

IDTechEx Show!

# Exhibitor Manual

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[IDTechEx Show!](#)

November 16-17, 2016

Santa Clara, CA, USA

## EXHIBITOR INFORMATION

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**MAIN SHOW DATES:** November 16-17, 2016  
**VENUE:** Santa Clara Convention Center  
 5001 Great America Parkway  
 Santa Clara, CA 95054, USA  
**HALLS:** A/B/C/D  
**EXHIBITOR PORTAL:** [www.IDTechEx.com/ExhibitorToolkit](http://www.IDTechEx.com/ExhibitorToolkit)  
**STAND BUILDER:** Rossi Expositions | Tel: + 1 510-436-7500 | Email: info@rossiexpo.com  
**FURNITURE/SERVICES ORDER WEBSITE:** <https://rossi.boomerecommerce.com>  
 [password protected: if a new exhibitor, your password will be emailed to you]

## EXHIBITOR PLANNING SCHEDULE

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Advance Freight Opens:	Thurs	September 1, 2016	
Rossi Advance Order Deadline:	Mon	November 7, 2016	
Advance Freight Closes:	Weds	November 9, 2016	
Large Booth Set-up			
[by prior arrangement with Rossi only]:	Mon	November 14, 2016:	12.00 noon - 5.00 pm
Exhibitor Set-up:	Tues	November 15, 2016:	12.00 noon - 7.00 pm
Exhibition Hours Exhibitors (Day 1):	Weds	November 16, 2016:	08.00 am – 7.00 pm
Exhibition Hours Attendees (Day 1):	Weds	November 16, 2016:	10.25 am – 7.00 pm
Exhibition Hours Exhibitors (Day 2):	Thurs	November 17, 2016:	08.00 am – 12.00 midnight
Exhibition Hours Attendees (Day 2):	Thurs	November 17, 2016:	10.35 am – 4.30 pm
Exhibition Closes:	Thurs	November 17, 2016:	4.30 pm
Exhibitors Dismantle:	Thurs	November 17, 2016:	4.30 pm – 9.00 pm
Freight Carrier Check-In/Pick-Up:	Thurs	November 17, 2016:	5.00 pm – 8.30 pm
	Fri	November 18, 2016:	8.00 am – 12.00 noon

## EXHIBITOR SET-UP

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**Exhibitor Set-up: Tuesday, November 15, 2016: 12.00 noon - 7.00 pm**

Please note that all exhibitors are required to have completed set up by 7.00 pm on Tuesday, November 15. There will be a penalty charge for any exhibitor setting up after this time. You may be charged by Rossi Exposition Services or the local Union workers overtime outside of these hours. Please contact us in advance if you will be arriving late or require a longer set-up time. The registration desk will be open for you to collect your badges between these times.

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## EXHIBITION OPENING TIMES

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**Wednesday, November 16 | 10.25 am – 7.00 pm**

The exhibition will be open to attendees from 10.25 am (beginning of first break), however exhibitors may enter earlier if required (from 08.00 am), badges will be checked at the door before entry. There will a Drinks Reception from 6.00 – 7.00 pm in the Expo Hall, after which the trade show closes at 7.00 pm.

**Thursday, November 17 | 10.00 am – 4.45 pm**

The exhibition closes after the final coffee break on November 17 at 4.45 pm.

## YOUR BOOTH

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Unless you have ordered an island site booth (a booth with 4 open sides) or a hard wall booth upgrade, each standard 10ft x 10ft (100 sq ft) booth includes:

- 8ft high draped back wall (black)
- 3ft high draped side rails (black)
- One (1) x 7''x 44'' Exhibitor ID Sign
- Passes - please check your exhibitor contract for the number of passes that are allocated in your booth package (all passes include lunches and refreshments during conference hours on November 16-17).
- Package also includes your logo and 50 word company description in the event show guide and on the conference website.

### Notes:

- Carpet: **Your exhibition booth is not carpeted. It is the responsibility of every exhibitor to carpet their booth, which can be ordered through Rossi Expositions (\$140 per 100 sq ft)**
- Furniture: Can be rented from the stand builder and services contractor, Rossi Expositions.
- Electricity: Electricity can be rented through Rossi Expositions. Please log-in to the order site <https://rossi.boomerecommerce.com> to order.

