

EXHIBIT RULES
2012 SOCIETY FOR INFORMATION DISPLAY
SYMPOSIUM AND EXHIBITION

1. **Exhibitor Agreement**: This agreement is made between Society for Information Display (hereinafter "SID") and the firm name identified on the SID 2012 Application for Exhibit Space (hereinafter "Exhibitor"). Exhibitor agrees to comply with the terms and conditions of this Agreement. This Agreement shall become binding upon acceptance by SID.

2. **Terms and Conditions**: The purpose of the SID 2012 Exhibition is to display systems, equipment, and components strictly pertinent to electronic information displays. To assure that the exhibition will retain a professional character, the Exhibit Manager reserves the right at his/her sole discretion, to decline acceptance of applications and to limit attendance to qualified personnel by controlled registration of visitors, to revise floor plans, to shift exhibits, to disapprove any exhibit that is reserved. Additionally, no recruitment will be allowed in any booth. SID reserves the right at its sole discretion, to decline acceptance of an application.

All applications for exhibit space at the Exhibition must be completed based on this Agreement. Authorization to permit multiple sites is subject to the sole discretion of SID.

3. **Exhibit Space Rental Charge**: The rental charge for exhibit space at SID 2012 is \$40 per square foot per booth. However, exhibitors who have exhibited at SID 2011 and are reserving exhibit space at SID 2012, and paying before November 18, 2011 the rental charge is \$36 per square foot per booth. The payment deadline for all reserved exhibit space is February 10, 2012.

4. **Exhibit Hours**: Every effort is being made to assure attendees' participation in the exhibition.

Exhibit Hours are as follows:

Tuesday, June 5	10:30 am - 6:30 pm
Wednesday, June 6	9:00 am - 5:00 pm
Thursday, June 7	9:00 am - 2:00 pm

5. **Payment**: Payment of all fees shall be made in U.S. currency, credit card payment, or a check payable to SID. Full payment must be received before Exhibitor's participation in the Exhibition can be confirmed. This Agreement shall serve as your invoice.

6. **Cancellation Policy**: If an exhibitor must cancel space already contracted for, the following cancellation fees will be assessed:

After: February 24, 2012 - 50%
March 16, 2012 - 100%

Cancellation fees will be assessed whether or not the canceled space is reassigned to another company. Cancellation notices must be written and signed by the appropriate company official. Space assigned to an exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or for similar reasons. No such transfer will be made without notice to the exhibitor in writing. An exhibitor may not sublet space to another party, nor may an exhibitor exhibit the names "end product" of another exhibitor without permission of that exhibitor in writing and the Exhibit Manager.

7. **Nondiscrimination**: SID is committed to equal opportunity for all and wishes to affirm its goal of promoting equal opportunity to all exhibitors. SID does not discriminate based on an exhibitor's race, color, religion, sex, pregnancy, sexual orientation, national origin, transgender status, ancestry, citizenship, age, physical or mental disability, marital status, medical condition, or any other characteristic protected by state or federal law.

8. **Audience Control**: Audience quality control is extremely important and accordingly the following rules on admission will be enforced:

- (a) All attendees must be registered and wearing a badge.
- (b) Identity badges will be good for all days of the exhibit, with limitless "in-out" privileges.

9. **Booth Materials Provided by the Conference**: Each booth will be supplied with an 8-ft.-high cloth drape background with 36-in.-high side dividers. Booths will be furnished with one 7-in. x 44-in. exhibitor identification sign.

10. **Exhibitor Registration**: With each 100 square feet of booth purchased: 1 complimentary Tuesday-Friday Symposium registration plus choice of (pick one): 1 free registration for either the Sunday Short Courses, the Monday Seminars, the Wednesday Applications Tutorials, the Tuesday Investors Conference, or a \$300 credit to the Monday Business Conference.

11. **Security**: SID will provide security at the Exhibit Hall entrances and exits on a 24-hour basis; however, exhibitors are asked to insure all exhibit material against loss or damage. SID, Boston Convention and Exhibition Center, and their officers, employees, agents, and representatives will not assume or otherwise be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's officers, employees, agents, or representatives or their property, however caused, except in the case of SID's or its agents, or the Boston Convention and Exhibition Center or its agents, negligence or misconduct.

