



RULES AND REGULATIONS

Exhibits installed at all ad:tech events must comply with the rules and regulations of the exposition. In the event that an exhibitor or exhibit activity is in violation of the exhibit rules and regulations or is not consistent with the standards of the exposition, Show Management may require the exhibitor to alter the exhibit either before the exposition or on-site. Necessary changes are to be made at the exhibitor's expense and are subject to approval.

A. USE OF EXHIBITS – OPERATION AND CONDUCT

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 contact Show Management at plan@ad-tech.com in advance of the show to discuss your exhibit.

On show days exhibitors may enter the hall **one hour** prior to show opening and remain in the hall **½ hour** after close of show. Booths must have movement by **4:00 pm** on **Tuesday, May 19th** and must be set by **5:00 pm** on **Tuesday, May 19th** unless previous arrangements have been made with Show Management. Exhibit space must be occupied at least 30 minutes prior to show opening. Booths must be continually operated in person during all show hours.

1. Advertising

All signs and graphics must be professionally lettered and in keeping with the professional atmosphere of the event. **Signs are limited to the booth area only and may not extend into the aisle or other areas within the venue.** Signs placed without Show Management's permission are subject to removal. *Please note that inflatables and balloons are not permitted on the Expo Floor.

2. Aisle Space

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship.

3. Attendee Restrictions

Because of insurance and safety limitations, no one younger than **18** will be permitted on the Expo Floor during set up or move-out. (This includes children intended for use as a working component of your booth). During show hours all children must have a badge to enter the show floor.

4. Attendees with Disabilities

ad:tech will provide reasonable accommodations to individuals with disabilities who make their situation known to ad:tech personnel. It is the responsibility of the exhibitor to be aware of, and be in compliance with, the rules set forth in the Americans with Disabilities Act and 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.

5. Booth Operations and Demonstrations including Sound

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. This includes any roaming characters or models. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during show hours only. If you have any type of interactive display you must maintain a three foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope by Show Management is not permitted.

Please take into consideration the placement of speakers and theater presentations when designing your booth properties and face the speakers so as to direct sound into your booth rather than the aisle. The maximum allowable level of sound emitted from an exhibit booth or display will be 85 decibels. If an exhibitor exceeds this level, he or she will receive a warning 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.

6. Booth Set-Up

Exhibitors may install and dismantle their own exhibit and lay carpet in their booth as long as the booth size is **100 sq ft (10'x10')** or less and the following conditions are met:

- 1) The set up can be reasonably accomplished in ½ hour or less
- 2) No tools are used in the assembly or dismantle of the booth
- 3) The setup is performed by **one full-time employee** of the exhibiting company (ID required).

*All exhibitors must abide by existing agreements and regulations covering the use of services, material and freight handling and labor at the Moscone Center West. A detailed explanation of union jurisdiction is listed in the ESM.

7. Carpeting / Floor Covering

All exhibit space must be fully carpeted or covered. The exhibit hall is not carpeted and a floor covering must be ordered or supplied for your booth space. You may supply your own flooring or rent carpet from Freeman. If your booth does not have a floor covering by end of the day Tuesday, May 19th, Show Management will order and install carpeting through the decorator at Exhibitor's expense.

8. Acceptable Booth Practices

Exhibitors are required to maintain a professional appearance and decorum, including but not limited to booth personnel and display items in their booth, at all times. Show Management reserves the right to remove or cover any materials deemed inappropriate by Show Management at the exhibitor's expense. Additionally, Show Management will request that any booth personnel not dressed in line with what Show Management determines falls in the category of good taste will be asked to leave the facility. This clause specifically applies but is not limited to companies offering the following products or services:

- Sites that offer adult entertainment such as pornographic or sexually explicit images; have sexually explicit personal advertisements or message boards; contain sexual stories or other related content; or sites whose meta tags contain sexually explicit text, or which imply that the site contains Adult content (such as "naked pictures" or "horny girls").
- Sites that offer advice or services for finding an affair (extramarital, discreet or otherwise), casual sexual encounters, escort services (paid or free), dating auctions, international marriage finders or "mail order bride".
- Sites which sell sex toys as a primary focus or along with other merchandise intended for sale to adults only.
- Sites which primarily serve to drive traffic to sites with Adult content, such as links lists or non-sexually explicit "teasers" for Adult sites or any sites which contain a mixture of adult content (as defined above) and non-adult content.

9. Early Move-Out

All exhibitors must stay assembled until 4:01 pm on Thursday, May 21, 2015. Carpet will not be rolled up until 4:15 pm. Early dismantling is not allowed. Any exhibitor who does not comply may not be allowed to exhibit in either ad:tech New York 2015 or ad:tech 2016.

