



EXHIBITOR RULES & REGULATIONS

1. **IMPORTANT DATES AND TIMES:** The specific requirements as to time for Exhibit Check-in, Exhibit Installation, Exhibit Hours and Exhibit Dismantling are listed below. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

DigiMarCon West 2023 / TECHSPO Los Angeles 2023		
Exhibitor Check-in	April 12, 2023	8:00am
Location: Loews Hollywood Hotel Mezzanine Level 1755 N Highland Ave, Los Angeles, CA 90028		
Exhibit Installation	April 12, 2023	8:00am – 9:00am
Exhibition Open	April 12, 2023	9:00am – 4:00pm
	April 13, 2023	9:00am – 4:00pm
Exhibit Dismantling	April 13, 2023	4:00pm – 5:00pm

DigiMarCon East 2023 / TECHSPO New York 2023		
Exhibitor Check-in	April 27, 2023	8:00am
Location: New York Marriott at the Brooklyn Bridge Hotel Golden Board Room Foyer (Second Floor) 333 Adams St, Brooklyn, NY 11201		
Exhibit Installation	April 27, 2023	8:00am – 9:00am
Exhibition Open	April 27, 2023	9:00am – 4:00pm
	April 28, 2023	9:00am – 4:00pm
Exhibit Dismantling	April 28, 2023	4:00pm – 5:00pm

DigiMarCon Midwest 2023 / TECHSPO Chicago 2023		
Exhibitor Check-in	May 3, 2023	8:00am
Location: Soldier Field Stadium Gate O Entrance, Club 1 East Mezzanine 1410 Museum Campus Dr, Chicago, IL 60605		
Exhibit Installation	May 3, 2023	8:00am – 9:00am
Exhibition Open	May 3, 2023	9:00am – 4:00pm
	May 4, 2023	9:00am – 4:00pm
Exhibit Dismantling	May 4, 2023	4:00pm – 5:00pm

DigiMarCon Rocky Mountains 2023 / TECHSPO Denver 2023		
Exhibitor Check-in	May 8, 2023	8:00am
Location: Sheraton Denver Downtown Hotel Grand Ballroom Foyer (I.M. PEI Tower Second Level) 1550 Court Pl, Denver, CO 80202		
Exhibit Installation	May 8, 2023	8:00am – 9:00am
Exhibition Open	May 9, 2023	9:00am – 4:00pm
	May 9, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 10, 2023	4:00pm – 5:00pm

DigiMarCon Pacific Northwest 2023 / TECHSPO Seattle 2023		
Exhibitor Check-in	May 11, 2023	8:00am
Location: Four Seasons Hotel Seattle Ballroom Foyer (2nd Level) 99 Union St, Seattle, WA 98101		
Exhibit Installation	May 11, 2023	8:00am – 9:00am
Exhibition Open	May 11, 2023	9:00am – 4:00pm
	May 12, 2023	9:00am – 4:00pm
Exhibit Dismantling	May 12, 2023	4:00pm – 5:00pm

DigiMarCon Canada West 2023 / TECHSPO Vancouver 2023		
Exhibitor Check-in	May 15, 2023	8:00am
Location: Paradox Hotel Vancouver Grand Ballroom Foyer (Third Floor) 1161 W Georgia St, Vancouver, BC V6E 0C6, Canada		
Exhibit Installation	May 15, 2023	8:00am – 9:00am
Exhibition Open	May 15, 2023	9:00am – 4:00pm
	May 16, 2023	9:00am – 4:00pm
Exhibit Dismantling	May 16, 2023	4:00pm – 5:00pm

DigiMarCon Canada 2023 / TECHSPO Toronto 2023		
Exhibitor Check-in	May 18, 2023	8:00am
Location: Marriott Downtown at CF Toronto Eaton Centre Lower Ballroom Foyer 525 Bay St, Toronto, ON M5G 2L2, Canada		
Exhibit Installation	May 18, 2023	8:00am – 9:00am
Exhibition Open	May 18, 2023	9:00am – 4:00pm
	May 19, 2023	9:00am – 4:00pm
Exhibit Dismantling	May 19, 2023	4:00pm – 5:00pm

DigiMarCon California 2023 / TECHSPO San Diego 2023		
Exhibitor Check-in	May 22, 2023	8:00am
Location: Marriott Marquis San Diego Marina Hotel San Diego Ballroom Foyer (Lobby Level) 333 W Harbor Dr, San Diego, CA 92101		
Exhibit Installation	May 22, 2023	8:00am – 9:00am
Exhibition Open	May 22, 2023	9:00am – 4:00pm
	May 23, 2023	9:00am – 4:00pm
Exhibit Dismantling	May 23, 2023	4:00pm – 5:00pm