## EXHIBITOR SERVICES

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### EXHIBITOR TOOLKIT:

[www.IDTechEx.com/ExhibitorToolkit](http://www.IDTechEx.com/ExhibitorToolkit)

## ORDER FURNITURE/ELECTRICITY

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### ONLINE ORDER SITE:

[password protected: if a new exhibitor, your password will be emailed to you]

<http://rossi.boomerecommerce.com>

Please go to the webpage in the link above for information and to order the following: furniture and accessories, carpet, cleaning services, electrical, freight and material handling, audio/visual, plant and floral, display labor, shipping labels.

**The advance order deadline is November 7, 2016**

**There will be a surcharge for all orders received after November 7, 2016**

### ROSSI EXPOSITIONS

Contact: Cindy Goldstein

Tel: + 1 510-436-7500 | Fax: + 1 510-217-9622 | Email: [info@rossiexpo.com](mailto:info@rossiexpo.com)

## EXHIBITOR SERVICE PACKAGE

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### Service Package 1 (\$385):

- 100 sq ft of carpet installed on booth (gray)
- 1 x black skirted table (6' length x 24" wide x 30" tall)
- 2 x chairs
- 1 single electrical outlet 500 Watts

### Service Package 2 (\$412):

- 100 sq ft of carpet installed on booth (gray)
- 1 x black draped highboy table (30" width x 42" tall)
- 2 x stools
- 1 single electrical outlet 500 Watts

If you have ordered either of the Exhibitor Service Packages through IDTechEx, the above items will be delivered and installed on your booth. If you have not ordered the service package, these items can all be ordered separately through Rossi Expositions (<http://rossi.boomercommerce.com>).

## LOGISTICS A-Z

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### ACCOMMODATION

If you need to arrange hotel accommodation, we would recommend that you book this as soon as possible as accommodation is going to be in high demand. Please click on the link below for a list of local hotels near the venue:

[www.PrintedElectronicsUSA.com/Venue](http://www.PrintedElectronicsUSA.com/Venue)

### AV/COMPUTER RENTAL:

Please login to Rossi Exposition Services (<http://rossi.boomercommerce.com>) to order.

### BOOTH CLEANING:

Please login to Rossi Exposition Services (<http://rossi.boomercommerce.com>) to order.

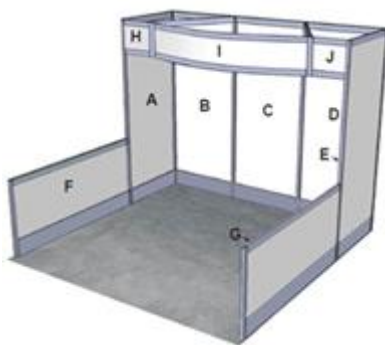
### BOOTH UPGRADE:

10' x 10' ft Hard Wall Upgrade - \$1,200

(as per image)

+ Booth Printing - \$2,235

Includes printing of the header and three back wall panels. Each panel 38 ¼" wide x 86 ¼" tall. Print ready artwork must be provided to Rossi Expositions no later than 10 days prior to the event. To order please either email Sarah Parish ([s.parish@IDTechEx.com](mailto:s.parish@IDTechEx.com)) to request a booking form or book directly through the show stand builder, **Rossi Expositions** <https://rossi.boomerecommerce.com> ("Booth Upgrades").



### CARPETING:

**Carpeting is not included in the booth package but is required for every booth.** Please login to Rossi Exposition Services (<http://rossi.boomercommerce.com>) to order. Exhibitors may not bring their own carpet and exhibitors must carpet their booth space. The aisles will be carpeted in red carpet, and the show color booth carpet is gray.

#### **CATERING:**

Catering can be ordered to your booth on request. Please contact Elaine Rapajon ([Elaine.Rapajon@santaclara.org](mailto:Elaine.Rapajon@santaclara.org)) for prices and to order. Please note that refreshments (morning break/lunch/afternoon break) are provided to all exhibitors as part of your exhibition package and will be served in the exhibition hall.