12. **Service Contractor:** All exhibitors will receive equipment and service order forms at least 90 days prior to the Conference. If the exhibitor wishes to hire a private contractor for installation and dismantling of the exhibit space, it is mandatory that a certificate of insurance be sent to the Exhibit Manager at least 14 days prior to the exhibition.

13. **Freight Movement:** All freight sent to the Service Contractor will be placed in exhibit booths by noon on Saturday, June 2. Exhibitors may deliver their own equipment directly to the exhibit booths after that time.

14. **Installation/Dismantling:** The exhibit area will be available for set up at noon on Saturday, June 2. All exhibits must be ready to open at 10:30 am on Tuesday, June 5. Dismantling must begin at 2:00 pm on Thursday, June 7.

15. **Display Rules and Regulations:**

- a. Dismantling of Booths: No exhibit may be dismantled before the close of the show at 2:00 pm on Thursday, June 7. No part of the exhibit or equipment can be removed once it has been set up.
- b. Height Restrictions: All linear, corner, and end cap exhibit booths, backwalls, and decorations will be limited to 10' in height, except actual equipment, which in normal operation exceeds this height. **Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager.** Tall equipment may not be converted into a display by the addition of a firm name, trademark or special lighting. For peninsula booths, the backwall connecting to neighboring booths is restricted to four feet high within five feet of each aisle. For island booths, the height restriction is the ceiling height of the convention center.
- c. Line of Sight: Displays shall be arranged so as not to obstruct the general view nor hide the displays of others in compliance with IAEE standards. Each exhibitor is entitled to a reasonable line of sight from the aisle. Plans for specially built displays, not in accordance with these guidelines, must be submitted to the Exhibit Manager for approval before construction is ordered. Show Management reserves the right to request the removal of displays that unreasonably obstruct a neighboring booth. Exhibitor agrees to comply at their expense.
- d. Canopies and Ceilings: Please refer to the IAEE guidelines and the Fire Marshal Rules and Regulations. Please contact the Exhibit Manager or GES if you have specific questions regarding your booth design.
- e. Good Neighbor Clause: If during move-in, your set-up causes excessive dust and debris, you will be responsible for the cost of cleaning any neighboring booths affected by the dirt and debris.

16. **Miscellaneous Restrictions:**

- a. Sound: Sound displays having a decibel reading exceeding 85 decibels will not be permitted. If your booth has sound equipment we suggest that the devices be positioned into the booth rather than into the aisle. The use of headsets or oscilloscopes is encouraged.
- b. Solicitation: No soliciting for business shall be permitted in the aisles or in other exhibitor's booths. Exhibitors strictly within the confines of their own booth may only distribute samples, catalogs, pamphlets or publications.
- c. Photography: Picture taking in the Exhibit Hall is prohibited unless specific permission is obtained from Exhibit Booth Personnel. Exhibitors and photographers may not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
- d. Booth Staffing: In their own best interest, and for security, exhibitors will be required to keep an attendant in their booth(s) during all show hours.

17. **Care of Premises:** Exhibitor shall not paste, nail or otherwise affix any exhibition sign of other material to walls, doors, or other surface on the exhibition property that is supplied by SID or to any other part of the conference site. Exhibitor shall be liable for any damages caused by failure to adhere to this provision. SID reserves the right to make any reasonable changes in the rules necessary to ensure the health of all persons attending the SID 2012 and the operation of SID 2012 all Exhibitors will be advised of such changes.

18. **Force Majeure:** SID shall not be responsible for any loss, damage or delay due to strike, lockouts, Acts of God, government restrictions, terrorism or the threat of terrorism, enemy action, civil commotion, or other causes similar or dissimilar, beyond the control of SID. If a force majeure event causes SID to cancel DisplayWeek 2012, then SID shall refund to each exhibitor the full fees paid under this agreement.