DigiMarCon South 2023 / TECHSPO Houston 2023		
Exhibitor Check-in	May 25, 2023	8:00am
Location: JW Marriott Houston by The Galleria Hotel Liberty Hall Lobby (Ground Level) 5150 Westheimer Rd, Houston, TX 77056		
Exhibit Installation	May 25, 2023	8:00am – 9:00am
Exhibition Open	May 25, 2023	9:00am – 4:00pm
	May 26, 2023	9:00am – 4:00pm
Exhibit Dismantling	May 26, 2023	4:00pm – 5:00pm

DigiMarCon Mid-South 2023 / TECHSPO Nashville 2023		
Exhibitor Check-in	May 31, 2023	8:00am
Location: Omni Nashville Hotel Broadway Ballroom Foyer (2nd Level) 250 Rep. John Lewis Way S, Nashville, TN 37203		
Exhibit Installation	May 31, 2023	8:00am – 9:00am
Exhibition Open	May 31, 2023	9:00am – 4:00pm
	June 1, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 1, 2023	4:00pm – 5:00pm

DigiMarCon Great Lakes 2023 / TECHSPO Detroit 2023		
Exhibitor Check-in	June 8, 2023	8:30am
Location: The Westin Book Cadillac Detroit Hotel Venetian Ballroom Foyer (Fourth Floor) 1114 Washington Blvd, Detroit, MI 48226		
Exhibit Installation	June 8, 2023	8:00am – 9:00am
Exhibition Open	June 8, 2023	9:00am – 4:00pm
	June 9, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 9, 2023	4:00pm – 5:00pm

DigiMarCon New England 2023 / TECHSPO Boston 2023		
Exhibitor Check-in	June 12, 2023	8:00am
Location: The Westin Copley Place Boston Hotel Essex Ballroom Foyer (Third Floor) 10 Huntington Ave, Boston, MA 02116		
Exhibit Installation	June 12, 2023	8:00am – 9:00am
Exhibition Open	June 12, 2023	9:00am – 4:00pm
	June 13, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 13, 2023	4:00pm – 5:00pm

DigiMarCon Florida & Caribbean 2023 / TECHSPO Miami 2023		
Exhibitor Check-in	June 22, 2023	8:00am
Location: JW Marriott Miami Hotel Grand Ballroom Foyer (Level 5) 1109 Brickell Ave, Miami, FL 33131		
Exhibit Installation	June 22, 2023	8:00am – 9:00am
Exhibition Open	June 22, 2023	9:00am – 4:00pm
	June 23, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 23, 2023	4:00pm – 5:00pm

DigiMarCon South Atlantic 2023 / TECHSPO Charlotte 2023		
Exhibitor Check-in	June 26, 2023	8:00am
Location: The Westin Charlotte Hotel Providence Promenade (Lobby Level) 601 S College St, Charlotte, NC 28202		
Exhibit Installation	June 26, 2023	8:00am – 9:00am
Exhibition Open	June 26, 2023	9:00am – 4:00pm
	June 27, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 27, 2023	4:00pm – 5:00pm

DigiMarCon Southeast 2023 / TECHSPO Atlanta 2023		
Exhibitor Check-in	June 29, 2023	8:00am
Location: The Westin Peachtree Plaza Atlanta Hotel 8th Floor Terrace 210 Peachtree St NW, Atlanta, GA 30303		
Exhibit Installation	June 29, 2023	8:00am – 9:00am
Exhibition Open	June 29, 2023	9:00am – 4:00pm
	June 30, 2023	9:00am – 4:00pm
Exhibit Dismantling	June 30, 2023	4:00pm – 5:00pm

DigiMarCon Washington DC 2023		
Exhibitor Check-in	July 6, 2023	8:00am
Location: Park Hyatt Washington D.C. Hotel Gallery Ballroom Foyer (Gallery Level) 1201 24th St NW, Washington, DC 20037		
Exhibit Installation	July 6, 2023	8:00am – 9:00am
Exhibition Open	July 6, 2023 & July 7, 2023	9:00am – 10:00am 12:00pm – 1:30pm
	July 7, 2023	1:30pm – 2:30pm
Exhibit Dismantling	July 7, 2023	1:30pm – 2:30pm