#### **DECORATION UNION INFORMATION:**

Please login to Rossi Exposition Services (<http://rossi.boomercommerce.com>) for further information.

#### **DIRECTIONS:**

For map: <https://www.google.com/maps/place/Santa+Clara+Convention+Center>

**From San Jose International Airport (SJC) – 5.4 miles** Take San Jose International Airport's Guadalupe Pkwy. Exit. Turn left on Guadalupe Pkwy. Follow onto I-101 North. Follow I-101 North roughly three miles and exit at Great America Pkwy. Turn right onto Great America Pkwy. The Silicon Valley Convention Center is located at Great America Pkwy. and Tasman Ave. You can find the Convention Center Parking Garage by exiting at the Hyatt Regency's 2nd driveway at Bunker Hill Rd.

**From San Francisco International Airport (SFO) – 31 miles** Follow San Francisco International Airport's exit signs to I-101 South towards San Jose. Take I-101 South roughly 30-40 minutes and exit at Great America Pkwy. Turn left at Great America Pkwy. The Convention Center is at Great America Pkwy. and Tasman Ave. You can find the Silicon Valley Convention Center Parking Garage by exiting Great America Pkwy. at the Hyatt Regency's 2nd driveway at Bunker Hill Rd.

**From Oakland International Airport (OAK) – 33.1 miles** Exit Oakland International Airport and take Hegenberger Rd. to I-880 South towards San Jose. Take I-880 roughly 30-40 minutes to Highway 237 towards Mountain View. Follow Highway 237 to Great America Pkwy. Exit. Turn left on Great America Pkwy. The Convention Center is at Great America Pkwy. and Tasman Ave. You can find the Convention Center Parking Garage by exiting off Great America Pkwy. at the Hyatt Regency's 2nd driveway at Bunker Hill Rd.

Also see [PUBLIC TRANSPORTATION](#)

#### **DISPLAY LABOR:**

Please login to Rossi Exposition Services (<http://rossi.boomercommerce.com>) to order.

#### **ELECTRICAL HIRE:**

Please login to Rossi Exposition Services (<http://rossi.boomercommerce.com>) to order.

#### **EXHIBITOR PROFILE/LOGO**

Exhibitor Profile = 50 words of text/logo/url published on the event website and in the hard copy show guide. Please check your exhibitor profile on the applicable website:

\* [3D Printing USA](#)

\* [Electric Vehicles: Everything is Changing](#)

- \* [Energy Harvesting USA](#)
- \* [Energy Storage Innovations USA](#)
- \* [Graphene & 2D Materials USA](#)
- \* [Internet of Things Applications USA](#)
- \* [Printed Electronics USA](#)
- \* [IDTechEx Sensors USA](#)
- \* [IDTechEx Wearable USA](#)

Submit new text/logo: [www.IDTechEx.com/ExhibitorListing](http://www.IDTechEx.com/ExhibitorListing)

Deadline: **Friday, October 7**

**FREIGHT HANDLING:**

For further details on charges and to book freight handling please contact Rossi Expositions for all options <http://rossi.boomerecommerce.com>.

**Small Packages (under 50 lbs): Direct to Show Site: \$50.00**

Must arrive during Rossi Expo installation period only; no exceptions, unloading, delivery to booth and return to loading dock for common shipment at close of show.

**Advance Freight to Warehouse: \$82.00 per CWT** advance pricing / \$92.00 per CWT standard pricing  
Shipments of common freight and crated exhibits will be received at the warehouse and stored up to 30 days prior to set-up date, delivered to the booth and returned to show site loading dock for forwarding via common carrier at close of show. 200 lb minimum.

**Show Site Freight: \$92.00 per CWT**

Receipt of common freight and crated exhibits at show site (must arrive during Rossi Expo installation period only; no exceptions), unloading, delivery to booth and return to loading dock for common shipment at close of show. 200 lb minimum

**Outbound Freight with Scheduled Return to Rossi Warehouse: \$45.00 per CWT**

Freight scheduled to return to Rossi Expo warehouse after show dismantle and available for carrier pick-up on Monday, November 21. Abandoned freight will incur additional handling fees.

