

RULES, REGULATIONS & GUIDELINES

Exhibitors shall abide by all rules, regulations and guidelines as set forth in the exhibit contract and exhibitor service kit, and any materials sent. Violations may result in adjustments on-site.



AGE LIMIT IN EXHIBIT HALL

No one under 18 years of age is allowed into Response Expo.

ANIMALS

Animals other than guide or service animals are not permitted in the facility and/or exhibit hall except in conjunction with an approved exhibit, display or performance which absolutely requires the use of an animal. Permission for any animal to appear in a booth must be approved by Show Management and the Hilton San Diego Bayfront. Exhibitors are responsible for obtaining all appropriate permits and insurance.

ANNOUNCEMENTS

Show Management reserves the right to make public address announcements in the exhibit hall for conference sessions, meetings and other official events, or in the event of an emergency. No unauthorized announcements or advertisements will be allowed.

BADGES & REGISTRATION

Badges are required for entry into the exhibit hall at all times. Badges are not transferable. Exhibitors are allotted two (2) complimentary All Access badges and three (3) Exhibitor badges per 100 square feet. Additional All Access badges may be purchased for an additional charge. Expo Hall only badges are free of charge if you register on/before March 23.

For security reasons, Exhibitor badges are only for personnel requiring special floor access privileges in order to set-up/work the booth and carry exhibit product to/from the show floor. We ask exhibiting companies to carefully review their badge request form. Badges must be picked up individually on-site with photo ID. Badges are not transferable.

REMINDER: *Please do not schedule meetings with customers in your exhibit booth during move-in/move-out or before/after show hours.*

CHANGE OF SPACE

Show Management shall have full authority to vary, alter or relocate the space assigned to an exhibitor if such change is for the common good of the Response Expo 2012 or if the exhibitor fails to observe any rule. Show Management shall have the final decision as to any such change in space, which shall be binding on the exhibitor. Such change shall be at the exhibitor's expense if a continuing factor thereto is the result of the exhibitor's act or failure to act.

CONDUCT OF EXHIBITORS

Response Expo is a professional business event. Business-casual attire is recommended for daytime events. Business-casual and resort-casual are recommended for evening events. Any attendee or exhibitor who, in Show Management's opinion, dresses or behaves inappropriately will have their badge confiscated and asked to leave the premises.

DECORATIONS

Decorations are not permitted on ceiling, painted surfaces, columns, fabric and walls. Nails, tacks, gummed labels, or stickers and other similar materials may not be used on any walls, doors or columns of the Hilton San Diego Bayfront or the meeting rooms. No helium balloons or adhesive-backed decals, signs, etc. are permitted to be given out on the premises. Decorations may be displayed in your exhibit area only.

Exhibitors causing damage to the Hilton San Diego Bayfront will be responsible for costs incurred to repair damages. No signs other than those furnished by Show Management may be placed outside of any exhibitor's space or in doorways or hallways of such space.

Helium filled balloons are not permitted in the Exhibit Hall. Helium tanks are not allowed on the premises.

DEMONSTRATIONS

Demonstrations must be located so that crowds will be comfortably contained within the exhibitor's space, and not blocking the aisles. In the interest of safety and aesthetics, and to prevent congestion in common areas, exhibitors, exhibit personnel and/or live models in the employ of an exhibitor, must remain in the space assigned to the exhibitor and may not circulate or distribute materials in hallways, aisles, the registration area, public areas or hotels. Additionally, product, literature, display and promotional materials must remain in the exhibitor's contracted space and may not be placed, displayed or distributed outside of said spaces.

Exhibitors planning to have celebrities in their booths that will draw crowds must hire security to control said crowds and keep the aisles clear. If an exhibitor fails to control autograph seekers/crowds, Show Management will retain additional security in an attempt to manage the crowd at the exhibitor's expense.

