



Transformational Technologies for Digital Publishing & Printing

ON DEMAND™

EXPOSITION & CONFERENCE

EXHIBITING RULES AND REGULATIONS

AGE LIMIT IN EXHIBIT HALL

No one under 18 years of age is allowed into the *On Demand Expo* either as an attendee or as booth personnel. For reasons of safety and the professional nature of this event, this policy will be strictly enforced.

ANNOUNCEMENTS

Public address announcements in the Exhibit Hall will only be made for emergencies and Show Management information. General announcements or prize winner announcements **cannot** be made.

BADGES

To register for an exhibitor badge, visit the show website and click on "exhibitor registration" from the "exhibitor resource center" link. Badges can be picked up on site in "exhibitor registration". Badges will not be mailed out in advance. Please note that you are entitled to 10 badges per 10x10. **BADGES WILL BE REQUIRED AT ALL TIMES!**

BOOTH CHANGES

Booth location may be subject to change at any time from the initial assignment through move-out. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, model's attire and noise levels may be made by Show Management at any time. **Exhibitor's Booth space unoccupied by 4:00pm on Monday March 21, 2011 is subject to reassignment without notification.**

BOOTH CLEANING

In order for individual exhibit booths to be cleaned, exhibitors must order cleaning service directly from **GES**. To order, please call (800) 475-2098 before the cutoff date of **March 3, 2011** to receive the discount pricing.

CARPET

The *Walter E. Washington Convention Center* Exhibit Hall is **not** carpeted. Carpet or floor covering is required in each exhibitor's booth. For carpet color options, please see the **GES** carpet rental order form. Be sure to order by **March 3, 2011** to get discount pricing.

COMPANY SIGN

GES will provide a FREE 7" x 44" company booth identification sign for all exhibiting companies. See the **GES** Desk, located in the Service Center for any corrections at show site.

CONTESTS

Show Management must approve contests of any kind in writing. If you plan any kind of contest or giveaway please let us know. Please email request to jvalenca@questex.com for approval.

CONTRACT

Please review all provisions of the Exhibitor Contract for further regulations. **Exhibitors must complete an *On Demand Expo Space Allocation Contract* prior to move-in.**

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The logo features a stylized red graphic on the left consisting of several squares of varying sizes arranged in a stepped, staircase-like pattern. To the right of this graphic, the words "ON DEMAND" are written in a large, bold, black sans-serif font. Below "ON DEMAND", the words "EXPOSITION & CONFERENCE" are written in a smaller, bold, red sans-serif font. A small "TM" trademark symbol is located at the top right of the "ON DEMAND" text.

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CONTRACTORS AND SHOW SERVICES

Forms for a variety of services are included in this Exhibitor Service Kit. These forms should be completed and forwarded directly to the vendor specified on the form. We feel we have selected the best service vendors available for the *On Demand Expo* and encourage all exhibitors to make use of their services.

DECORATIONS

Decorations are **not** permitted on ceilings, painted surfaces, columns, fabric and decorative walls of the *Walter E. Washington Convention Center*. All decorative materials must be flameproof and are limited to the confines of your exhibit space.

DECORATOR

(GES) Global Experience Specialists have been selected as the official decorator (service contractor) for *On Demand Expo*. Take advantage of pre-show discounts and return completed forms via mail or fax prior to the deadline date of **March 3, 2011**.

GES will have a service desk on-site during move-in, throughout the show and move-out for any other services needed. *Remember, when you order any services on-site, you will be charged substantially higher rates, so plan ahead and **ORDER EARLY!***

DEMONSTRATIONS

Demonstrations must be located so that crowds will comfortably be contained within the confines of an exhibitor's space and not blocking the aisles. Sound levels, glaring or flashing lights or other distracting demonstrations are subject to adjacent exhibitor and Show Management approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business.

DISTRIBUTION OF PROMOTIONAL ITEMS

You are allowed to attract attendees to your booth and work with them in your area; however, **you are not allowed to pass out brochures and information in areas other than your booth**. Working in the aisles or approaching attendees outside your booth space is not allowed.