*Note: per CWT = per 100lbs*

**FURNITURE HIRE:**

To hire tables, chairs, or any furniture please contact Rossi Exposition Services (<http://rossi.boomerecommerce.com>).

**INSURANCE:**

You must carry a minimum of USD\$2Million General Liability Insurance. IDTechEx, Rossi Expositions & the Santa Clara Convention Center do not accept any responsibility or liability to the loss or damage to your stand, personnel or equipment. As an exhibitor it is entirely your responsibility to ensure that your equipment is secure and fully insured at all times. Please note it is your responsibility to ensure that your General Liability insurance is adequate.

**INTERNET:**

Wireless internet will be provided free of charge in the conference registration area only (main lobby outside exhibit halls A/B).

If you will require internet to your booth, you may either purchase wireless internet on on-site with a credit card, or order wired internet in advance.

**Exhibitor Self-Service Wireless:**

**USAGE:** Can be used for: online presentations, online demos, large downloads, interactive applications, payment processing, accessing database information as well as basic browsing and email.  
**SPEED:** To 1.54MB  
**PRICE:** \$79.99 per day/per device

Further details can be found on our website [www.IDTechEx/ExhibitorToolkit](http://www.IDTechEx/ExhibitorToolkit)

**LEAD TRACKING:**

Lead Tracking is available through the Bartizan Lead Retrieval system: iLeads. The award winning iLeads is an exhibitor lead management app, which works to capture attendee leads by typing in the Badge ID #. The iLeads Lead Retrieval License and App is \$199.00, compatible devices can also be rented for use.

**Supported devices:**

iPod touch®, iPhone®, iPad®  
*(Minimum Operating System required is 8.0 to 9.0)*  
 Android™ Smartphone, tablet or Android based Kindle  
*(Minimum Operating System required is 4.1)*

Provided by Bartizan Connects  
 217 Riverdale Ave.  
 Yonkers, NY 10715  
 Toll Free: (800) 899-2278  
[www.bartizan.com](http://www.bartizan.com)

Go to <http://shop.bartizan.com/printedelectronicsusa.html> to order.

**The advance order deadline is October 14, 2016**

**There will be a surcharge for all orders received after October 14, 2016**

**PARKING:**

The Santa Clara Convention Center is located at the corner of Great America Parkway and Tasman Drive. You can find the Convention Center Parking Garage by exiting off Great America Pkwy at the Hyatt Regency's 2nd driveway at Bunker Hill Rd. 1,500 on-site parking spaces in a 3-story parking garage on the Silicon Valley Convention Center campus shared with the Hyatt Regency and TechMart.



**PUBLIC TRANSPORTATION:**

**ACE Commuter Service** The Altamont Corridor Express (ACE) train operates 4 morning and evening trains, Monday – Friday. The ACE train begins its daily service in the San Joaquin Valley, through the Tri-Valley and ends in San Jose/Silicon Valley. There are 9 total stops along the route featuring 2 stops in Santa Clara, one across from Levi Stadium (just a block away from the Santa Clara Convention Center and California’s Great America) and the other across from Santa Clara University. For more information please visit <http://www.acerail.com/>

**AMTRAK** Amtrak’s station in Santa Clara is located just a few blocks away from the Santa Clara Convention Center and Great America theme park, beneath Tasman Avenue. The address is Stars & Stripes Drive at Tasman Overpass. The Santa Clara stop is on the Capitol Corridor route with service to/from Sacramento. There are seven trains daily. For more information please visit <http://www.capitolcorridor.org/#>

**Caltrain** Caltrain is a commuter train along the peninsula from San Francisco to San Jose. It has stops at every city along the way. Caltrain is currently operating seven days a week. You can take Caltrain from San Francisco to Santa Clara. From San Francisco, take Caltrain south to the Santa Clara station. The Santa Clara station is located directly across from Santa Clara University. If you are going to the Santa Clara Convention Center, you will have to transfer at Caltrain’s Mountain View station. At Caltrain’s Mountain View station, take the Valley Transportation Authority (VTA) Light Rail to Santa Clara’s Great America station. For more information please visit <http://www.caltrain.com/>

**VALLEY TRANSPORTATION AUTHORITY (VTA)** Bus service and light rail serving Santa Clara and the rest of Silicon Valley. For a complete light rail map and information visit [www.vta.org](http://www.vta.org) or call (408) 321-2300. Light rail is a medium-capacity electric powered transit system that runs on a track in the middle of existing streets in the cities of Santa Clara and San Jose. It stops in front of the Santa Clara Convention Center and California’s Great America theme park at the GREAT AMERICA STATION.

