion Exposition Services has been selected by Show Management to serve as your official contractor for this show. In that respect, Champion has jurisdiction over all booth cleaning and porter service. Exhibitors and/or Exhibitor Appointed Contractors (EACs) are **NOT PERMITTED** to have vacuum cleaners or any floor cleaning equipment on the show floor unless it is the property of Champion and is operated by a Champion appointed person or employee. For your convenience, a Booth Cleaning & Porter Service order form has been included in this service manual.

#### In General

Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed to Champion Exposition management personnel. It is recommended that any questions arising with regard to union jurisdictions or practices be directed to a Champion Exposition Services' management representative.

### 15. FOOD AND BEVERAGE

Food and beverage consumed or distributed in the convention facilities must be purchased through Center Plate Catering, the exclusive supplier and must be approved by show management.

### 16. TRANSPORTATION REGULATIONS

Because of limited space, private buses, limousines and company vans will be allowed to drop off or pick up passengers. Traffic and parking officials will police the property and remove any unauthorized vehicles. Parking at the convention center is not permitted.

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### **17. FEDERAL COMMUNICATIONS COMMISSION**

Exhibitors displaying digital devices (e.g. personal computers, printer, monitors, keyboards, etc.) must comply with Section 302(b) of the Communications Act and Section 2.803 of the Commission's rules. Specifically, all digital devices on display must have the required FCC certifications. This includes an FCC Warning and Identification Label. These procedures should be followed by manufacturers prior to marketing their devices.

Personal computers and peripherals are defined as Class B digital devices. All such devices must carry an FCC Warning Label and ID Number. These devices emit radio signals when operating. Uncertified digital devices may cause harmful interference to important radio communications. For more information, contact your local Federal Communications Commission office.

### **18. USE OF COPYRIGHTED MATERIAL**

Each exhibitor is solely responsible for securing any necessary license assignment or other legally effective permission to display, perform, distribute, post or use in any way any copyrighted material or other intellectual property owned or licensed by a third party. Pursuant to the Application and Contract for Exhibit Space, exhibitor indemnifies United Business Media and TechWeb for any and all liability arising from exhibitor's breach of this commitment.

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### 19. FINAL AUTHORITY

Show Management is the sole and final authority as to the interpretation of these rules and their application. Show Management may issue specific variances or exceptions for special situations upon request. Such variances do not establish a precedent or permanent modification beyond the specific case involved. Show Management may make modifications to a booth without specific permission of the exhibitor and at his risk and expense, in order to satisfy the terms and intent of the Show Rules and/or the Fire Marshal. Furthermore, Show Management has the authority to establish penalties, including the removal from the current or future shows. Show Management's decision is final.

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## DEMONSTRATIONS

### Definition

The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.

### Regulation

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle. Sampling or demonstration tables should be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or flow over into neighboring exhibits, exposition management will have no alternative but to request that the presentation or sampling be eliminated.

### Intent

The aisles are the property of the entire show, and each exhibitor has the responsibility to assure proper flow of traffic through the entire show.

When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors and presents a safety hazard. Aisles must not be obstructed at any time.

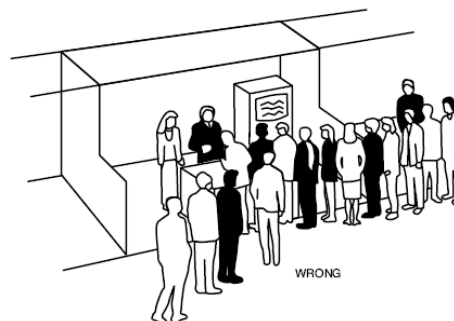
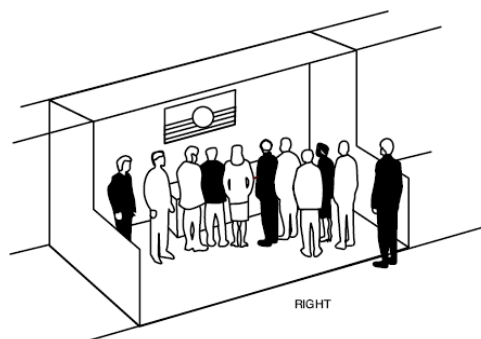
### Sound

Exhibitors must police their own booths to be sure the noise levels from demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember that the use of sound systems or equipment producing sound is an exception to the rule, not a right. Exposition management reserves the right to determine the point at which sound constitutes interference with others and must be discontinued.

