

RULES & REGULATIONS

Exhibit Construction

Standard Booth

A standard 10'x10' booth will be set with backdrop and side rails draped in flame resistant cloth. The backdrop framework is 8 feet high and the side rails are 3 feet high. A complimentary identification sign will be affixed to each backdrop. Exhibiting companies are responsible for carpeting or other professional floor covering, furnishing, cleaning, electricity, and phone/internet service for their booth (see enclosed order forms).

Display Regulations

The International Association of Exhibitions and Events' (IAEE) Guidelines for Display Rules and Regulations will govern all exhibit constructions. A copy of these regulations is enclosed in this Service Kit, and is reprinted with expressed consent of IAEE from 2011 Update, Guidelines for Display Rules and Regulations. Show management may require the rearrangement of any exhibit to make it conform to the regulations, and the exhibitor will be liable for any costs incurred thereby.

NOTE: ETA DOES NOT PERMIT END-CAP BOOTHS, PENINSULA BOOTHS OR EXTENDED-HEADER BOOTHS.

Booth Height

Linear booths may not exceed 8' in height. Island booths may not exceed 20' in height. When hanging signs are used in island booths, the top of the sign must be within the 20' height limit.

Signs

A complimentary identification sign will be provided for each exhibiting company. The sign, mounted on the backdrape, is 7 inches x 44 inches and bears the company's name and booth number. Additional signs may be ordered through Freeman; see order forms in this manual.

Building Protection

Nothing shall be tacked, stapled, nailed, screwed, taped or otherwise attached to the columns, walls, floors, doors, or other parts of the building or furniture.

Insurance

Exhibitors shall insure the exhibits against damages that may be caused by accidents at the time of delivery, removal, and during the exhibition, as well as any injury caused to any member of the public that may be caused by the exhibits. Although the show management shall take adequate measures to prevent accidents for the general management of the site, management shall not be responsible for any act of God, theft, loss, or damage.

Security

During the hours that the exhibit hall is officially closed, the exhibit hall will be locked. Reasonable precautions are taken to protect property, but show management cannot ensure the safety of persons or the protection of property. Exhibitors are urged to obtain their own insurance, through their own sources at their own expense. Exhibitors are also encouraged to remove valuables including, but not limited to, laptops, palm pilots, cellular phones, prizes and audio/visual equipment from the hall at the end of each day.

RULES & REGULATIONS cont.

Shipping

The Mandalay Bay Hotel will not receive or store shipments prior to the show. Please read Freeman shipping instructions for specific information.

Exhibitors who wish to ship directly to the Mandalay Bay Hotel must coordinate their delivery with Freeman. All independent carriers who deliver freight to Mandalay Bay will be unloaded on a first-come, first-served basis. It is important that Freeman is informed in advance if you are shipping directly to Mandalay Bay so proper labor may be ordered to staff the loading dock, thus avoiding unnecessary delays for your shipper.

Occupancy

It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install their product in their exhibit space within the time specified for installation, or fails to pay the space rental at the time specified, or fails to comply with any other provisions concerning use of exhibit space, the management shall have the right to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper.

If booth space is not occupied by 8:00am on Wednesday, April 9, the management may take possession of said space. Exhibitors will not be allowed access to the exhibit hall until all outstanding balances have been paid.

Labor

Exhibitors must comply with local union rules and regulations. A copy of the rules and regulations is enclosed in this service manual.

Exhibitors who plan to have an exhibit service firm (other than Freeman, the official contractor) unpack, erect, assemble, dismantle and pack displays and/or equipment must abide by the rules set forth in the "Intent to Use Non-Official Contractor" form included in this service kit.

Freeman will maintain an Exhibitor Service Center in the exhibit hall. Any approved independent contractor will be permitted to maintain their check-in desks or service desks only within the confines of their clients' booths, but shall not, under any circumstances, maintain desks in the aisles of the exposition hall.

It is the exhibitor's responsibility to advise its independent contractors of all the rules and regulations.

Removal of Property

Only company personnel may remove property from the Exhibit Hall. No one will be permitted to remove property and/or equipment without an exhibitor badge and ribbon.

RULES & REGULATIONS cont.

Booth Activities

Flammable Materials

No flammable fluids, substances, or materials of any nature, including decorative material, which is prohibited by national, state, or city fire regulations may be used in any booth. Helium balloons are prohibited. All curtains, drapes, and decorations must be constructed of flameproof material. The use of lanterns and candles is prohibited.

Safety Devices

The exhibitor agrees to accept full responsibility for compliance with national, state, and city safety and fire regulations and to provide and maintain adequate safety devices should any of the display machinery or equipment be operated.

Demonstrations are permitted within the booth provided that such demonstrations are absolutely safe to the general public. If a demonstration causes extreme noise, intense light, heat, or vibrations, the Exhibits Manager may suspend the demonstration.

Aisle Obstruction

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to a nearby exhibitor's booth shall be suspended for any period specified by show management. All demonstrations and/or activities must take place within the confines of your booth. **Aisle obstruction will not be permitted.**

Admittance Policy

Show management will provide badges for registered personnel from your company who will be staffing your booth. These badges are intended for the use of company personnel exclusively. Use the "Exhibitor Registration Form" provided in this service manual. Badges and exhibitor ribbons must be worn at all times to gain access to the exhibit hall.

Distribution of Materials

Printed matter, samples, souvenirs, etc., must be distributed only from within the rented exhibit space. Any materials found elsewhere will be discarded.

Telephones/Internet

Private telephone/internet service is available in any exhibit booth. Order forms for this service are included in this exhibitor service manual.

Sound Devices and Lighting

Public address, sound producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. Show management reserves the right to restrict the use of glaring lights or objectionable lighting effects. **Music, whether vocal or instrumental, live or recorded, is prohibited.**

Decorum of Exhibits

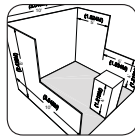
Show management reserve the right to restrict exhibits which, because of noise, method of operation, or for any other reason, become objectionable, and also to prohibit or evict any exhibit that, in the opinion of the show management, may detract from the general character of the exhibits. This reservation includes persons, things, conduct, printed matter, or anything of an objectionable nature.



