

AMERICANS WITH DISABILITIES ACT - Exhibitor sponsor is responsible for compliance with the Americans With Disabilities Act ("ADA") including, without limitation, arranging exhibit so as to be accessible to persons covered by the ADA. Further information regarding the ADA is available from show management, however, show management makes no representation regarding the accuracy or adequacy of such information, and exhibitor sponsors are advised to consult legal or other experts concerning the requirements of the ADA.

ARRANGEMENTS OF EXHIBITS – Silver & Gold Exhibitor Sponsors may not exceed 8' in height. Platinum Exhibitor Sponsors may not exceed 16' in height. See General Display Rules for further information.

Aisles and public space are to be free of any physical or visual obstruction. No carpeting, signs, display structure, or other items from exhibitors' booth may obstruct or infringe, at any level or height, on an aisle or public space.

Machinery and equipment are exempt from height limitations, but must be arranged so that their operation will not create a danger to others. Machines may not be shown raised on a built-up platform other than skids. Working machines must be shielded to prevent sparks, metal pieces, and cutting fluids to avoid injury to others. Machine backs cannot be placed closer than 2' from the aisles they face and must be shielded from the aisle by a rail or a fence at the exhibitor sponsor's expense.

ATTIRE - Exhibitor sponsor representatives wearing distinctive costumes, uniforms or shop coats, or carrying banners or signs separately or as part of their apparel, shall not be permitted to appear in the Show, except in their own booths or in their ordinary passage to and from such booths. Show management reserves the right in its sole discretion to deny admission to any exhibitor sponsor or attendee whose dress or conduct is deemed to be inappropriate.

BADGES - Exhibitor sponsor badges are to be used exclusively by booth personnel and can be ordered by registering for the event at www.smartmanufacturingexperience.com and picked up on-site at Registration. Any other individual visiting the exhibits should register in advance or on-site using a show ticket. The admittance badge they receive is valid for all show days.

CAMERAS - Exhibitor sponsors are permitted to take pictures **only** of their own booth. News media and technical press are permitted to use cameras on the show floor to photograph exhibitor sponsors booths with such exhibitor sponsor's permission. Attendees are not permitted to take cameras or image capturing devices on the show floor. All cameras must be registered at the media center. For approval or inquiries contact show management, (800) 733-EXPO.

DAMAGE TO BUILDINGS - Exhibitor sponsor shall surrender the space occupied in the same condition as it was at the commencement of occupation, normal wear accepted, and shall be fully liable for the cost of restoring the space to its former condition if he does not comply with this provision.

Exhibitor sponsor shall not fasten machines or equipment to the floor by drilling into floor level or by use of adhesives or sink machines below floor level. To make special provisions for stabilizing machines, exhibitor sponsor is required to obtain written permission from the exhibit hall management. If such permission is granted, all expenses involved shall be borne by the exhibitor sponsor.

All costs for removing adhesive-backed, pressure-sensitive stickers and labels from floors, columns, walls, signs, other booths, etc. - anywhere in the exhibit halls - will be charged to the exhibitor sponsor whose product they advertise.

DEMONSTRATIONS AND LECTURES - Must be located so that attracted crowds will be within exhibitor's space, not blocking aisles or neighboring exhibits.

EMPTY SHIPPING CRATES - Will be removed, stored and returned without charge. "EMPTY" labels will be supplied from the Exhibitor Service Desk and must be attached to all crates, cartons and materials ready for storage.

EXHIBITOR-APPOINTED CONTRACTORS – Exhibitor sponsors utilizing contractors, other than those officially appointed by show management to provide services for their exhibit, **must complete and submit the Exhibitor Appointed Contractor form for approval by show management and are required to notify the official show contractor, through show management, 45 days prior to the first scheduled installation date for the event.**

Regulations governing Exhibitor Appointed Contractors and an Exhibitor Appointed Contractor Form are included in the Exhibitor Manual.

Exhibitor sponsors may NOT use a DRAYAGE, ELECTRICAL, OR PLUMBING contractor other than those officially appointed by show management.

EXHIBIT HALL ACCESS – Wristbands permit setup crews entry during exhibit installation and dismantling but are not valid during show hours. On all show days, including the opening day, exhibitor sponsors may enter the show floor two (2) hours prior to show opening. Exhibitor sponsors are to remain in their booth during this early entry time.

An **EXHIBITOR SERVICE DESK**, where all official show contractors can be contacted, will be maintained in the exhibit hall. Contractors will be available to answer questions concerning exhibit services.