This includes the registration area, common aisles, conference rooms and every area other than your booth. Solicitation of business or distribution of promotional materials from booth space is prohibited by anyone other than exhibitors.

DRAPES

Your booth consists of 8' high back drape and 3' high side drape. Any request for specific colors will be at exhibitor's expense and obtainable from **GES** for a fee. **Note: Island exhibits will not be draped unless requested by exhibitor.**

ELECTRICAL

5 Amp/10 Amp/500 Watts or 1000 Watts?!? Confused? **Hi-Tech Electric** provides Electrical and Plumbing services for the Exhibit Hall and will be happy to assist in ordering the correct amount of power for your exhibit. Please call 510-293-6151 or email cdexhibitorservices@hi-techelectric.com with any questions regarding electrical or plumbing services.



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EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and EAC comply with the requirements as set forth.

Additionally, if exhibitor appoints a firm who is not the official service contractor, please complete the Exhibitor Appointed Contractor (EAC) form by February 14, 2011 and return to:

Questex Media Group

Joanne Valenca
275 Grove Str. Suite 2-130
Newton, MA 02466
Fax: 617-219-8310
Email: jvalenca@questex.com

Note: EAC's will not be allowed to proceed without the required documents and insurance information.

EXHIBIT CONSTRUCTION

Sidewall construction, if used, may taper diagonally from 8' at the back wall to floor level at the aisle, or extend as a high panel 4' from back wall, the remaining side rail may not exceed 4' in height. These restrictions are intended to provide a clear view of the neighboring exhibits. Raw wood, cardboard, or similar materials for wings to booths or peninsula back walls must be covered or painted if they are visible to adjacent booths. The placement of high equipment must also conform to these rules.

Show Management must approve in advance any special or unusual exhibit construction or installation. Please email questions to: jvalenca@questex.com

EXHIBITOR SERVICE DESK

A service desk staffed by the official show vendors will be open during move-in, show hours and move-out. **Orders for all services should be placed in advance to take advantage of pre-show pricing. On-site orders may entail delays and higher costs!**

Note: Exhibitors should check directly with show suppliers for status of pre-show and on-site orders in addition to any changes and/or additions to orders.

TIP: Make sure to keep and bring with you copies of all orders placed.

FOOD GIVEAWAYS

Exhibitors desiring to give away any food or beverage from their booth must order directly from **Centerplate/NBSE Catering**. An order form and basic menu is available in this service kit.

HEIGHT RESTRICTIONS

There is a height restriction for all booths on the show floor. If you have a **standard in-line booth**, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape across the back and 3' drape on both sides. **The height limit on standard in-line booths is 8'.** If you have a **perimeter booth** meaning your booth is located on the perimeter of the show floor facing into the floor, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape in the back and 3' drape on both sides. **The height limit on peninsula booths is 12'.** If you have an island booth, which is a stand-alone booth with no other booths connected to it on any side, your booth will not have any drape included and the **height limit on an island booth is 20'.**



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HANGING SIGNS

A hanging sign can be placed ONLY over island booths which are 400 sq ft or larger. No signs can be hung over in-line booths or booths smaller than 20'X20'. All signs must be hung so the bottom of the sign is no LOWER than 20' off of the ground. There are no restrictions on how high the sign can be hung although it is recommended that you do not hang your sign more than 26' off of the ground as it is out of the line of sight when it is placed too high.

INSURANCE

Exhibitors must carry worker's compensation, commercial general liability, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per occurrence, \$1,000,000 aggregate. This coverage must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. The certificate must name **Questex Media Group, LLC** and **On Demand Expo** as additional insured and be provided to the **Questex Media Group** offices at least 30 days before the proposed exhibit date.

Please mail to the attention of Joanne Valenca: Questex Media Group, 275 Grove Street, Suite 2-130, Newton, MA 02466. Phone: (617) 219-8374 or FAX: (617) 219-8310. You may also email an attachment to jvalenca@questex.com.

It is also strongly recommended that exhibitors carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site. **Questex Media Group** assumes no liability for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other causes whatsoever.

NOTE: While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to save and hold harmless **Questex Media Group**, their management, agents, and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of **Questex Media Group, LLC**.