19. **Liabilities:** Because of the tremendous value and peculiar nature of the exhibits, it is impractical for either SID or the Boston Convention and Exhibition Center to insure any exhibitor's equipment against loss, theft, damage or breakage. Therefore, SID, the Boston Convention and Exhibition Center and their officers, employees, agents, or representatives will not assume nor otherwise be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's officers, employees, agents or representatives, or their property, however caused, except in the case of SID's or its agents', or the Boston Convention and Exhibition Center or its agents', gross negligence or willful or reckless misconduct.. In addition, the exhibitor must assume responsibility for damage to the Boston Convention and Exhibition Center property and indemnify and hold harmless the Boston Convention and Exhibition Center and SID for all liability that might arise out of the exhibit activities, including property damage, accidents, or injuries to exhibitors, their agents and employees, or to any member of the general public from any cause whatsoever. In view of the foregoing, exhibitors should place such insurance as they deem necessary on their equipment and exhibits and are urged to extend their public liability insurance to cover this exhibit and the contractual liability assumed therewith. DisplayWeek 2012 carries public liability insurance coverage, but this insurance will

not protect the individual exhibitor and firm. The 2012 SID International Symposium and Exhibition Management will cooperate fully, but cannot take responsibility for damage to exhibitors' property, lost shipments either coming in or going out, or for moving costs. Any damage due to inadequately packed property is the exhibitor's own responsibility. If exhibit fails to arrive, the exhibitor will be nevertheless responsible for booth rent and no refund will be made. Exhibitors should carry insurance against these risks. All wiring on booths or display fixtures must meet Underwriter's rules and standard fire department inspection. This applies to booth construction only, and not to pre-wired equipment; the latter should be carefully checked to see that it conforms to standard electrical requirements and, as in the case of booth wiring or display fixtures, does not overload rated electric outlets. The Exhibit Manager and the sponsor shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions that they do not expressly cause. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the exhibit area or furniture. Exhibitors violating this regulation are expressly bound at their expense to repair damage to property which they may cause.

20. **Federal, State, Local Fire Laws and Regulations:** must be strictly observed. Combustible decorations cannot be used in any manner by an exhibitor. All crates, cartons, packing containers, excelsior and similar material must be removed from the exhibition area upon completion of the booth arrangement. The exhibitor is restricted in materials used to those that would pass fire inspection. Drapes and curtains must also be flameproof. No decorations of paper, pine boughs, leafy decorations, or tree branches will be allowed. Volatile or inflammable oils, gasses, unprotected picture films, other explosives or inflammable matter, or any substance prohibited by the Boston Convention and Exhibition Center or insurance authorities will not be permitted in the exhibition area. Likewise, all electrical work and electrical wiring must be approved and installed in accordance with regulations established by the Boston Convention and Exhibition Center and the City of Boston, MA and its Fire Protection Code. Smoking in the exhibit area will be forbidden. Crowding will be restricted. Exhibits cannot block aisles and fire exits. The use of alcoholic beverages in the exhibit area will be forbidden.

21. **Additional Requirements:** Exhibitor shall comply with all fire laws, electrical code requirements and all other applicable rules and regulations, codes or statutes with respect to the installation, conduct and dismantling of the exhibit. Exhibitor shall also comply with all requests of SID and the Boston Convention and Exhibition Center officials with respect to the installation, conduct and dismantling of an exhibit. SID and/or Boston Convention and Exhibition Center must approve any and all helium balloons that may be used as part of an exhibit.

22. **Compliance with Federal, State and Local Laws:** Exhibitor shall comply with all Federal, California and local laws including, but not limited to, making exhibits accessible to persons with disabilities as required by the Americans With Disabilities Act and shall hold SID, Boston Convention and Exhibition Center and any officer, employee, or agent thereof, harmless from any consequences of the acts or omissions of the Exhibitor which fail in this regard.

23. **Disclaimer:** The 2012 SID International Symposium and Exhibition and the Exhibition Management reserve the right to make any reasonable changes in the rules necessary to insure the health and safety of those in attendance, the significance of the show and harmony of exhibition operation, but all exhibitors will be advised of such changes.

24. **Lead Retrieval:** The lead-retrieval list is intended for exhibitor use only; it is not to be resold.

25. **Photography:** SID and the Exhibition Management reserve the right to photograph any and all booths, including all booth personnel and attendees, at the Exhibition and use said photographs for promotional materials for future SID exhibitions.

26. **Meeting Rooms:** SID will make meeting rooms available for exhibitors. The rooms will be soundproof and will measure 16' x 18'. They will easily accommodate up to 12 people conference style and still have room for a food station and some AV equipment. These rooms will be available from Monday, June 4th until Thursday, June 7th. The cost to rent a meeting room is \$2,800 for an uncovered meeting room or \$4,500 for a covered meeting room for the entire time (Monday-Thursday). This cost does not include any furniture, equipment, food, etc. that you may require.