**PASSES:**

Please refer to your exhibitor registration form or exhibitor contract for the number of passes that are included with your booth. The standard package includes 2 x 2-day Exhibitor Conference, Exhibition Passes and 2 x 2-day Exhibitor Exhibition Passes. Exhibitors will receive an email after booking with a link to allocate the passes with their booth.

*2-day Exhibitor Conference, Exhibition Pass*

- \* This pass gives access to the exhibition for set-up on November 15, 12.00 to 7.00 pm.
- \* This pass gives access to all the co-located conference tracks (November 16-17).
- \* The pass gives access to the Exhibition (November 16-17).
- \* The pass includes lunches and refreshments during conference hours, which are served at the conference breaks in the expo hall in the food & beverage areas.
- \* Includes electronic access to pdf presentations from the conference. These will be available to download from the event websites 5-10 days after the conference. Please note that there will some presentations that we will be unable to share.

*2-day Exhibitor Exhibition Pass*

- \* This pass gives access to the exhibition for set-up on November 15, 12.00 to 7.00 pm.
- \* The pass gives access to the Exhibition (November 16-17).

\* The pass includes lunches and refreshments during conference hours, which are served at the conference breaks in the exhibition halls in the food & beverage areas.

**POWER CONVERTERS:**

If required, you must provide your own.

**SECURITY:**

There will be 24 Hour security at the venue; however, IDTechEx, Rossi Exposition Services, and the Santa Clara Convention Center cannot accept liability for the loss of or damage to your equipment at the event. We advise that you never leave an expensive or precious item unattended at any time, and you do so at your own risk.

**SHIPPING (DOMESTIC):**

**Advance Freight Address:**

Advance freight needs to be received by no later than **November 9, 2016**. Please note, if you send freight to the advance freight address you will need to book material handling through Rossi Expositions.

IDTechEx Show! 2016 / Exhibitor Name & Booth #  
c/o Yellow Freight (Attn: Rossi Expositions)  
201 Haskins Way  
South San Francisco, CA 94080  
Tel: 650-952-1112

**Show Site Shipping Address:**

Freight being shipped directly to Santa Clara Convention Center must be received **ONLY** on **November 14** or **November 15, from 8.00 am – 4.00 pm**. Please note, if you send freight to the show site address you will need to book [freight handling](#).

Santa Clara Convention Center - Hall C  
c/o Rossi Expo / IDTechEx Show! 2016  
Exhibitor Name & Booth #  
5001 Great America Parkway  
Santa Clara, CA 95054

**SHIPPING (INTERNATIONAL):**

For international freight the show management approved company is DB Schenker, Berlin. Please read the DB Schenker Shipping Guidelines carefully and contact DB Schenker to discuss your requirements and to book: [fairs-abroad.berlin@dbschenker.com](mailto:fairs-abroad.berlin@dbschenker.com) or call +49 (030) 3012995-450.

<http://www.idtechex.com/printed-electronics-usa/show/en/shipping>

**SHIPPING (OUTBOUND):**

**From Santa Clara Convention Center on November 17**

If you've already ordered Advance Freight Services or Show Site Freight Services through Rossi Expositions, [material handling](#) from your booth to the loading dock for carrier pick-up is included. If

you haven't pre-ordered any freight service, please see the Rossi Service Desk to place your order on-site for outbound freight handling. **Please note that you are responsible for making prior arrangements with a carrier for pick-up.**