10. Exhibitor Appointed Contractor (EAC)

An EAC is **any** contractor not listed in the Exhibitor Services Manual as an official ad:tech contracted vendor. Any vendor other than those listed in the ESM will need to have the EAC form completed and submitted to Show Management **30 days** prior to the event. **This form is located in the ad:tech Exhibitor Center on our website.** A certificate of insurance for the EAC must also be emailed to plan@ad-tech.com by the same deadline. Exhibitors using any service of an EAC are responsible for ensuring that the EAC conforms to all show rules and regulations.

11. Exhibitor Events

Exhibitors should not advertise or promote any off-site/outside activity held away from the exhibit hall if occurring during show hours. Off-site events held during show hours diminish the size and diffuse the quality of the audience that companies are exhibiting to see. Please plan to hold any events prior to or after show hours.

12. Fire Regulations/Flame Proofing

Exhibitors must conform to all standard fire codes of the Facility. These regulations will be strictly enforced:

- 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. Exhibitors must make arrangements for accessible onsite storage if needed. The order form is located under the decorator services heading in the exhibitor services manual.
- Combustible materials or explosives are not permitted in or around the exhibit areas.
- Exhibitor shall not allow its display to block the view of, or impede access to fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment.
- Smoking is prohibited in the Facility.

13. Food and Beverage/Giveaways

Savor is the exclusive caterer for the Moscone Center West and looks forward to helping you with all your food services needs. **Items to remember:**

- Alcoholic beverages may not be served within an Exhibitor's exhibit space during move-in/move-out of the event under any circumstances.
- Neither popcorn nor peanuts are not allowed on the event floor at any time.
- No outside food and beverage is allowed within the Moscone Center West – all requests must go through Savor (including bottled water).
- Your Catering Sales Manager is happy to work with you to assist with any special requests. Please contact Robert Duncan at **415-267-6427** or rduncan@moscone.com for assistance.

14. Hand-Carried Items

During Move-in, Exhibitors are allowed to **hand-carry** their items as long as certain conditions are met:

1. Exhibitors may move a "pop-up" display (equal or less than 10' in length) capable of being carried by one person
2. The individual moving the items must be a full time employee of the exhibiting company (ID required)
3. Exhibitor is allowed **1 trip only**. The decorator has the right to stop any exhibitor and apply material handling charges if they find the exhibitor violating these rules. Exhibitors will work directly with the decorator to unload the vehicle. Parking in front of the Moscone Center West and unloading your vehicle is not allowed.

15. Handouts/Literature Distribution

Literature, samples, or other promotional materials may only be handed out within the confine of the contracted booth space or designated area approved by Show Management. Any unauthorized materials placed elsewhere will be discarded.

16. Music/Other Copyrighted Material

Exhibitors shall be responsible for obtaining and paying for all necessary licenses, permits or approvals required under local or state law applicable to their activity at the exposition, which included any music licensing needed under ASCAP and BMI copyright laws. Pursuant to the Application and Contract for Exhibit Space, exhibitor indemnifies ad:tech expositions, LLC for any and all liability arising from exhibitor's breach of this commitment.

17. 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 Moscone Center West or walking through the general areas. 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 unless express permission has been granted by Show Management as part of a specific sponsorship. This restriction includes public areas outside Moscone. Failure to abide by this rule may result in the termination of your contract with ad:tech, removal from the show, and/or the prohibition from future exhibits.

Theme costumes, special dress and all types of entertainment must be approved by Show Management **in writing 14 days** prior to the show. This includes but is not limited to models, magicians and musicians. Show Management reserves the right to make determinations on appropriate apparel and entertainment.

18. Security/Access Control

Uniformed Security Guards and Badge Checkers will be stationed throughout the event and exhibit hall entrances on a 24-hour basis and will patrol the floor during non-show hours. Every reasonable effort is made to prevent losses. **The final responsibility, however, lies with the exhibitor.** It is advised that display materials of value and/or items such as laptops, small monitors, etc be removed with the exhibitor at the end of each day. At the conclusion of the show, if you have any materials/items being shipped out, please remain in your booth until the decorator has picked up your boxes. Individual/Private booth security is available and optional for exhibitors. See the order form located in the Facility / Other Contractor Form section of the Exhibitor Service Manual.

19. Insurance

ad:tech, the Facility (Moscone) and affiliates (vendors) do not provide any form of insurance to cover exhibitor activities and assumes no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. The exhibitor agrees to carry appropriate insurance to cover these risks along with public liability insurance against injury to the person or property of others.

