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RULES AND REGULATIONS

1. DEMONSTRATION POD AND SPACE RESTRICTIONS

It is the exhibitor's responsibility to be familiar with the size and space limitations of the demonstration pod. Exhibitors are not permitted to extend their presence into the space outside of the pod counter. Pop-up signage and literature racks may not be placed on the floor. All signage, equipment, demonstration items, literature, etc must be confined to the counter top.

An exhibitor's presence may not extend beyond or outside of the counter and side walls of the demo pod nor may it extend (in height) above the demo pod header. This will be enforced to maintain a clear line of sight in the aisles of the demo pavilion.

Special lighting, equipment carts and any other additions or customizations to the demonstration pod are not permitted.

Event management will request removal or have items removed at the exhibitor's expense.

2. SIGNAGE

Hanging signs are not permitted in the demo pavilion or anywhere in the facility.

All signs and graphics must be professionally created and in keeping with the professional atmosphere of the event. Self standing or pop up signs are limited to the counter top area of the pod.

Custom graphics can be ordered for the areas of the pod back wall and side walls. See the signage order form provided by the general contractor in the exhibitor resource center for more details.

3. DEMO PAVILION PARTICIPATION

Demonstration pods must be occupied 15 minutes prior to show opening each day 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 and special dress must be approved by Organizer 30 days prior to the show. Entertainment, including but not limited to magicians and musicians is not permitted.

Demonstration pods must remain completely intact until all visitors have left the hall following the official closing time. 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 events.

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3. DEMO PAVILION PARTICIPATION (Continued)

Exhibitors can invite Web 2.0 Expo attendees for meetings or demonstrations at their pod during closed demo pavilion hours as long as it is during open registration hours. Exhibitors must notify event management of this schedule. Event management has the right to discontinue any meeting or demonstration if it is too large or disruptive to any part of the event or neighboring demonstration pods.

Hazardous items including but not limited to high voltage equipment, helium, confetti, balloons and other similar items are prohibited.

Promotions

Demonstrations and other promotional activities, including literature handouts outside of the allotted demo pod space are not allowed. This includes outside and in the front of the Convention Center and all general areas at the facility. This restriction includes hotel locations in conjunction with the event. Roaming characters are not allowed.

NO live animals may be used 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. At no time will individual exhibitor signs be allowed in conference areas or other common areas unless a marketing promotional opportunity has been purchased.

Exhibitors cannot plan events that interfere with published event operating hours or associated events. If you have any questions about whether your event interferes with the event scheduling, please contact Event management or your sales representative.

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 event.

Prize drawings are permitted as long as they confirm to all local and international rules and regulations.

Distribution of souvenirs and/or product samples is permitted as long as 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 Event management or your sales representative prior to production.

Storage

The cabinet under the counter in the demonstration pod is the ONLY space available for storage. Storage behind the pod structure, back wall, in the utility channel or anywhere else will not be permitted. This includes empty packing materials and extra supplies of literature. There are no exceptions and this will be strictly enforced.

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3. DEMO PAVILION PARTICIPATION (Continued)

Sound

Due to the design of the demo pavilion, amplification devices including microphones are not permitted. Sound as part of demonstrations (without amplification) will be permitted but must be kept to a minimum. An exhibitor will receive one warning if the sound level is intrusive to any part of the demo pavilion area. Event management reserves the right to determine the point at which sound constitutes interference with others and must be discontinued.

Lighting

Supplemental lighting to the pod is limited to clip style spot lights and must be ordered and provided by the general contractor. The lighting order form is available in the exhibitor resource center. No other forms of lighting will be permitted in the demonstration pavilion.

Cameras / Video Cameras

Exhibitors are allowed to photograph or videotape their company's demo pod only. Event management, the official show photographer and accredited press are exempt from this rule.

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.

Catering

Exhibitors will not be permitted to order catering services to the pod or demo pavilion area.

4. CHILDREN/AGE POLICY

Because of insurance and safety limitations, no one younger than 18 will be permitted in the event facility during set up, event days or move-out. (This includes children intended for use as a working component of your demo pod). Please notify your staff of this regulation. Each year Event 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 person younger than 18 will be allowed to participate in any demonstration in the demo pavilion.

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5. 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 pod.

Event 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, Event management and the 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 registration
- Badges must be worn at all times in the event facility
- Move in and set up hours are outlined in the general information form located in the exhibitor resource center. Exhibitors will be allowed access to the demo pavilion during this time. Exhibitors can remain in the demo pavilion to continue set up after move in hours end but no exhibitors will be allowed re-entry to the demo pavilion 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 pod
- During tear down, stay with your equipment until it is packed, sealed and properly labeled
- Obtain proper insurance coverage for your goods, including transit to, from and at the show site

6. EXCLUSIVE AGREEMENTS

All exhibitors must abide by existing exclusive agreements and regulations regarding freight. Exhibitors can move their own freight as long as it does not require a forklift. Forklift operation is an exclusive service at the convention center. Any exhibitor that needs the service of a forklift must make appropriate arrangements for this service.

7. CARE OF BUILDING AND EQUIPMENT

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

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7. CARE OF BUILDING AND EQUIPMENT (Continued)

Electrical/Flame Proofing

The fire brigade has strict regulations governing trade shows. All electrical wiring must conform to all safety rules. In addition, all draperies, decorations and materials must be flame proofed in accordance with fire codes. Materials may be inspected and/or tested by the fire brigade at any time.

The use of decorations incapable of being flame proofed is not permitted. This includes, paper, balloons (helium or others), confetti 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 Event management prior to the first event move-in date. All materials supplied by Event management or official contractors will conform to the above regulations.

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

8. USE OF EXHIBITS

Event management reserves the right to restrict exhibits that, because of noise, method of operation, materials or any other reason, become objectionable. Event management is the sole judge in this regard. Event management may prohibit or remove any exhibit, which, in the opinion of Event 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 Event management in advance of the show to discuss your exhibit.

Organizer 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 Organizer, 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 his care, custody and control in transit to or from or within the confines of the exhibit facility. If exhibitor materials fail to arrive, the exhibitor is nevertheless responsible for all associated participation costs.

Failure to occupy contracted space does not relieve an exhibitor from financial or other obligations. Set-up must adhere to the schedule published in the General Information section of the exhibitor resource center. Organizer may, at exhibitor's expense and risk, set up any display delivered to the event and not complete prior to the show opening.

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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 Organizer 30 days prior to the start of move-in.

9. USE OF COPYRIGHTED MATERIAL

All participants are 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 for any and all liability arising from exhibitor's breach of this commitment.

10. FINAL AUTHORITY

Organizer is the sole and final authority as to the interpretation of these rules and their application. Organizer 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. Organizer may make modifications to a pod 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 brigade. Furthermore, Organizer has the authority to establish penalties, including the removal from the current or future shows. Organizer's decision is final.