FOOD AND BEVERAGE - Exhibitor sponsors may elect to serve food and beverages (alcoholic & others) in their booths when ordered from Levy, the Smart Manufacturing Experience 2024 designated exhibit facility food service provider. Please note bartenders must be hired for a required number of minimum hours as designated by Levy. Alcohol is permitted within an exhibitor sponsor's booth starting at noon and continuing through one hour after the show closing Tuesday, June 7 & Wednesday, June 8 **only**. Whenever alcohol is served, a bartender(s) must be present and serve the alcohol. All food, beverage and bartenders must be arranged through Levy, the official food provider.

For compatibility among all exhibitor sponsors, the following may **NOT** be served or given away in any exhibit: helium balloons, popcorn, peanuts or any other item which, in the opinion of show management, would be objectionable to the majority of exhibitor sponsors.

GENERAL CLEANING - Will be provided for all exhibitor sponsors and includes emptying wastebaskets (provided they are placed in the aisles with any other rubbish), removing trash and cleaning the aisles. To have an exhibit vacuumed, broom swept or shampooed, complete the Cleaning Service Order Form in the Exhibitor Manual.

HANGING SIGNS – Are not permitted.

HAZARDOUS MATERIALS - Exhibitor sponsor shall comply with all federal, state and local safety, health and environmental laws concerning the use and disposal of industrial fluids, gases and/or hazardous materials. Exhibitor sponsor assumes all responsibility for, and will be liable for, removing any and all such fluids, gases and hazardous materials from the show premises promptly upon termination of the show or eviction of exhibitor sponsor from the show as otherwise provided herein.

INSTALLATION AND REMOVAL OF EXHIBITS - A schedule of dates for arrival at and the removal from the exhibit halls of exhibit material shall be announced. Any expenses caused by failure to conform to these schedules shall be paid by exhibitor sponsor.

INSURANCE COVERAGE - against damage and loss, and public liability insurance against injury to the person and property of others must be carried by exhibitor sponsor.

LEAD RETRIEVAL SYSTEM – Exhibitor sponsor can obtain the equipment or materials from the registration contractor. Information regarding on line ordering of lead management rental products & services is available through the Exhibitor Services Manual.

LITERATURE DISTRIBUTION / HANDOUTS – Distribution of advertising and promotional material is limited to the exhibitor sponsor's booth space. NO material is to be handed out or placed in the aisles, registration, concession, lobby or lounge areas of the exhibit halls.

MEDIA CENTER AND PUBLICITY - A Media Center will be provided at the show for distribution of exhibit information to the media covering this event. Exhibitor sponsors should be sure to provide adequate quantities of electronic press kits for distribution.

Any relevant photos or electronic files should be included. Additional instructions regarding press kits and publicity opportunities are included in the exhibitor marketing kit.

MOBILE SERVICE CENTERS – Freeman and other official service providers continue their efforts to bring the best service possible to exhibitor sponsors. These convenient services provide exhibitor sponsors more time in their booths vs. at service desks and help in minimizing queues and large group gatherings at the event. They include:

- **Centralized communication for calling.**
- **Updated cancellation policy.**
- **Enhanced services both pre-show and on-site; communicate via text message throughout the entire show cycle, along with standard phone, email, and chat features.**
- **Equipped to provide same services for both the show floor as well as at the service center.**
- **Invoices to be sent electronically to all customers; no more paper.**

NOISE - Sound Equipment must be operated in such a manner that a maximum 80 db. reading on the "A" scale of a sound level meter may be read at the aisle(s) space adjacent to exhibitor sponsor's booth or at a neighboring booth. Show management shall be the sole arbiter of the acceptability of sound levels and may require reduction of sound level or elimination of sound producing devices if judged by show management to be in violation of these standards or otherwise objectionable.

Displays involving noise that tends to interfere with ordinary conversation in adjacent booths shall be subject to restrictions as to the location, frequency and other conditions of operation as Show Management, in its discretion, may impose.

OPEN HOUSE POLICY AND OTHER OFF-SITE

ACTIVITIES - Exhibitor sponsor agrees that it will not sponsor, participate in or otherwise promote any open house, plant tour and/or other off-site hospitality activity during official show hours. Exhibitor sponsor further agrees that it will not pick up or deliver participants from the show site during show hours. Exhibitor sponsor shall not reference the show name or show management in any fashion, directly or impliedly, in connection with any such event. Exhibitor sponsor shall have show management named as an additional insured(s) on exhibitor sponsor's insurance policy covering said activities, with minimum coverage of \$1,000,000 per incident.

Additionally, exhibitor sponsor will execute show management's required Indemnification Agreement stating it will indemnify and hold show management harmless from any and all liability arising in any way out of said activity.

Applications for open houses or other such events held during non-show hours must be made in writing at least 30 days prior to the start of the show. Application forms may be requested from the Expositions Division, Society of Manufacturing Engineers, (800) 733-EXPO.

