

IMS2010

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2010

INTERNATIONAL MICROWAVE SYMPOSIUM

IEEE MTT-S • MAY 23-28, 2010 • ANAHEIM, CALIFORNIA

THE GOLDEN STATE OF MICROWAVES

IEEE MTT-S International Microwave Symposium Exhibition Operating Rules and Regulations

This document details the rules and regulations governing the exhibition and exhibitor conduct for the International Microwave Symposium (hereafter referred to as IMS). By signing the Exhibit Space Application/Contract, the “exhibitor” agrees to be bound by the rules and regulations contained herein.

1. PURPOSE AND ARRANGEMENT OF EXHIBITS

The main purpose of the IMS is educational. The exhibits, together with the technical sessions, are vital elements of this process. The Management and the exhibitor agree that the purpose of the exhibition is educational, and will conduct it accordingly. The exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations should be submitted to The Management before construction is ordered.

Licensed Space: Exhibitor is licensed to use exhibit space which includes the following exhibit equipment: 8' high backwall drape, 36" high side rails, plus a 7" x 44" sign featuring the exhibitor's name and booth number (for in-line booths only). Aisle carpeting, general guard security, and general aisle cleaning are provided. However, The Management accepts no liability for losses or damages of any kind sustained through the exhibition. The parties to this contract agree that this agreement is a license to use exhibit space and not a lease or sublease of real property.

In-line Booths: (10' x 10', 10' x 20', 10' x 30', etc.) in-line booths with a common backwall touching an aisle may have a full backwall (standard height is 8') and the sidewalls must drop to 48", 5' from the aisle. Every exhibitor shall be allowed a backwall of at least 10' wide. Hanging signs are not permitted in in-line booth configurations.

Cross-aisle Booths: (minimum 200 square feet/maximum 400 square feet) a series of standard in-line booths facing a similar series of standard in-line booths across the aisle. Hanging signs are not permitted and nothing may be placed in or above the connecting aisle.

Island Exhibits: have four open sides. Booth structure may not exceed 16'. Hanging signs are allowed but must be within the booth footprint with the top of the sign not to exceed 25'.

Split-island Exhibits: are open on three aisles. The common backwall for this type of exhibit is a full backwall from aisle to aisle; however, the backwall may not exceed 10' without agreement from both exhibitors. Split-island exhibit booth structure may not exceed 16'. Hanging signs are allowed but must be within the booth footprint and must be positioned so that the sign copy may not be visible from the neighboring split-island booth. The top of hanging signs may not exceed 25'.

Hanging Signs: Exhibitors may hang signs over island and split-island exhibits. Hanging signs may not exceed 25' in height and may not be attached to any part of the exhibit material.

Finished Surfaces: All exposed areas of the exhibit must be finished or draped surfaces including the back and sides. No graphics, logos, or print facing into another exhibit will be allowed. All such material must face into the aisle or into the exhibitor's own space. Any part of any exhibit needing a finished surface at 3:00 pm the day prior to show opening will be draped at the expense of the exhibitor. Show Management will decide whether such drape is needed.

2. INSTALLATION AND DISMANTLING OF EXHIBITS

Exhibits must be completely installed and finished prior to show opening and must remain in place and staffed until the show closes. Information for installation and dismantling of exhibits will be sent to you in ample time to prepare for these activities.

3. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays, and the necessary fire precautions will be taken by the exhibitor.

No children under the age of fourteen (14) shall be allowed in the exhibit hall at any time. Aisles surrounding the exhibitor's space must be kept clear. Exhibitors are expected to construct booths in such a manner that will accommodate expected attendees within the confines of their licensed exhibit space.

4. UNION LABOR

Exhibitor must comply with all union regulations applicable to installing, dismantling, and display of the exhibits.

5. FILM, SOUND DEVICES AND LIGHTING

Exhibitors wishing to video on the IMS floor must have Management approval in advance of the event. If video is used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Taking photographs or recording within the exhibit area is prohibited without the permission of the company being recorded. The recommended show photographer is exempt from this rule. Offenders may have their film/recordings/media confiscated and/or may be removed from the show floor.

Audio is permitted if tuned to conversational level (75dB max) and if not objectionable to neighboring exhibitors. Sound will be checked with a decibel meter. Operating equipment that emits excessive noise must be run before or after exhibit hours for specific demonstrations only.

The Management reserves the right to restrict or prohibit the use of glaring lights, objectionable lighting effects, excessive or bothersome noise, or other effects which are offensive or otherwise distract from the exhibition as a whole.