Guidelines for Display Rules & Regulations 2009 Update

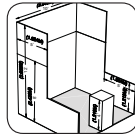


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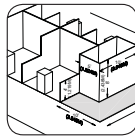
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4



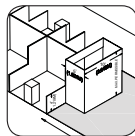
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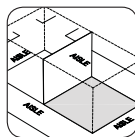
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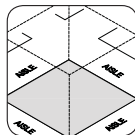
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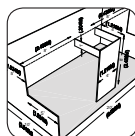
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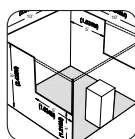
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Guidelines for Display Rules and Regulations 2009 Update

The following *Guidelines for Display Rules and Regulations* have been established by the International Association of Exhibitions and Events™ (IAEE). *Guidelines for Display Rules and Regulations* are created to promote continuity and consistency among North American exhibitions. They are the model for most domestic exhibitions. It is recommended that exhibition organizers include a copy in the Exhibition Prospectus and/or Exhibitor Rules and Regulations.

This revised 2009 edition of IAEE's *Guidelines for Display Rules and Regulations* is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events. These *Guidelines* afford exhibitors a maximum return on their exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements has also been addressed. However, always check with a local exhibition service contractor and the facility for local regulations.

It is IAEE's goal that the display rules and regulations, ultimately developed by each exhibition and event organizer, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Show organizers should present the professional standards expected of exhibitors. Finally, they should assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

IAEE is a global association that serves as the foremost authority on exhibition management and operations.

For display rules and regulations specific to an exhibition or event,
consult the exhibition or event organizer.

Linear Booth

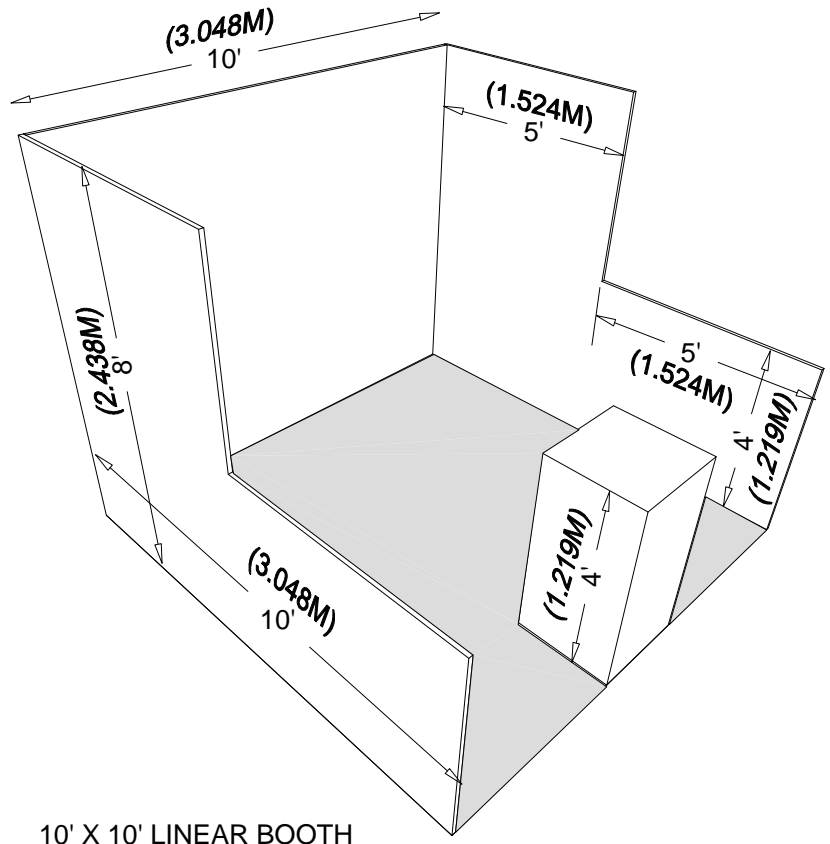
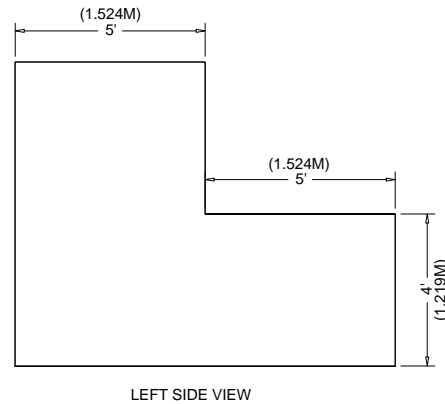
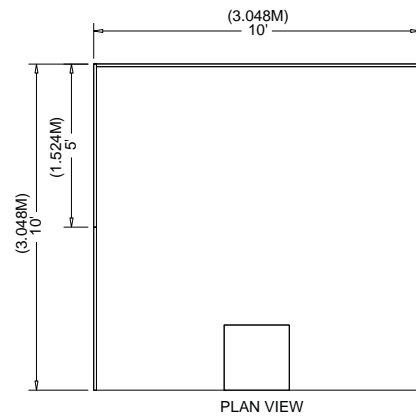
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

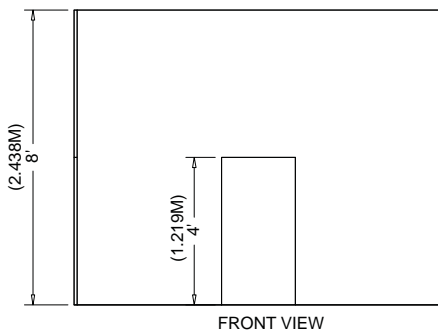
Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