*Please note: all exhibitor freight MUST be scheduled for pick-up from the show site by your carrier on Thursday, November 17, 2016 between 5.00 pm - 8.30 pm or Friday, November 18, 2016 between 8.00 am - 12.00 noon. Scheduling a pick-up with your carrier is YOUR responsibility.*

**Pick-up address on November 17 (5.00 pm-8.30 pm) / November 18 (8.00 am-12 noon)**

Exhibitor Name:

Booth #:

Santa Clara Convention Center: Hall C  
5001 Great America Parkway  
Santa Clara, CA 95054, USA

**Pick-up address after November 18:**

Exhibitor Name:

Booth #:

Rossi Expositions, Inc.  
1040 22nd Ave  
Oakland CA 94606  
Tel: 510-436-7500

All shipments NOT picked up from show site during move out times will incur an "Outbound Freight Return to Warehouse" charge of \$45 per CWT (100lbs) and will be available for pick up from the Rossi Exposition warehouse on Monday, November 21 from 9am-4pm.

**SHOW GUIDE ADVERTISEMENTS:**

If you have booked a show guide advertisement as part of your exhibitor package please email it to Sarah Parish ([s.parish@IDTechEx.com](mailto:s.parish@IDTechEx.com)) before **Friday, October 7, 2016**. IDTechEx cannot be held liable for any inaccuracies.

**Full Page Show Guide Advert:**

8-¼" (w) x 8-¼" (h)  
No bleed  
No printers marks  
Fonts outlined  
PDF/TIFF format  
CMYK

**Half Page Show Guide Advert:**

7-½" (w) x 3-¾" (h)  
No bleed  
No printers marks  
Fonts outlined  
PDF/TIFF format  
CMYK

## CONTACTS

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### EXHIBITION CONTACT:

#### SARAH PARISH

Exhibition Manager

Tel: +44 1223 810254 | Email: [s.parish@IDTechEx.com](mailto:s.parish@IDTechEx.com)

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### CONFERENCE CONTACTS:

#### CHRIS CLARE

Event Director

Tel: +44 1223 810270 | Email: [c.clare@IDTechEx.com](mailto:c.clare@IDTechEx.com)

#### CATH DAVIES

Event Manager

Tel: +44 1223 810285 | [c.davies@IDTechEx.com](mailto:c.davies@IDTechEx.com)

#### CORINNE JENNINGS

Event Manager

Tel: + 44 1223 810277 | Email: [c.jennings@IDTechEx.com](mailto:c.jennings@IDTechEx.com)

### SALES CONTACTS:

#### THOMAS KEENAN

Sales Director: Graphene, Energy Storage, Printed Electronics Events

Tel: +44 7528 559397 | Email: [t.keenan@IDTechEx.com](mailto:t.keenan@IDTechEx.com)

#### RICKY PURNELL

Sales Director: Energy Harvesting, Internet of Things Applications, Wearable Events

Tel: +44 1273 900810 | Email: [r.purnell@IDTechEx.com](mailto:r.purnell@IDTechEx.com)

#### LEANDRI WILKE

Sales Director: 3D Printing and Printed Electronics Events

Tel: +49 351 65 888 316 | Email: [l.wilke@IDTechEx.com](mailto:l.wilke@IDTechEx.com)

### STAND BUILDER:

#### ROSSI EXPOSITIONS

Contact: Cindy Goldstein

Tel: + 1 510-436-7500 | Fax: + 1 510-217-9622

Email : [info@rossiexpo.com](mailto:info@rossiexpo.com)

Online Exhibitor Portal: <http://rossi.boomerecommerce.com>

## Exhibitor Rules and Regulations

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### 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](http://www.usdoj.gov/crt/ada/adahom1.htm).