20. Selling on the Show Floor

Exhibitors may not sell products for delivery at the show. Over-the-counter retail sales are not allowed at the show. The exchange of money on the Expo Floor is strictly prohibited.

B. 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 the exhibitor's 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.

C. EXHIBIT BOOTH SPECIFICATIONS

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.

INLINE BOOTH

Definition

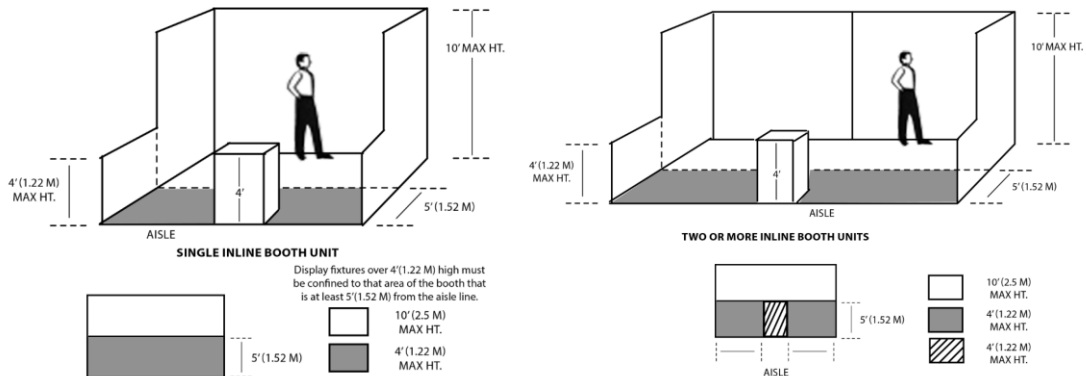
One or more standard units in a straight line.

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 10' (3.05m). Identification signs are allowed on the front. The back portion above the drape line must be finished with no logo.

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.



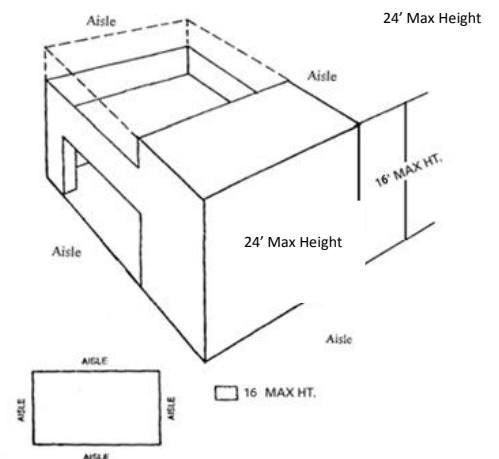
ISLAND BOOTH

Definition

Exhibit with aisles on all four sides.

Height

Twenty-four feet (24'0") 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, with a 3' clearance between the booth structure and lights.



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.

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.

HANGING SIGNS - ISLAND BOOTHS ONLY (20'x20' or larger)

Height

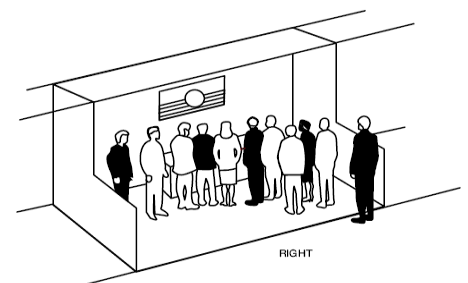
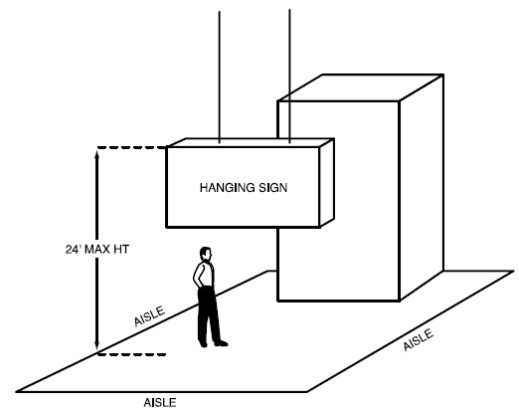
Hanging identification signs and graphics will be permitted to a maximum height of 24' (for a 20' x 20' booth and larger), provided that written approval is received from Show Management at least 30 days prior to the show and that the bottom of the sign clears the top of the booth structure by 3' or more.

Size

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

Structural Integrity

All hanging signs must have drawings available for inspection by Show 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.