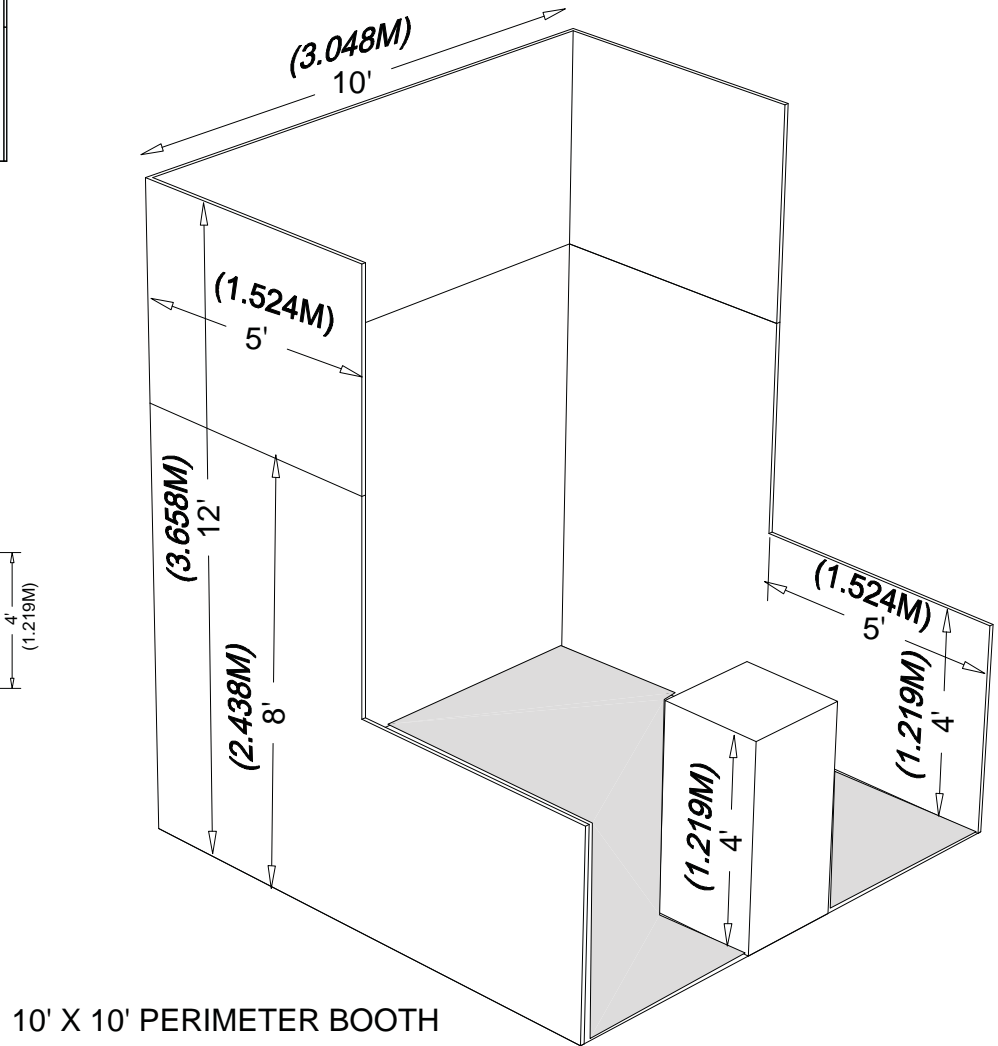
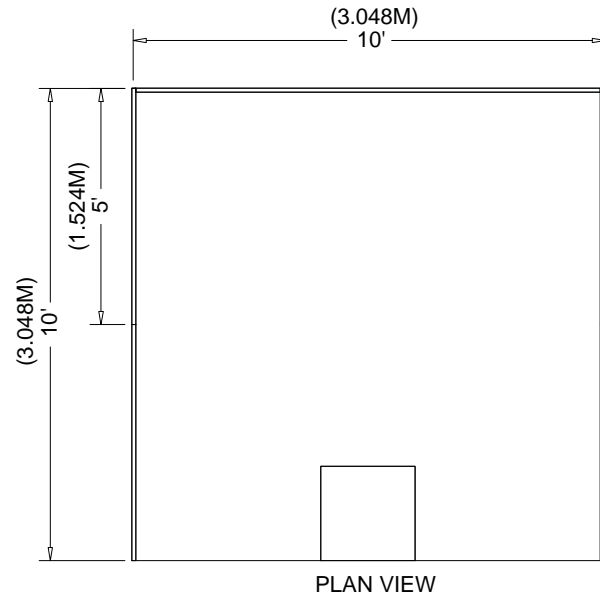
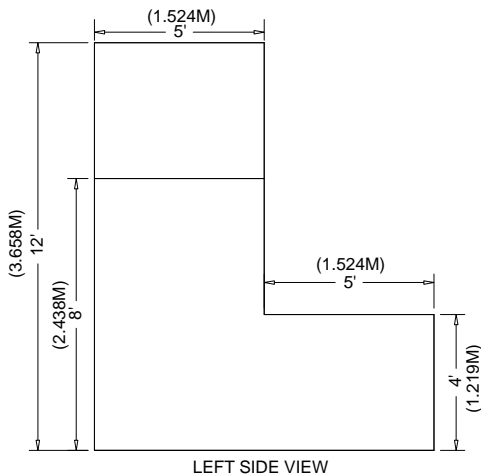
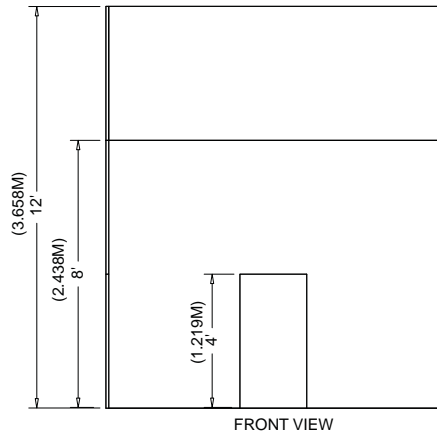


Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



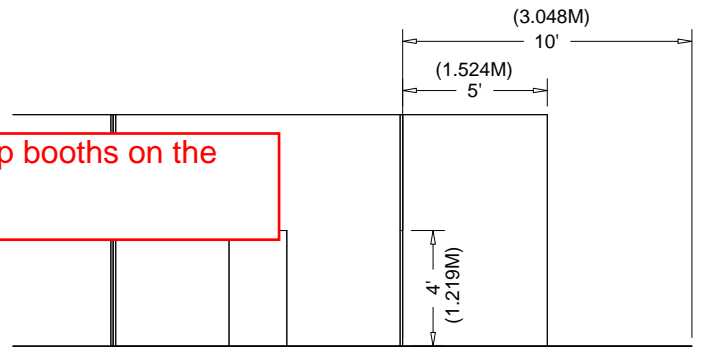
End-cap Booth

An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

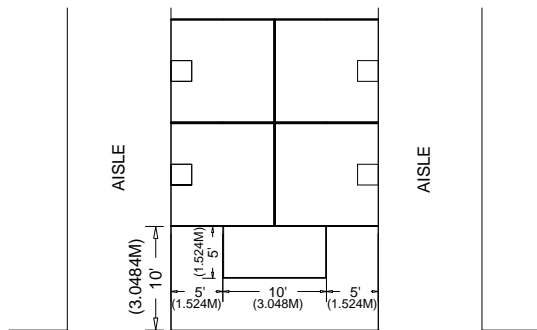
Dimensions

End-cap Booths are 20ft (6.10m) wide by 10ft (3.048m) deep, with a height of 8ft (2.44m) for the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