Exhibitors may demonstrate product within their exhibit space provided that:

1. Demonstrations include products manufactured or distributed by the exhibitor.
2. Amplified demonstrations do not exceed 75 decibels.
3. Demonstrations do not exceed 5 minutes in duration.
4. Demonstration is for a potential buyer and not merely to attract attention.
5. Aisle in front of booth must be completely clear from obstruction.

Flashing or glaring lights are subject to Show Management approval.

Show Management reserves the right to restrict or deny future participation of exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which may detract from the general character of the Response Expo 2012 as a whole. This shall also include persons, things, conduct, printed materials, or anything of a character, which Show Management determines objectionable. In the event of such restriction or removal of exhibit, Show Management shall not be liable for any refunds or other expenses incurred.

DISPLAY VEHICLES

Any vehicle or other apparatus which has a fuel tank and is on display at Hilton San Diego Bayfront must have a locked gas cap, battery cables disconnected and one gallon or less of fuel in the gas tank. A vehicle display permit is required.

DRESS CODE

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ELECTRICAL/PLUMBING/TELEPHONES/INTERNET

Hilton San Diego Bayfront is the exclusive supplier of these services; no outside contractor may be used. Hilton performs all of the electrical and plumbing work in the facility. Exhibit electrical equipment must conform to Hilton code requirements. To order these services and for additional information, please refer to the Hilton San Diego Bayfront Services section of this service kit.

EXHIBIT DISPLAY RULES & REGULATIONS

The following booth display rules and regulations will be strictly enforced.

Standard/Linear Booth is typically in 10'x10' increments, and shares a common back wall and abuts other exhibits two sides. Booth equipment consists of a rear back drape on an 8' frame and two 3' side rails. No exhibits may exceed the height of 8' without written approval from Show Management. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction on all materials in the front 5' of the booth space. Exhibitors must conform to the size of their space and must not obstruct the view of or interfere with other exhibits. Note: hanging signs are not permitted over standard/linear booths.

Perimeter Booth is a standard/linear booth located on the outer-perimeter wall of floor. All guidelines for linear/standard booths apply except that the maximum back wall height is 12'. Note: hanging signs are not permitted over perimeter booths.

Corner Booth is a standard or perimeter booth with one or more sides open to the aisle. Height limitation is generally applied only to that portion of the exhibit space that is within 10' of an adjoining booth.

EXHIBIT DISPLAY RULES & REGULATIONS continued

End-cap Booth is generally 10' deep by 20' wide. Maximum backwall height of 8' allowed only in the rear half of the booth space and within 5' of the two side aisles with a 4' height restriction on all materials in the remaining space forward to the aisle. Note: hanging signs are permitted over end-cap booths that are 20'x20' or larger.

Island Booth is typically 20'x20' or larger and is surrounded by aisles on all four sides. Height restriction for booth is 18', no exceptions. An island booth is automatically separated by the width of an aisle from neighboring exhibits, therefore full use of the space is allowed. However, dependent upon your booth design, show management may ask that modifications be made to ensure proper sight lines. Note: hanging signs are permitted above island booths.

Hanging Signs & Graphics: Approval for hanging signs and graphics must be submitted by Friday, April 13, 2012. The lowest point of booth hanging signs, whether suspended from above or supported from below, is minimum 23'.

Canopies/Ceilings: Canopies including ceilings, umbrellas and canopy frames can either be decorative or functional. Canopies for linear or perimeter booths must comply with line of sign requirements. The base of the canopy should not be lower than 7' from the floor within 5' of any aisle. Canopy supports should be no wider than 3". This applies to linear/standard, perimeter and end-cap booths.

Exhibitors will be asked to rearrange their displays if equipment or furnishings cause congestion in the aisles or interfere with other exhibits. If any back portion of the booth is unfinished and visible, such portion must be finished at exhibitor's expense so that it is not objectionable to other exhibitors. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Show Management will strictly enforce the display rules & regulations, which were developed by the International Association for Exhibitions and Events (IAEE) and are considered the industry standard. If you have any questions relating to these regulations, please call Kathryn Flinn at (714) 338-6734 for clarification.