### Safety Precautions

All product demonstrations involving any moving and potentially hazardous machines, displays or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency. All demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must

be approved in writing by exposition management 60 days prior to the show.



### IMPORTANT

- All booths (linear and island) must comply with the regulations for demonstrations.
- Demonstration regulations apply to any and all activities in the booth. This includes but is not limited to interactive displays, product giveaways, display equipment, presentations or talent.
- These guidelines are based on fire marshal regulations and will be strictly enforced.

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## STANDARD BOOTH

### Definition

One or more standard units in a straight line.

### Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

### Intent

If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

### Depth

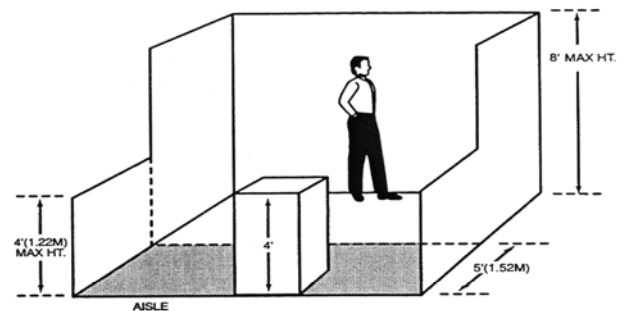
All display fixtures taller than 4'0" (1.22m) and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor's space, which is at least 5'0" (1.52m) from the aisle line.

### Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures taller than 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these

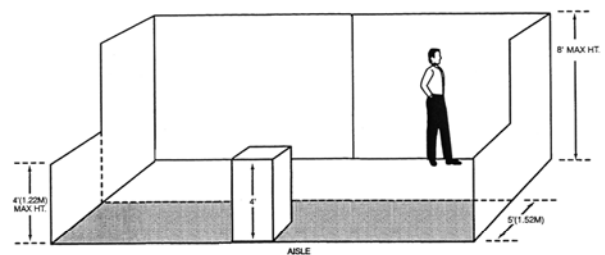
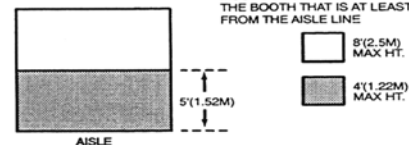
### IMPORTANT

- Space dimensions shown on the floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance and for utility service at rear of booth.
- Floor supported headers at the front of the booth are not allowed.
- Storage behind the back wall of the booth is strictly prohibited.
- If you have any type of interactive display, you should have a 2-foot clearance from the aisle(s) to allow for attendee congregation. See demonstration guidelines.

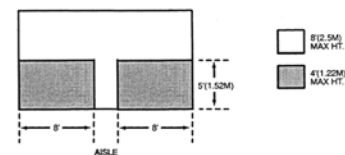


Single Standard Booth Unit

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



Two or More Standard Booth Units



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## PERIMETER WALL BOOTH

### Definition

Standard booth located on the outer perimeter wall of the exhibit floor.

### Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12.0' (3.66m) in perimeter-wall booths.

### Intent

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials taller than 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

### Depth

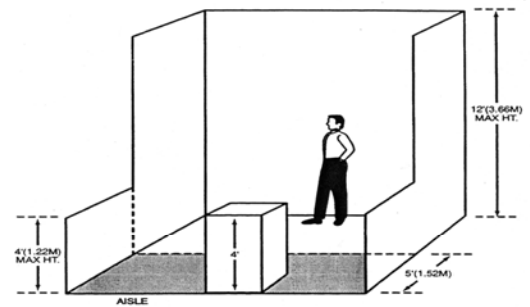
All display fixtures taller than 4'0" (1.22m) and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor's space, which is at least 5'0" (1.52m) from the aisle line.