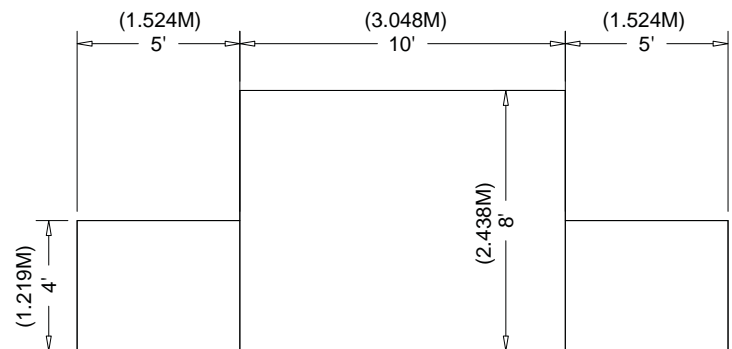
TRANSACTION does not allow End-cap booths on the show floor.



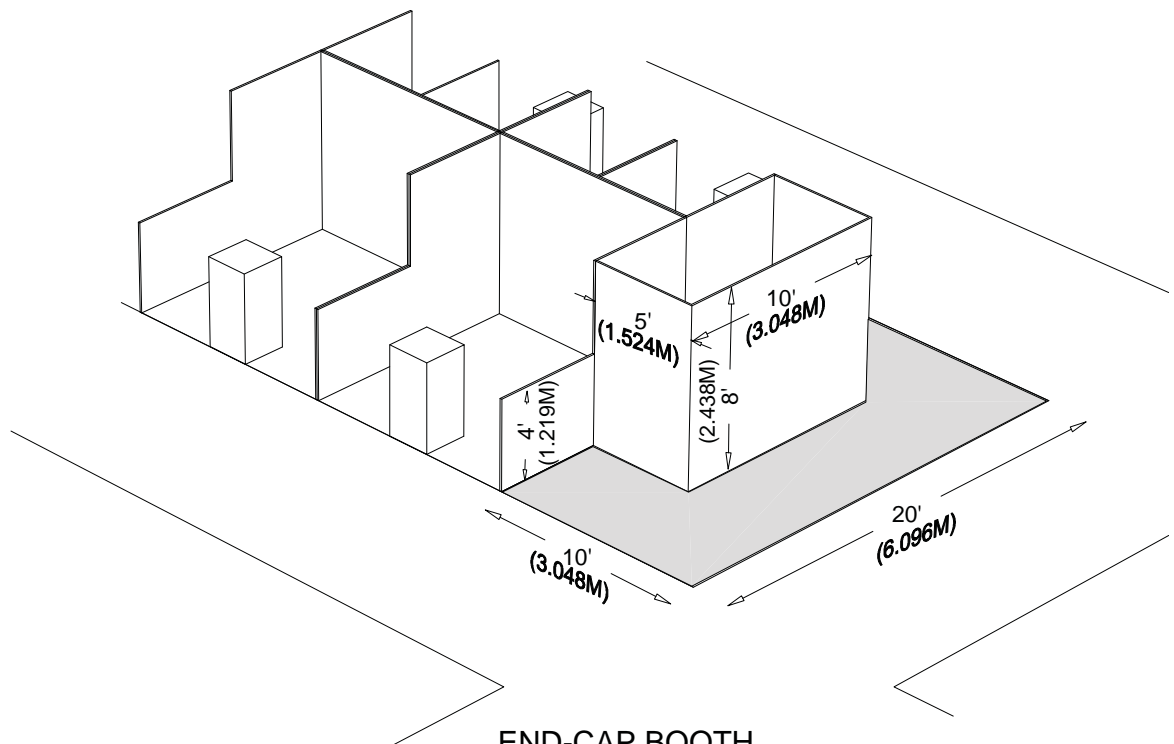
LEFT SIDE VIEW



PLAN VIEW



FRONT VIEW



END-CAP BOOTH

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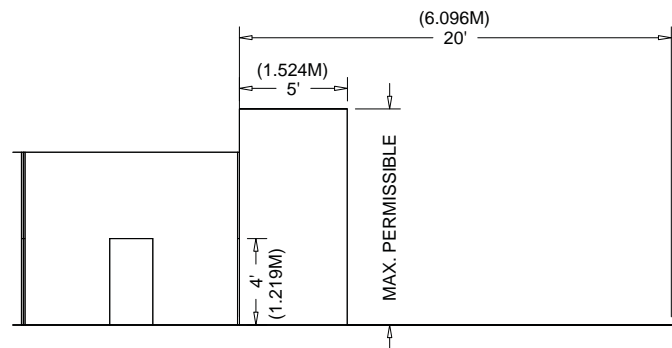
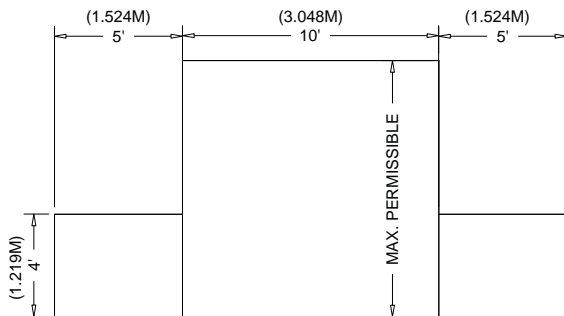
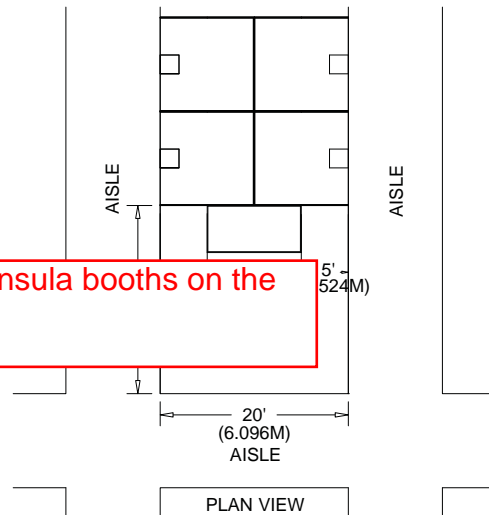
Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