LABOR

Labor includes all people who install and dismantle your exhibit booth, carpet layers and carpenters. Labor does not include the people who handle your freight (drayage). Remember that drayage service is the movement of your exhibit materials and the cost includes the labor to move it only, not set it up.

LEAD RETRIEVAL

Capturing qualified attendee leads at a show is one of the most important reasons to exhibit! **Questex Media Group** and **ARI, Inc.** have made it easy for you to increase your leads and maximize your return on investment by offering a great form of electronic lead retrieval at this year's **On Demand Expo**.



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MATERIAL DISPLAY AND DISTRIBUTION

Display items include, but are not limited to counter cards, posters, magazines, business cards, etc. These items must be your product or your promotional material only. No second or third party displaying of materials is allowed. If you have another company's promotional material to display, please send a sample of the item to **Questex Media Group** for approval. All requests will be evaluated to determine if display of these materials is in the best interest of the show. Working in the aisles or approaching people outside of your booth is not allowed. This includes the registration area, common aisles, conference rooms and every other area other than your booth. Please call Joanne Valenca, Event Operations Manager at (617) 219-8374 or email at jvalenca@questex.com with any questions.

MODELS AND HOSTESSES

On Demand Expo is a professional trade show. Costumed models/hostesses cannot wear "solicitation-type graphics" such as a T-shirt with name and booth number of exhibitor, etc. outside their designated booth area. Show Management will strictly enforce this policy. In addition, models/hostesses may not wear any apparel which may be deemed in bad taste.

MUSIC AND OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the exhibitor's booth or display. Show Management reserves the right to remove from the exhibit all or any part of any booth or display, which incorporates copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

PHOTOGRAPHY & VIDEO RECORDINGS

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only. See Show Management for any exceptions to this policy.

PLANTS & FLORAL

Nothing spruces up an exhibit like a few well-placed plants and floral arrangements. This is an easy, cost-effective way to make your exhibit look warm and inviting. To order plants and floral arrangements see the order form or contact Randy Biernacki at:

Interior Gardens

4809 Oak Springs Road
Arlington, TX 76016
P: (800) 769-4043
F: (817) 561-9115

SHARING BOOTHS

Sub-leasing or multiple companies sharing of exhibit space is prohibited. Only those companies who have officially registered with Show Management and have contracted exhibit space will be allowed personnel and sales literature in a booth.

(PLEASE CONTACT YOUR SALES REPRESENTATIVE WITH ANY QUESTIONS REGARDING BOOTH SHARING.)



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SECURITY

Most thefts occur during the move-in and move-out process, especially the first ½ hour after the show closes. Taking these precautions will help prevent a loss from your booth.

- After setting up your exhibit and at the end of the show each night, **cover your materials** with a sheet or some type of cover (it pays to follow the old saying “Out of sight, out of mind.”)
- **Do not** leave valuables unattended in your booth such as purses, laptops, etc.
- Make sure you put valuable materials away at night before you leave your booth.
- Hire specific booth security to guard your exhibit and materials.
- At the close of the show, pack your valuables first and **do not** leave them unattended.
- **Do not** indicate the contents of your boxes i.e. computer, laptop, etc.
- Make sure all arrangements to have booth and equipment shipped out have been made.

SHIPPING

In order to have your booth/exhibit ready to set-up when you arrive, we encourage you to ship your exhibit and materials in advance to the **GES** warehouse. The last day shipments may arrive at the advance warehouse is **March 14, 2011** at the early bird rate. If it arrives by **March 14, 2011**, **GES** will have your shipment waiting for you in your booth.

Materials being shipped directly to the convention center will not be accepted earlier than **March 17, 2011**.

Note: Make sure you keep all shipping information at your fingertips in case you need to track your shipment. (Knowing tracking numbers will expedite the process when looking for a lost shipment.)

TELEPHONE/INTERNET SERVICES

Smart City will provide Telephone and Internet service. Please call 888-446-6911 with any questions regarding Telephone and Internet Services.

TRAVEL & HOTEL

Par Avion will provide assistance with travel arrangements. Please call (866) 705-3696 (US or Canada) or (310) 590-4724 (International) with any questions about your hotel, airfare or car rental.