6. SUBLICENSING OF SPACE

The exhibitor shall not assign, sublicense, or permit the whole or any part of the exhibit space licensed to the exhibitor, or have representatives, equipment, or materials from any firms other than their own in the exhibit space without the written consent of The Management. Only one company shall be considered as the exhibitor, and no other company is licensed to use the space unless said company or unit is a subsidiary, parent, or affiliate of the exhibitor.

7. EXHIBITOR'S PERSONNEL AND OTHER CONSIDERATIONS

The Management reserves the right to prohibit an exhibit or part of an exhibit, including promotional materials and graphics, that in its judgment may detract from the character of or may be considered objectionable to the exhibition as a whole. The following guidelines will be strictly enforced:

- Distribution of advertising matter and souvenirs must be confined to exhibitor's spaces.
- Balloons are inappropriate and prohibited.
- Exhibitors are prohibited from having live animals on the exhibit floor, including fish or other tank-confined displays.
- Undignified methods of attracting attention will not be permitted. Booth activities, costumes, or presentations which are undignified, tasteless, racist, or sexist are prohibited.
- Tampering with another exhibitor's booth or equipment will not be tolerated. The offender will be immediately removed from the exhibit floor (at the exhibitor's own expense) and will be restricted from future participation.
- Prices may not be displayed on equipment or in the booth.
- Professional Dress Code: Models, demonstrators, hosts/ hostesses, and other employees and personnel in the exhibit hall must be attired in a businesslike, professional, tasteful manner. The use of costumes is limited to theater presentations only. Failure of an exhibitor to meet these requirements is grounds for immediate removal of the offending person from the exhibit hall.
- Exhibits must be staffed at all times during the show hours.
- Booths are open to ALL REGISTERED ATTENDEES; registration badge and company ID should match. If any exhibitor does not welcome any properly badged attendee, the booth will be closed. Fellow exhibitors should act courteously and not crowd other companies' booths.
- All booths, regardless of size, must have display material, signs, etc. professionally produced. Any display deemed unprofessional in appearance (at the discretion of The Management) will not be permitted.
- Exhibitors are prohibited from promoting, advertising, or otherwise displaying information or invitations to seminars, meetings, or events that may be construed by Management to be conflicting with or contradictory to the exhibition as a whole.
- Exhibitors agree to obtain Management approval for advertisements and promotions in the vicinity of the convention center as defined in Section 8 of this document. Vehicles, vans, trailers, or any other vehicles used for advertisement and display may not be parked on the exhibit property or any property contiguous to or abutting on the exhibit property.

- Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.
 - Personnel recruiting in any form is not permitted.
- Exhibitors violating these rules will be given a single official warning. If the violation continues appropriate action will be taken, which may range from reduction in space selection status to cancellation of contract, forfeiture of payments, and removal from the exhibit floor. The Management has sole and complete authority in the interpretation of this policy.

8. CONVENTION CENTER AND HOTEL PUBLIC SPACE

Exhibitors must have permission of The Management to reserve and use any meeting rooms, hospitality suites, convention space, ballrooms, and other public space in the convention center and official IMS hotels (defined as those hotels with which IMS has a room contract and is listed as a "participating hotel"). Management reserves the right to charge exhibitors a fee for access to or use of the convention center or hotel meeting space. Exhibitors may not use equipment (computers, software, functioning product) in approved meeting space for product demonstrations without the permission of The Management.

Exhibitors may not hold any meeting, seminar, or other promotional activity May 25-27, 2010 within a 25-mile radius of the Anaheim Convention Center without the written permission of The Management.

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IMS2010 RULES AGREEMENT

The exhibitor hereby acknowledges receipt of the “IMS Exhibition Operating Rules & Regulations”, “IMS2010 Exhibition Rule Changes”, and “Exhibit Space Application/Contract” (collectively herein referred to as “Rules”). The exhibitor expressly consents to abide by the rules and to comply with Management’s enforcement of the rules. The exhibitor further agrees to submit all promotional plans for pre-approval.

If Management, in its sole discretion, determines an exhibitor has violated the rules, the violating exhibitor, after receiving a single official warning and failing to correct the violation, shall incur a severe and appropriate penalty until the exhibitor comes into compliance to the reasonable satisfaction of The Management.

Exhibitor

Representative’s Name

Title

Company Name

Date

Signature

By signing my name above, I expressly represent that I am an authorized agent for the company, and that the company is bound by the rules and code of conduct.

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