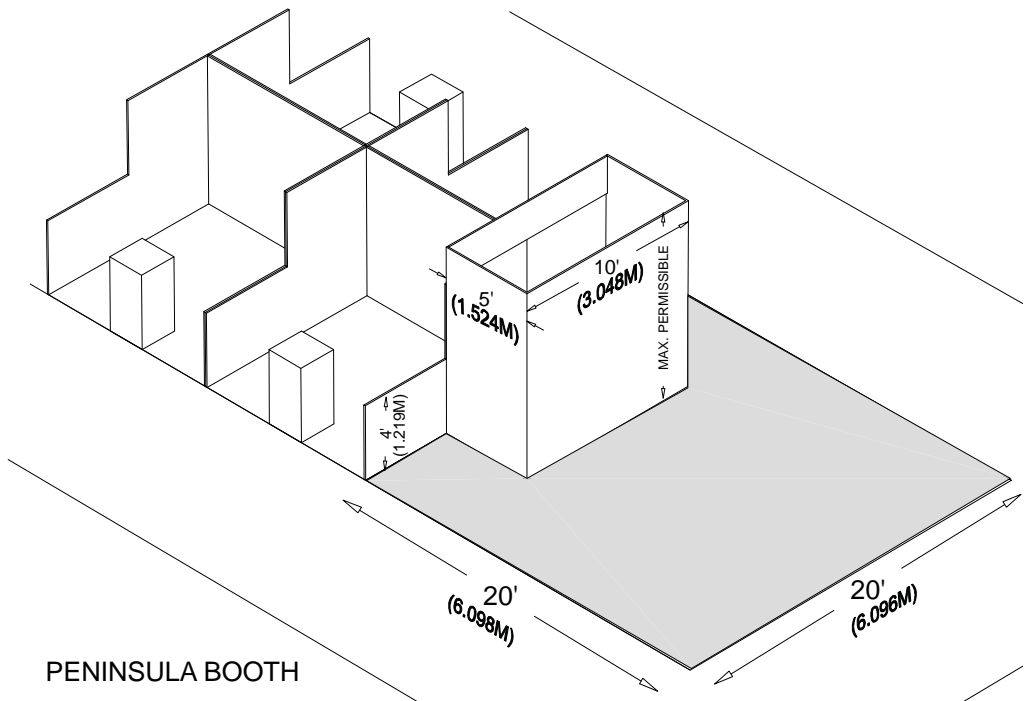
Dimensions

A Peninsula Booth is usually 20' (6.10m) or larger. When a Peninsula Booth backs to Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 8.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

TRANSACTION does not allow Peninsula booths on the show floor.