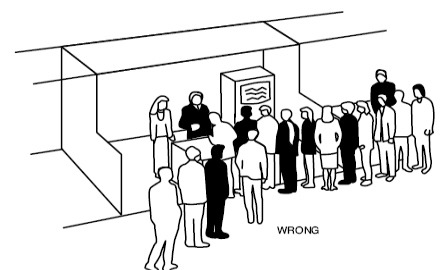
DEMONSTRATIONS

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, Show Management will have no alternative but to request that the presentation or sampling be eliminated.



Moscone Building Rules and Regulations

Animals

Trained service animals for persons with disabilities are permitted as described in the "Accessibility" information on the Center's website. No other animals are permitted in the Center.

Combustibles

Literature on display shall be limited to reasonable quantities (one day's supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes. Storage of any kind is prohibited behind back drapes or display walls, and inside the display area. All cartons, crates, containers, and packing materials which are NECESSARY FOR REPACKING shall be labeled with "EMPTY" stickers and REMOVED FROM THE FLOOR.

Decorations

- Materials may not be taped, nailed, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, or decorative walls.
- All decorative materials for exhibition must be flameproof in accordance with the Public Safety and Fire Regulations.
- More information on Decorations is available in the "Fire Safety" section of these Rules.

Emergency Reporting Procedures

Moscone West is equipped with Fire Alarm Pull Stations located throughout the building. All buildings have white courtesy telephones available. **The emergency number is 511**, and is designated on the handset.

Equipment, Materials, or Processes – Permit Required

Use, display or storage of the following materials, processes or equipment are restricted and subject to approval of the facility Fire Marshal and may also require a permit from the San Francisco Fire Department:

- Natural gas fired equipment.
 - Open flame devices (including candles and cooking equipment).
 - Exhibits involving hazardous processing or materials.
 - Pyrotechnic displays.
 - Liquefied petroleum gas (Ref: California Fire Code Chapter 38).
 - When approved, LPG (propane) containers having a maximum water capacity of 12lb [nominal 5lb LP-Gas capacity] may be permitted to be used temporarily inside the convention facility for public exhibitions or demonstrations. If more than one such container is located in an area, the containers shall be separated by at least 20 feet.
 - All LPG (propane) containers must be separated and inaccessible to the public. Cooking and food warming devices (see Food Preparation within exhibits in the Building Users Manual) in exhibit booths shall be isolated from the public by not less than 48 inches (1220 mm) or by a barrier between devices and public.
 - No dispensing from or refilling of LPG (propane) containers will be permitted inside of the convention facility.
 - Fossil fuel powered equipment.
 - Lasers.
 - Hydraulically powered equipment using flammable fluids.
 - Radiation producing devices.
 - Flammable liquids.
 - Welding, cutting or brazing.
 - Other materials or processes judged by the facility Fire Marshal to increase the risk to fire and life safety.
- Please Note: All Equipment must be UL listed.

Equipment - Prohibited

The following equipment or operations are prohibited during exhibition, booth construction or dismantling:

- Materials-handling equipment which exceeds established emission levels.
- Electrically powered tools and equipment other than those listed by Underwriters Laboratories, Inc. or approved by a nationally recognized testing laboratory.
- Portable heating equipment.
- Painting with flammable or volatile paints and finishes.
- Any equipment or operation that increases the risk to fire and life safety.

Exhibitor Storage

No storage of any materials or equipment is permitted behind booths or near electrical cords or outlets. Exhibitors may keep a one-day supply of product or literature within, but not behind, a booth.

Flame Retardant Treatment

- All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials, shall be flame retarded to meet the San Francisco Fire Department and the State Fire Marshal's requirements.
- All table coverings, fabric walls, paper, or any decorative material whatsoever must have a California flameproof certificate or tag. Only California certificates will be accepted, and they must be prominently attached to the material used so they may be easily seen by the facility Fire Marshal.