PERIPHERAL SECURITY GUARD SERVICE - Provided by show management, but it is the responsibility of each exhibitor sponsor to protect its materials from loss or damage. Exhibitor sponsors are urged to take every precaution to see that small display and personal items are secure before leaving the exhibit at any time. Show management will not be liable for any loss or damage to exhibitor's property.

PRESS CONFERENCES/MEETINGS - If an exhibitor sponsor wants to schedule either a press conference or general meeting in its booth, unless otherwise directed in writing by show management, the following rules apply:

- Show Management approval must be given prior to scheduling a press conference.
- An early entry pass for each attendee must be secured from the Show Office a minimum of one day prior to the planned activity.
- Such activities are restricted to 1½ hours prior to show opening.
- All persons attending the press conference or meeting must have a badge. They must be pre-registered attendees, press or booth personnel and they must remain in the booth. The exhibitor sponsor must meet the group at the show entrance and escort them to the booth.
- If the demonstration/press conference is over prior to show opening, non-exhibitor participants must be escorted back to the registration area.

RESTRICTIONS - Show Management may, at its sole discretion, prohibit, restrict and/or evict exhibits which are, in the opinion of Show Management, objectionable for any reason including, but not limited to, danger, noise, vibration, glaring or flashing lights, safety and method of operation, objects on display and/or method of display. Show Management may also prohibit, restrict, and/or evict any exhibit which may detract from the general character of the show or which violates any term of this Contract.

Show Management may further restrict, prohibit and/or evict any exhibit with objectionable persons, things, conduct, printed matter or anything else Show Management judges to be objectionable including, but not limited to, balloons, peanuts, popcorn, coffee, or anything taken beyond the confines of exhibitor sponsor's assigned space.

In the event of such prohibition, restriction, or eviction, Show Management shall not be liable for any refunds of rental or other expenses.

If exhibitor sponsor fails to comply in any respect with the terms and conditions of this Contract, including the Exhibition Rules and Regulations, Show Management shall have the right, without notice to exhibitor sponsor, to rent or offer for rent exhibitor sponsor's space, or to use such space in any other manner. Exhibitor sponsor shall remain liable for the full amount specified in their exhibit space contract.

ROYALTY PAYMENTS - May be due for music used to attract attendees to the booth or to complement an audio-visual program. The American Society of Composers, Authors & Publishers ("ASCAP") and Broadcast Music, Inc. ("BMI") hold licensing agreements with the artists, protecting the use of their material. To determine if licensing fees will be applicable, contact ASCAP at (212) 595-3050 or BMI at (212) 586-2000.

SAFETY REGULATIONS - Exhibitor sponsors are solely responsible for compliance with all pertinent laws, regulations and codes concerning fire, safety and health. Precautions must be taken when operating equipment and displaying materials. Shielding from chips, sparks, strong lights or moving machinery must be provided. Any smoke, fumes or like items must be properly vented or filtered. Adequate safeguarding, including safety markings, masking, flagging or railings must be placed around or on any machinery, operating equipment, projection or other object which might cause bodily harm. Flammable material may not be stored behind any back wall or between two back walls. Show Management shall have sole judgment and authority on the adequacy of safeguarding shields, barriers and venting.

If exhibitor sponsors bring their own cloth, drapes or curtains, they must be accompanied by flameproof certificate documentation. Materials rented from the Official Contractor have been treated to meet the required safety specifications.

SHOW MANAGEMENT may amend these Exposition Rules and Regulations from time to time without notice to exhibitor sponsors, and any such amendments will become part of these Exposition Rules and Regulations.

Show management reserves the right to remove violators of these requirements from the exposition, such violators forfeiting all space rental paid and remaining liable for any portion unpaid. All machinery and display materials will be draped or physically removed from the show floor at exhibitor sponsor's expense. In addition, violators may, in the sole discretion of show management, not be allowed to exhibit in the next scheduled show in that city.

STICKERS & GIVEAWAYS - Pressure-sensitive advertising stickers may not be distributed from an exhibit, as they may end up on floors and walls, presenting major clean-up problems. Exhibitor sponsors will be charged for any damage or clean-up costs.

SUITCASING POLICY – Please note that while at the event anyone who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management.

STUDENTS - Age 18 and older, may register in advance for FREE admission to the show. Attendance regulations require proper conduct and dress in keeping with the professional atmosphere of the show. Exhibitor sponsors should arrange to have personnel assigned specifically to handle student groups visiting their booth.

No one under the age of 18 will be admitted to the exhibition hall under any circumstances.

VEHICLES - No vehicles, manual or powered, shall be operated anywhere in the exhibit halls during the open hours of the Show. Any exhibited Vehicle shall only have ¼ tank of fuel (or 2 gallons, whichever is least) in the gas tank, the tank fill opening shall be closed and sealed, and the vehicle battery must be disconnected. Show Management approval is required for display. Refer to the facility's rules and regulations for more details.