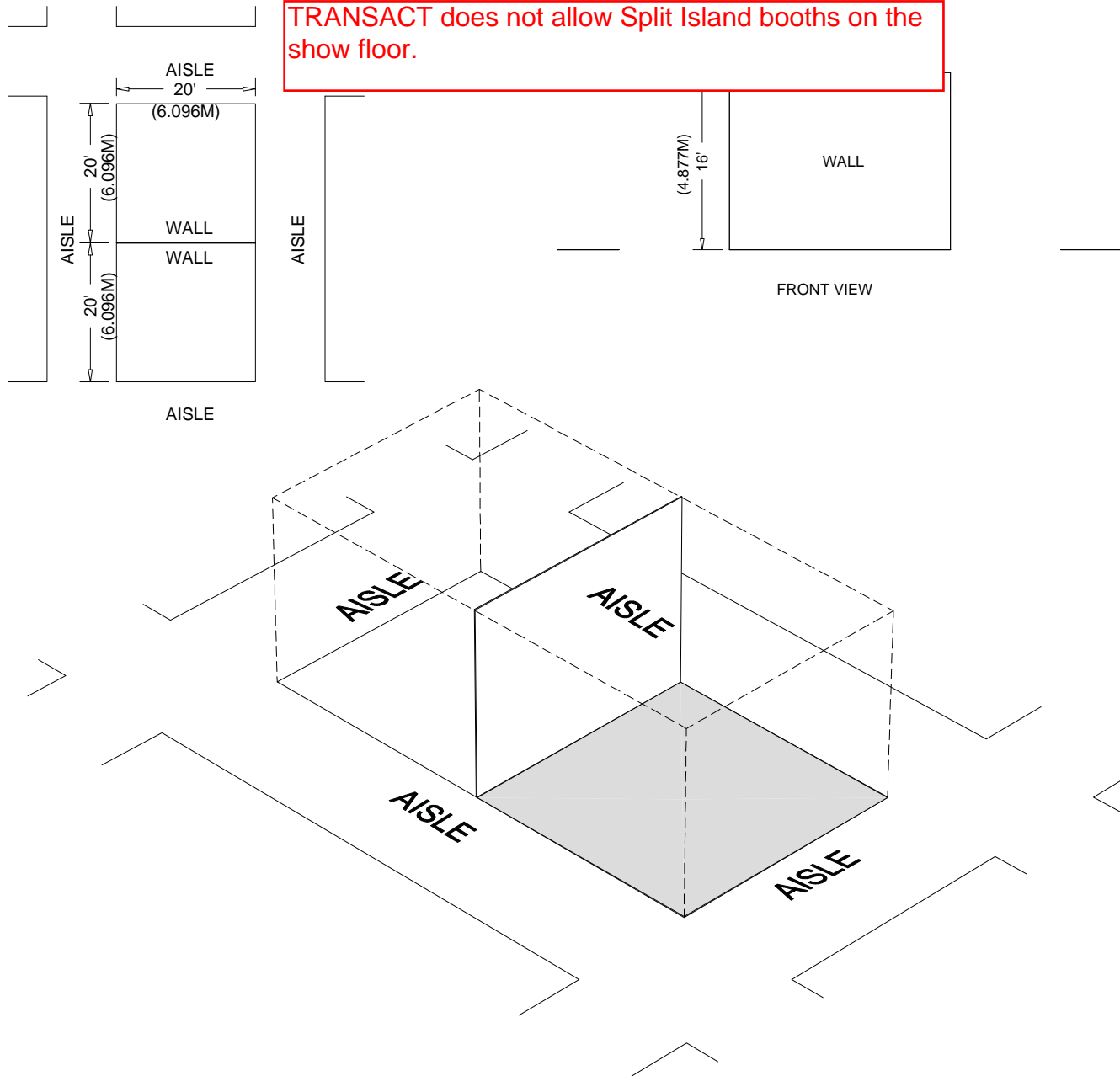


FRONT VIEW



Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



SPLIT ISLAND BOOTH

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Island Booth

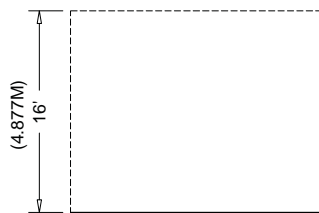
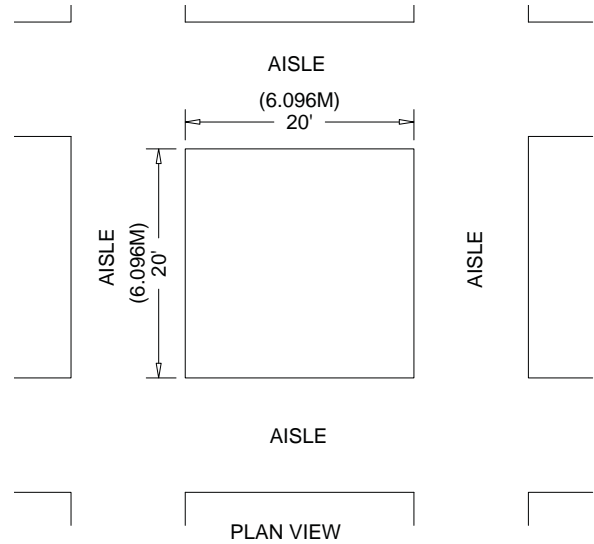
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

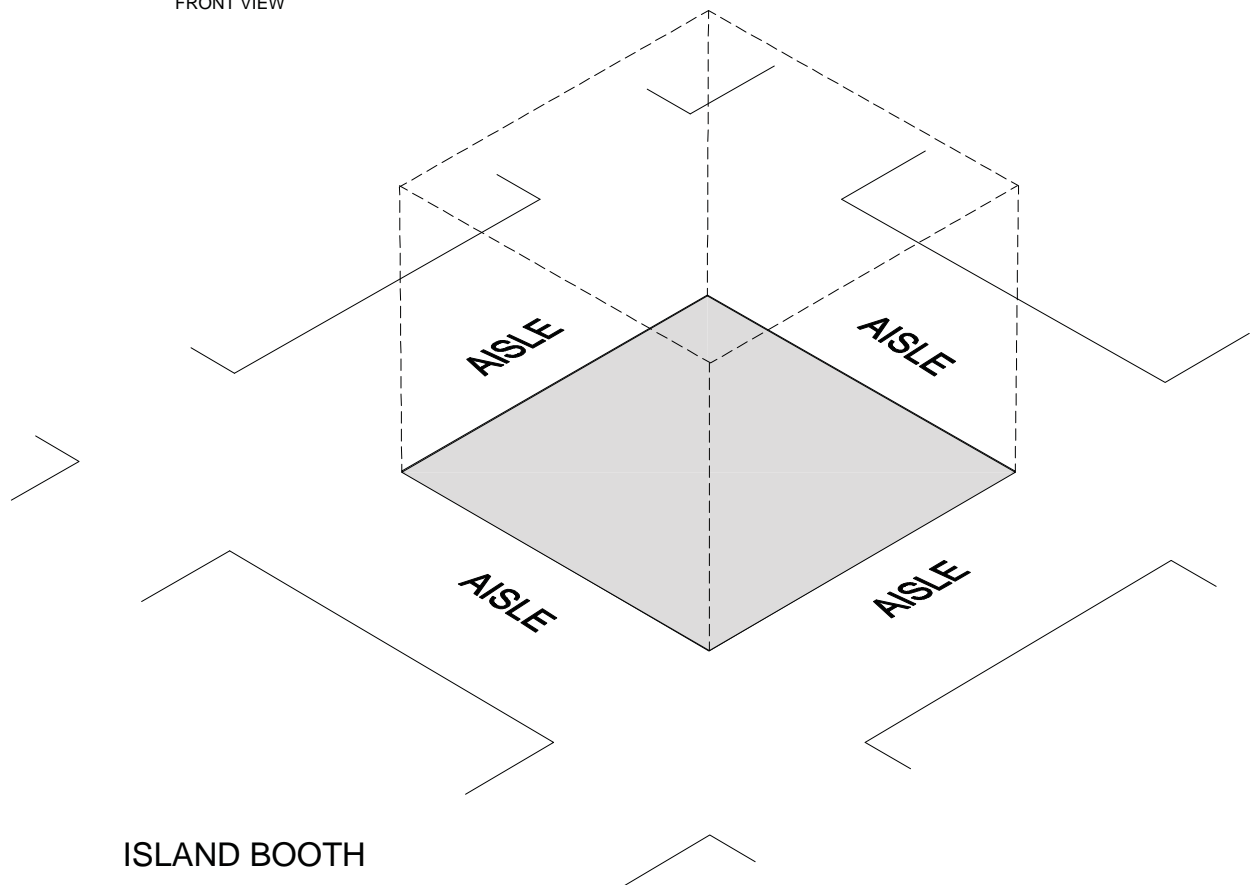
An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.