Request for exhibit variances must be submitted for review and approval no later than Friday, April 13, 2012 to:
By mail: Response Expo - Attn: Kathryn Flinn, Operations Manager – 201 Sandpointe Ave, Suite 500 - Santa Ana, CA 92707
By fax: (714) 338-6717 – Attn: Kathryn Flinn, Operations Manager
NO REQUESTS WILL BE ACCEPTED ON SHOW SITE.

EXHIBITOR SERVICES DESK

The General Contractor (Global Experience Specialists) and the Official Suppliers and Services area will be located conveniently close to the exhibit floor for on-site services and requests.

FIRE AND SAFETY

Fire regulations are strictly enforced. Fire marshals will be at the show to ensure that all guidelines are adhered to. Violations may result in booth closure without refund. Please review the San Diego Fire Regulations found in the Rules and Regulations section of this service kit.

FLOOR LOAD LIMITS

The floor load limits in the Response Expo exhibit hall is 100 pounds per square foot. Any exhibit exceeding this limit will require special handling to distribute the load.

FOOD & BEVERAGE

The Hilton San Diego Bayfront is the exclusive provider of any food and beverage within the facility. Contact the Hilton direct for menus, policies and ordering instruction.

HAND CARRY

Exhibitors may "hand carry" materials to their booth provided they do not use material handling equipment including carts and dollies. Hand carried freight consists of lightweight materials that can be hand carried into the exhibit hall by exhibit personnel. When exhibitors choose to hand carry materials, they may not be permitted access to the loading dock/freight door areas. The use of carts, dollies, wheeled containers, mechanical equipment of any other material handling equipment is strictly forbidden.

EXHIBITOR FUNCTIONS

Exhibitors may not hold any functions (receptions, seminars, hospitality suites) simultaneously with any scheduled Response Expo 2012 sponsored event without written approval from Show Management. No public figures (performers, artists, talent, etc.) sponsored by exhibitors are to appear in any public space or in any of the official hotels without the approval of Show Management. Likewise, no tours or company functions are to be scheduled by any exhibitor during the official show hours, without the approval of Show Management.

INSURANCE

Exhibitors must carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. Please review the Show Insurance information and form found in Rules and Regulations tab of the kit.

It is strongly recommended that exhibitors also 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. Show Management 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.

LABOR

The General Contractor (Global Experience Specialists) has contracts with various labor unions, which perform different functions at the Hilton San Diego Bayfront. Order forms for decorating, freight handling, installation and dismantling of displays, etc. are included in this Exhibitor Service Manual, under the GES tab and the Shipping & Material Handling tab. All exhibitors are required to adhere to the union contracts in effect between the General Contractor (Global Experience Specialists) and the various unions.

Exhibitors are encouraged to take advantage of all move-in days to minimize overtime charges and ensure that your exhibit is ready when the Response Expo show floor opens.

Exhibitors must abide by applicable trade union regulations that pertain to exhibitor personnel working on/in their exhibit location.

NOTE: If you intend to use an Exhibitor Appointed Contractor (EAC), it is important that you review the information provided and submit by April 3, 2012 the appropriate EAC notification form and EAC certificate of insurance to Response Expo. Please use the form found in the Rules & Regulations section of this kit.

LOSS OR DAMAGE

Neither Show Management nor the General Contractor (Global Experience Specialists) shall be responsible for damage to uncrated materials, materials improperly packed, or for any concealed damage, loss or theft of materials, or any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees prior to, during or subsequent to the period of the Response Expo 2012. All exhibitors are urged to insure their merchandise and equipment.

MATERIAL HANDLING (DRAYAGE)

Material handling (drayage) is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event. GES is the sole provider of material handling/drayage services. Information including current rates and pricing can be found in the Shipping & Labor section of this kit.