### Booth/Session Demonstrations

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All sponsors and exhibitors must adhere to following guidelines in regards to booth demonstrations:

- All marketing efforts must be confined to your contracted booth space. At no time are sponsors or exhibitors allowed to display signs or leave literature in any of the common areas of the Santa Clara Convention Center or Hyatt Santa Clara. No signs or materials may be pasted, nailed, taped or otherwise attached to walls, doors or other surfaces of the Santa Clara Convention Center or the Hyatt Santa Clara.
- Booth personnel, including models, hosts/hostesses, etc. are not allowed to distribute literature, giveaways or promotional items of any kind outside their contracted exhibit space. This restriction includes sidewalks outside the Santa Clara Convention Center or Hyatt Santa Clara where IDTechEx has contracted official room blocks.
- 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 and the Fire Marshal, to resolve the situation. All aisles must be clear. No exit, firefighting equipment or emergency equipment may be blocked or obstructed under any circumstances.
- The use of demonstrators, gimmicks, mimes, magicians, robots, Segway scooters, etc. in aisles is prohibited at all times.

### Booth Space & Displays

All booths:

- No signs or materials may be pasted, nailed, taped or otherwise attached to booth walls.
- Exposed walls on the reverse side of a constructed display may not display logos, advertising or graphics if they adjoin other exhibits.
- The painting of signs, displays or other objects is strictly prohibited inside the facility or on the Santa Clara Convention Center grounds.
- Exhibitors may not use existing building columns for any purpose whatsoever.
- Maximum height for structural and design elements (including display elements, signage, etc) is 8' across the entire back wall. 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 (front 5').

### Carpeting

Carpeting is not included in the booth package but is required for all exhibitors. Carpet should be ordered through Rossi Expositions. Sponsors and exhibitors may not bring their own carpet. It is recommended that you protect your carpet during set up days.

### Contractual Terms and Conditions

By signing the sponsor and exhibitor contract, you have agreed to all terms and conditions stated within the contract. If you need a copy of the contractual terms and conditions, please contact Sarah Parish, [S.Parish@IDTechEx.com](mailto:S.Parish@IDTechEx.com) +44 1223 810254

### Decoration

Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by sponsors or exhibitors are in compliance with the show floor standards. This may require the replacement, rearrangement or redecoration of any item or of any booth. Show Management is not liable for any cost that may be incurred by the sponsor or exhibitor. Helium balloons and/or other helium filled items are not permitted.

### Exhibitor Appointed Contractors (EACs)

Sponsors and exhibitors utilizing service providers other than the official show contractors are responsible for submitting an EAC Form with the "non-official" contractor's information. PLEASE NOTE: This includes all

third-party companies providing display items, materials or furnishings. Material handling fees will apply to move these items from the door to the booth. It is the sponsor or exhibitor's responsibility to ensure their EAC is required to submit Certificates of Insurance for worker's compensation insurance, comprehensive general liability insurance, and automobile liability insurance. The worker's compensation and employer's liability insurance must provide a minimum limit of \$100,000 and meet the requirements established by the State of California. Comprehensive general liability coverage must provide \$1,000,000 combined single limit bodily injury and property damage liability. Rossi Expositions must be named additional insured as respect to general liability for above exposition. Automobile liability should include all owned, non-owned, and hired vehicles with limits of \$1,000,000 combined single limit. Umbrella liability is acceptable to meet above minimum requirements. The EAC agrees that it will indemnify and hold harmless Show Management and the Official General Contractor from any action resulting in injury or damage to persons or property caused by an act of omission, negligence or misconduct on the part of the EAC or any of its agents, servants, employees or contractors. **All requests to utilize an EAC and Certificates of Insurance are to be sent to Rossi Expositions no later than October 1, 2016 to [info@rossiexpo.com](mailto:info@rossiexpo.com).** Exhibitor Appointed Contractors include security, models/temporary booth personnel, audio/video and computer rental companies, installation and dismantle firms, and exhibit design companies. Please be aware of the following guidelines:

- Sponsors and Exhibitors are responsible for informing contractors of all Event venue rules and regulations and ensuring their compliance with these rules. IDTechEx reserve the right to refuse entry to any EAC that is not acting in compliance with such rules and regulations.
- Sponsors and Exhibitors are responsible for their EACs securing liability insurance and providing proof to Show Management.
- Sponsors and Exhibitors will be liable for any expense or damage caused by or as a result of their EACs.
- EACs are not allowed to set up service desks on the show floor or in any booth, nor are they permitted to solicit business on the show floor at any time.
- EACs cannot bring their own equipment (i.e. forklift, etc).
- EAC's are not permitted store materials, tools or supplies on the show floor.
- Please note you are **required** to inform us of any companies or affiliates that will need access to your booth on the show floor during set up or break down. Individuals who need access during the show hours will need to be registered for the event. Please provide a list of the companies you anticipate on the show floor including any delivery companies. If you do not disclose this information, they will not be allowed on the show floor, and a member of your team will need to verify them onsite, or they will be denied access.