Freight Ramps, Elevators and Loading Docks

- Moscone West has 9 loading docks in total.
- Trucks delivering freight to the Moscone Center cannot exceed 52' in length (tractor and trailer) and 14' in height.
- While the Moscone Center loading docks are rated for unlimited loads, the freight ramps are rated at Highway Standard 20, as determined by the State of California.
- Moscone West levels 1, 2, and 3 are rated at 120lbs.per square foot.
- The loading docks at Mocone West are located on basement level. This requires the use of freight elevators to move all show freight from the loading dock. Please note the dimension and capacity of the freight elevators that will be used to move freight for the event.
- Elevator #3 - 9'6" high clearance x 9' wide x 19' deep - 20,000 lb capacity
Elevator #4 - 9'6" high clearance x 11'6" wide x 29' deep - 30,000 lb capacity
Elevator #7 - 9'6" high clearance x 9'8" wide x 19' deep - 20,000 lb capacity
Elevator #8 - 9'6" high clearance x 9'8" wide x 19' deep - 20,000 lb capacity

General Fire Safety Restrictions| Hazardous Materials

Prohibited Items - The following are strictly prohibited within Center:

- Blasting agents, or explosives.
- Pyrotechnics in Moscone West.
- Flammable cryogenic gases.
- Smoking within the facilities.
- Fueling of motor vehicles.
- Wood matches with all-surface strikes.
- Cellulose nitrate motion picture film.
- Aerosol cans with flammable propellants.

Helium Balloons

Helium balloons are not permitted.

Mobility Devices

- **Scooters** - The use of electric scooters is permissible only under the provisions of the Americans with Disabilities Act (ADA). Rental arrangements can be made directly with a local provider such as Scoot-Around at (888) 441-7575.
- **Segways** - The use of Segways is permitted under the provisions of the ADA.
- **Bicycles** - The use of bicycles is restricted to move-in and move-out periods and on concrete surfaces only (Exhibit Halls). Use of bicycles in any public space is prohibited.
- **Wheelchairs** - Moscone Center does not have wheelchairs available for attendee use. Rental arrangements can be made directly with a local provider such as Scoot-Around at: (888) 441-7575.

Motorized Vehicles

Liquid and Gas-Fueled Vehicles and Equipment used for display, competition or demonstration within this facility shall be in accordance with the California Fire Code, Section 2404.

The pertinent sub-sections are as follows:

- The location of vehicles or equipment shall not obstruct or block means of egress.
- Batteries shall be disconnected in an approved manner.
- Vehicles or equipment shall not be fueled or defueled within the building.
- Fuel in the fuel tank shall not exceed one quarter of the tank capacity or 5 gallons (18.9L), whichever is less.
- Fuel systems shall be inspected for leaks.
- Fuel-tank openings shall be locked and sealed to prevent the escape of vapors.
- A Vehicle Display Form must be submitted to Show Management no less than 15 days to event move in. See ESM for copy of the form.

Portable Spotlights

All types of clamp-on portable spotlights shall be protected from metal-to-metal contact by having electrical insulating pads or wrapping material permanently attached to the lamp holder clamp.

Use of ceramic-porcelain or molded composition type of neck-shell is the only type approved for use in the San Francisco Convention Facility. On/off switches are usually located in the neck.

Where any spotlight or lamp is subject to physical damage, damp places, or comes into contact with combustible material, it shall be equipped with a substantial guard attached to the lamp holder or the handle.

Flexible cord extensions may only be used for portable lamps/appliances that are of allowable amperage for the size and type of three (3) conductor cords connecting to and for the utilization of any equipment. The third conductor is used for equipment grounding purposes.

Propane – Requires Approval

Liquefied petroleum gas (Ref: California Fire Code Chapter 38).

- a. When approved, LPG (propane) containers having a maximum water capacity of 12lb [nominal 5lb LP-Gas capacity] may be permitted to be used temporarily inside the convention facility for public exhibitions or demonstrations. If more than one such container is located in an area, the containers shall be separated by at least 20 feet.
- b. All LPG (propane) containers must be separated and inaccessible to the public.
- c. No dispensing from or refilling of LPG (propane) containers will be permitted inside of the convention facility. Show Management MUST be notified of the intent to use Propane no less than 30 days from the event move in.

Pyrotechnics

Use of pyrotechnics in Moscone West is prohibited. The DF-50 Diffusion Fogger is the only unit approved for use within Moscone West. Arrangements must be made in advance with your Event Manager to have an Engineer on stand-by during all hours that foggers are in use (including all rehearsals and tests). This may result in additional labor charges.

Delivery of Freight

- The Center does not accept advance shipment of freight or materials prior to the contracted move-in date. All shipments to be delivered to the Center after the official move-in date must be to the attention of the event general decorating contractor.
- All equipment brought into the Center must be delivered and removed through the loading dock areas. The Center will not accept shipment of freight and/or material to the show manager.
- All equipment brought into the Center must be brought into the building via the access doors assigned to your event space.
- Under no circumstances will C.O.D deliveries be accepted by the Center.

Smoking Policy

The Moscone Center is a smoke-free facility. Please refrain from smoking within 20' of the lobby doors.