### Intent

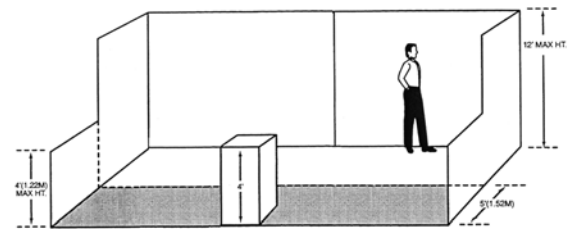
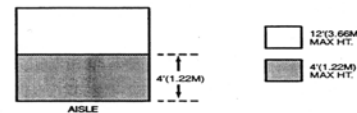
Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures taller than 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

### IMPORTANT

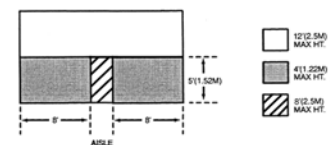
- Space dimensions shown on the floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance and for utility service at rear of booth.
- Booth space 10'x20' or larger may request to extend the height in the front 4' of the booth to allow for a column or pillar style booth (including a floor supported header). You may request to extend one 4sq ft area or two 2 sq ft areas, to 8' in height.
- Storage behind the back wall of the booth is strictly prohibited.
- If you have any type of interactive display, you should have a 2-foot clearance from the aisle(s) to allow for attendee congregation. See demonstration guidelines.



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



Two or More Standard Booth Units



# web 2.0 E X P O

## ISLAND BOOTH

### Definition

Exhibit with one or more display levels in four or more standard units with aisles on all four sides.

### Height

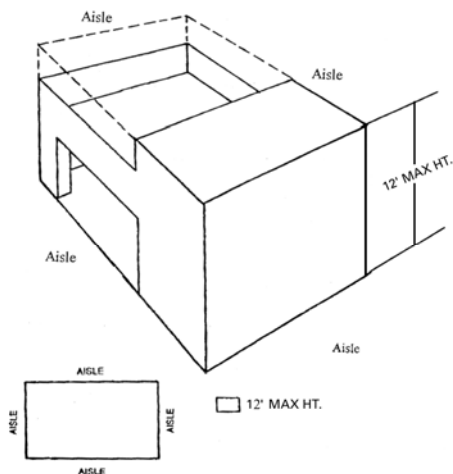
Sixteen feet (16'0") is a typical maximum structure height allowance that includes signage, except in cases in which architectural and physical constraints restrict booth height. Hanging signs are permitted to a maximum height of 24 feet (24'0"), with a 3' clearance between the booth structure and lights. Written approval must be received from show management by March 26, 2010 for any structures exceeding 12'.

### Intent

When an island booth exceeds 8'3" in height, it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 24' maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, with each negating the others' efforts.

### Depth

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.



### Structural Integrity

All multistory exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components taller than 12'0" in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site. The drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

### Intent

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

### IMPORTANT

- Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems and so on.
- If you have any type of interactive display, you should have a 2-foot clearance from the aisle(s) to allow for attendee congregation. See demonstration guidelines.
- Walls may be installed in any portion of the booth; however, 30 percent of the perimeter of the booth should 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.

# web 2.0 E X P O

## HANGING SIGNS

ISLAND BOOTHS ONLY

### Definition

An exhibit component suspended above an exhibit of four or more standard units back to back with an aisle on all four sides, for the purpose of displaying graphics or identification.

### Height

Hanging identification signs and graphics will be permitted to a maximum height of 24' (for a 20' x 20' booth and larger), provided that written approval is received from exposition management at least 45 days prior to the show, and that the bottom of the sign clears the top of the booth structure by 3' or more.

### Intent

Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.

### Size

Hanging signs and graphics must not exceed the boundaries of the exhibitor's space.

### Intent

The size and width of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor. Hanging signs must stay within the boundaries of the purchased booth space.

### Structural Integrity

All hanging signs must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority while the component is being hung, suspended and removed at the show site. The drawings must include a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging the sign have been properly engineered and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the specifications set forth on the drawings. (Note: Exhibitors are encouraged to use lightweight materials in the construction of hanging signs to eliminate excessive stress to the ceiling structure.)

### Intent

Exhibitors adjoining booths with hanging signs are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