NO SMOKING

Smoking is not permitted in on the Show floor, hallways, in registration or in the seminar areas. Response Expo is a non-smoking event.

PARKING

Personal vehicles will be allowed limited time to load and unload in the front of the Hilton San Diego Bayfront as long as there is always someone with the vehicle. Vehicles left unattended will be towed. Any vehicle parking in front of the building, in a red zone or any zone labeled NO Parking, will be towed at the owner's expense. Overnight parking is available for a fee.

RETAIL SELLING

No retail selling is permitted on the show floor. Response Expo is a business-to-business trade show. Order taking is encouraged.

SECURITY

Show Management provides general perimeter security during move-in, show days and move-out periods of Response Expo 2012. Exhibitors are solely responsible for their own materials at all times. It is recommended that exhibitors remove any valuable items from their booth overnight, or make provisions for the safekeeping of their own goods at all times before, during and after the show. No responsibility is assumed by Show Management or any of its contractors for merchandise lost or damaged. Security guards may be hired for your booth.

The following are security suggestions to help prevent theft: Valuable items which can be hand carried should be removed at night; ship merchandise in locked trunks or crates; if cartons are used, be sure they are securely taped or banded; under no circumstances should you mark on the outside the name or type of articles contained inside; use a qualified carrier or forwarder; be sure to furnish accurate and complete bills of lading to the general contractor and the shipping company; do not leave your booth unattended or leave unpacked products visible during the set-up or move-out period; pack product as quickly as possible at the close of the show.

The General Contractor's responsibility for items left on the floor for pick-up does not begin until such items are actually picked up at the exhibitor's booth and terminates upon delivery to the forwarding carrier.

SHARING BOOTHS

Response Expo 2012 is limited to companies that have contracted and paid for space assignment. No exhibitor shall assign, sublet to or share their assigned exhibit space with another business unless Show Management has obtained approval in writing. It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the Exhibition Management be unable to affect the sale of the space as herein provided, the Exhibition Management is then expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.

SHOW FLOOR ACCESSIBILITY

For security reasons, exhibitors must wear their badges to be permitted onto the show floor during move-in and move-out hours. Only exhibitor staff will be allowed on the show floor one (1) hour prior to show opening, and may remain one-half (1/2) hour after closing each show day. No exhibitor product meetings will be allowed on the show floor during move-in and move-out hours. Do not schedule meetings in your exhibit space before or after show hours.

SPECIAL REQUIREMENTS

Response Expo is committed to helping you have a successful show and providing a pleasant working environment for all participants. Please let us know in advance what your special requirements are. Our team will be happy to help you meet your needs. For assistance, please contact Kathryn Flinn, 714-338-6734.

STORAGE

The Hilton San Diego Bayfront does not have storage space available for exhibitors. If you need to store empty boxes or crates, you may keep them in your vehicle or hire GES to store them for you. You may order this service on-site. Your boxes will be returned to you when the show closes. Empty boxes cannot be stored in, under or behind your booth area because they are a fire hazard and the Fire Marshall will be on-site inspecting the show.

TIPPING POLICY

Show Management and the General Contractor (Global Experience Specialists) request that exhibitors observe the NO-TIPPING policy, since tipping porters and other employees interferes with the efficiency of the work force and delays the set-up of exhibits.

VIDEO TAPING

Video cameras are not allowed on the Show Floor at any time unless approved in advance by Show Management.

WORKING THE AISLES

You are allowed to attract people to your booth and work with them in your area; however you are not allowed to pass out information and/or advertise in areas other than your booth unless pre-authorized by Show Management. To highlight your company outside your booth, refer to the Sponsorship & Promotional Opportunities information. Solicitation of business or distribution of promotional materials from the show floor is prohibited by anyone other than Exhibitors. If you have a problem in these or other areas of attendee or exhibitor behavior, please notify Show Management immediately so that we can enforce these policies.