FRONT VIEW



ISLAND BOOTH

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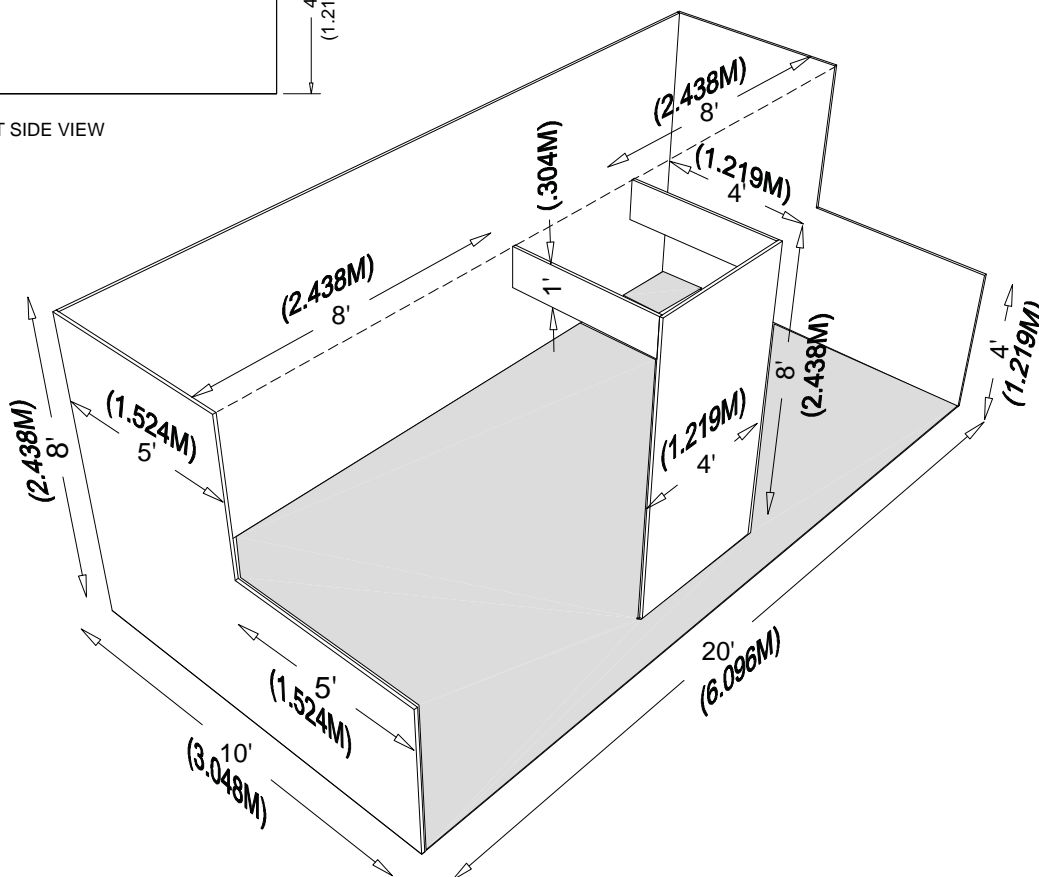
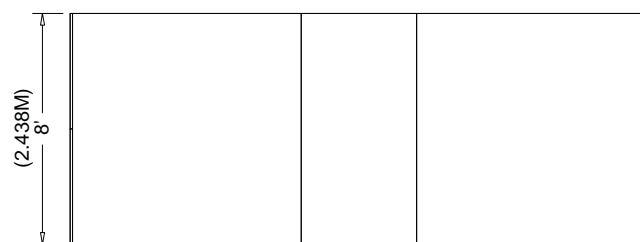
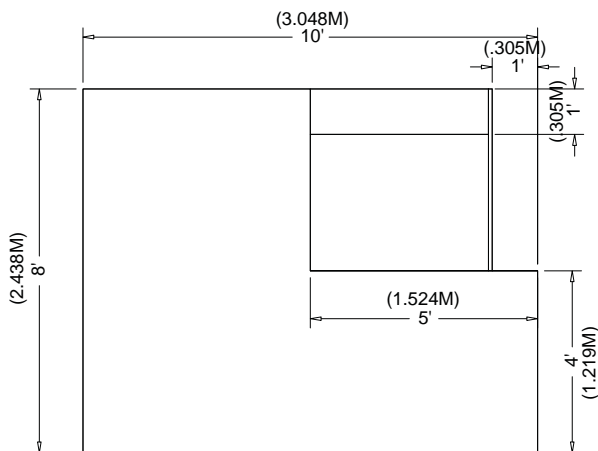
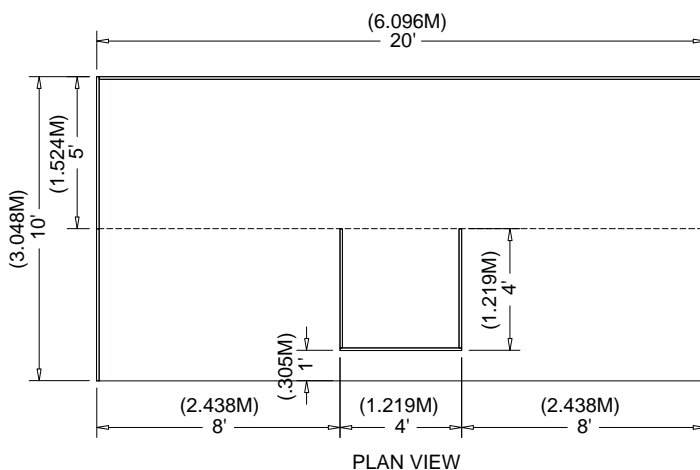
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Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