### Food and Beverage

No food or beverage, except for small wrapped candies, may be offered or displayed in your booth.

### Installation and Dismantling

Santa Clara Union jurisdictions prevail over all set-up and dismantling of exhibits including signage and laying of carpet. This does not apply to the unpacking and placement of merchandise. Sponsors and exhibitors may set up their own exhibit display if one person (company employee only) can accomplish the task in 30 minutes or less without the use of hand tools and your exhibit space does not exceed 10 feet in any direction (width, depth, height). If you are unable to meet the above criteria, you **MUST** use union personnel supplied by the official General Services Contractor (Rossi). If sponsors or exhibitors are utilizing the services of an Exhibitor Appointed Contractor (EAC), Show Management must be notified. Hours and dates for installation, the exhibition, and dismantling are specified at the beginning of this manual under the Set-up section.

- **Installation:** All crates must be labeled and ready for removal by 7.00 pm Tuesday, November 15. All cartons and fiber cases must be labeled and ready for removal by 7.00 pm Tuesday, November 15. Installation must be completed by 7.00 pm Tuesday, November 15; however exhibitors may continue to work within their booth space for final preparation. Sponsors and exhibitors will not be allowed to move in or install displays after this time. For those exhibits not set up by the deadline and that do not have a prior variance, Show Management reserves the right to "force" set up or to remove displays/material from the exhibit floor at the exhibitor's expense.
- **Dismantle:** Sponsors and exhibitors are required to maintain their exhibit intact, until the Expo Hall floor is officially closed on Thursday, November 17 at 4.30 pm. "Dismantle" procedures will be distributed to each sponsor and exhibitor on Thursday, November 17. All sponsors and exhibitors must complete arrangements for the removal of exhibit material in accordance with the dismantle procedures. Outbound freight should be ready for carrier pick-up per the schedule above. Sponsors and exhibitors shall be liable for all storage and handling charges resulting from failure to remove materials from the exhibition hall before the conclusion of the dismantling period at 12.00 midnight Thursday, November 17.

### **Labor Union Regulations and Jurisdictions**

The Santa Clara Convention Center is a union facility. Rossi is the official General Services Contractor with responsibility for and jurisdiction over loading docks, material handling, rigging, electrical labor and services, installation and dismantling services. Please see the Rossi website for rules and regulations regarding receiving freight, installation and dismantling of exhibits and other important information.

### **Privately Owned Vehicles (POVs)**

The unloading of any materials from a POV must be done at the loading dock only. POVs cannot stand or wait at a taxi or bus stop area.

### **Security**

Show Management maintains Santa Clara Convention Center will not be held responsible for lost or damaged equipment or property. You are urged to maintain full insurance coverage for damage or loss of your property. Show Management suggests never leaving portable items such as purses, cameras, laptops, DVD players, etc unattended at ANY time. Additional security services can be ordered through the official event security vendor on the Rossi website.

### **Storage**

You may keep a one-day supply of advertising materials, product, or literature in your booth. You may NOT store excess materials, empty cartons, luggage or any other cases in or behind the back drapes, booths or walls, or anywhere visible within your booth space. Show Management will remove storage materials at the sponsor or exhibitor's expense. Accessible storage service is available through Rossi for items that you may need during the show.

Empty cartons, fiber cases and other storage containers will be removed by Rossi before the Expo Hall opens. All cartons, crates, containers, packing materials, etc., which are necessary for repacking are to be labeled with "EMPTY" stickers and will be removed from the floor by Rossi and stored until move out. Do not store valuables in empty cartons or crates and be sure your boxes are empty before sending them to storage.

### **Tipping**

Show Management and all service contractors request that there be no tipping at any time.