10' X 20' EXTENDED HEADER BOOTH

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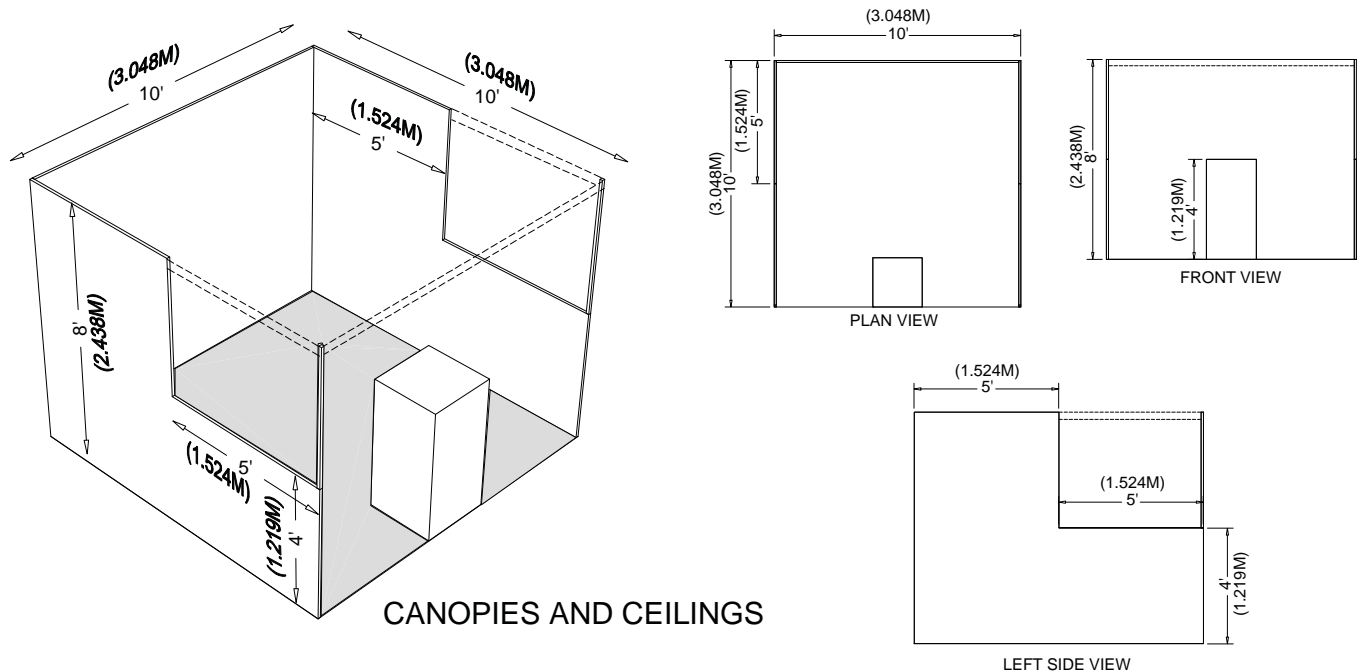
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Other Important Considerations

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



CANOPIES AND CEILINGS

Hanging Signs & Graphics

Most exhibition rules allow for hanging signs and graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign. End-cap Booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibition organizer at least 60 days prior to installation. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection.

Towers

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibition organizers should be prepared to assist exhibitors in this application process.

Issues Common To All Booth Types

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm.

Structural Integrity

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 fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer.

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.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and 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

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- 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 should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

(continued on next page)

Issues Common To All Booth Types *(continued)*

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- Currently, some convention facilities are not allowing quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

Storage

Fire regulations in most exhibit facilities prohibit storing product, 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 product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

SECURITY INFORMATION

Security is a major concern at every exhibition. It is crucial that every exhibitor work closely with show management to ensure that the exhibition is as secure as possible.

Every effort has been made by show management to ensure the safety of your property. After regularly scheduled exhibit hall hours, the exhibit hall will be locked. Show management's objective is to implement reasonable measures designed to minimize the risk of loss of your property. However, because such reasonable measures cannot absolutely guarantee the prevention of loss, the facility, ETA show management, any security company ETA hires, and Freeman are not liable for any loss of merchandise or equipment from your booth before, during, or after the event. It is ultimately your responsibility for safeguarding your exhibit.

Insurance

It is recommended that your insurance policies cover the shipment of merchandise to the exposition, the exposition period, and the return to your offices.

Badge System

A vital ingredient for the security of our show is our badge system. Therefore, security personnel have been instructed by show management to allow, at the appropriate times, only exhibitor badges within the exhibition area. Badges must be displayed at all times. Under no circumstances will anyone be allowed on the exhibit floor without proper identification. We ask that you give us your full cooperation and attention in complying with this system since it benefits all those involved.

Hall Access After Show Hours

All exhibitors will be required to leave the show within 1/2 hour after the show closes each day. Security will ask for proper identification before allowing anyone into the hall. We will give every consideration to accommodate you the best we can and still have an effective security program.

Exhibitor Responsibility

Exhibitors have the right to escort their goods and merchandise from the receiving point at the hall to a storage area and/or their booths. During move-out the exhibitors should remain with their goods and merchandise until it is picked up. Any material that is left unattended with no prearranged freight pick-up will be forced on show freight carrier or returned to the drayage contractor warehouse.

Suggestions/Precautions

- DO NOT LEAVE VALUABLE ITEMS UNATTENDED AT ANY TIME (i.e.: laptops, palm pilots, cellular phones, prizes and other electronics)
- Ship in locked trunks or crates
- Do not indicate the contents of boxes
- Make sure your cartons are securely taped or banded
- Do not leave your booth unattended during the set-up period
- Never leave your booth unattended during show hours
- Cover displays during non-show hours
- Do not, under any circumstances, include merchandise in stored containers
- Pack your entire exhibit as soon as the move-out period starts
- Report any theft immediately to the security office
- Hire security officers to be assigned to your booth during non-show hours.

MEMO

Re: Wireless availability and access

Dear 2014 Exhibitor:

This email is in reference to Internet access within the Exhibit Hall during TRANSACT 14.

We recognize that with today's equipment a number of exhibitors use WIFI hotspots and wireless routers to access the Internet. Unfortunately, these units cause interference with each other and the wireless internet provided by the Mandalay Bay Convention Center. When several of these devices are active in the same area it can prevent anyone in that area from accessing the internet via the wireless.

We are asking for your assistance. We request that you do not use portable hotspot devices within the Convention Center or the Exhibit Hall. If you need Internet access to your booth, please contact Mandalay Bay Exhibitor Services by calling 1-702-322-5800 or via email at jwolf@mgmresorts.com. We understand this may be an inconvenience to you as an exhibitor; however compliance is important to the overall service and success of our event.

There is also a free 256kb service available throughout the Convention Center.

If you have any questions regarding this matter, please contact me at cwanders@conferencemanagers.com.

Thank you for your cooperation.

Cathryn Wanders, CEM
Exhibit Manager
703.964.1240 x26

Nadine George
Meeting Manager
703.964.1240 x22