DigiMarCon Silicon Valley 2023 / TECHSPO Silicon Valley 2023		
Exhibitor Check-in	July 10, 2023	8:00am
Location: The Westin San Francisco Airport Hotel Westin Ballroom Foyer (Lobby Level) 1 Old Bayshore Hwy, Millbrae, CA 94030		
Exhibit Installation	July 10, 2023	8:00am – 9:00am
Exhibition Open	July 10, 2023	9:00am – 4:00pm
	July 11, 2023	9:00am – 4:00pm
Exhibit Dismantling	July 11, 2023	4:00pm – 5:00pm

DigiMarCon Hawaii & Pacific 2023		
Exhibitor Check-in	July 13, 2023	8:00am
Hyatt Regency Waikiki Beach Resort & Spa Regency Ballroom Foyer (Second Level) 2424 Kalakaua Ave, Honolulu, HI 96815		
Exhibit Installation	July 13, 2023	8:00am – 9:00am
Exhibition Open	July 13, 2023 & July 14, 2023	9:00am – 10:00am 12:00pm – 1:30pm
	July 14, 2023	1:30pm – 2:30pm
Exhibit Dismantling	July 14, 2023	1:30pm – 2:30pm

DigiMarCon New Zealand 2023 / TECHSPO Auckland 2023		
Exhibitor Check-in	Aug 21, 2023	8:00am
Location: Hilton Auckland Hotel Aquamarine Ballroom Foyer (Level 1) 147 Quay Street, Auckland CBD, Auckland 1010		
Exhibit Installation	Aug 21, 2023	8:00am – 9:00am
Exhibition Open	Aug 21, 2023	9:00am – 4:00pm
	Aug 22, 2023	9:00am – 4:00pm
Exhibit Dismantling	Aug 22, 2023	4:00pm – 5:00pm

DigiMarCon UK 2023 / TECHSPO London 2023		
Exhibitor Check-in	Aug 31, 2023	8:00am
Location: Sofitel London Heathrow Hotel Arora Suite Foyer (Lower Ground 2) Wallis Rd, Longford, Hounslow TW6 2GD, UK		
Exhibit Installation	Aug 31, 2023	8:00am – 9:00am
Exhibition Open	Aug 31, 2023	9:00am – 4:00pm
	Sep 1, 2023	9:00am – 4:00pm
Exhibit Dismantling	Sep 1, 2023	4:00pm – 5:00pm

DigiMarCon Ireland 2023		
Exhibitor Check-in	Sep 4, 2023	9:00am
Location: The Westin Dublin Hotel The Banking Hall Foyer (Ground Level) At, College Green, Westmoreland St, Dublin, Ireland		
Exhibit Installation	Sep 4, 2023	9:00am – 10:00am
Exhibition Open	Sep 4, 2023 & Sep 5, 2023	9:00am – 10:00am 12:00pm – 1:30pm
	Sep 5, 2023	1:30pm – 2:30pm

DigiMarCon Spain 2023		
Exhibitor Check-in	Sep 7, 2023	9:00am
Location: W Barcelona Hotel Plaça Rosa Del Vents 1, Final, Passeig de Joan de Borbó, 08039 Barcelona, Spain		
Exhibit Installation	Sep 7, 2023	9:00am – 10:00am
Exhibition Open	Sep 7, 2023 & Sep 8, 2023	9:00am – 10:00am 12:00pm – 1:30pm
	Sep 8, 2023	1:30pm – 2:30pm

DigiMarCon Europe & Netherlands 2023 / TECHSPO Amsterdam 2023		
Exhibitor Check-in	Sep 14, 2023	8:00am
Location: Johan Cruijff ArenA Stadium Plein van de Toekomst (Level 4) ArenA Boulevard 1, 1100 DL Amsterdam, Netherlands		
Exhibit Installation	Sep 14, 2023	8:00am – 9:00am
Exhibition Open	Sep 14, 2023	9:00am – 4:00pm
	Sep 15, 2023	9:00am – 4:00pm
Exhibit Dismantling	Sep 15, 2023	4:00pm – 5:00pm

DigiMarCon Australia 2023 / TECHSPO Sydney 2023		
Exhibitor Check-in	Sep 20, 2023	8:00am
Location: Accor Stadium Millennium Room Foyer (Level 4, Eastern Stand) Edwin Flack Ave, Sydney Olympic Park NSW		
Exhibit Installation	Sep 20, 2023	8:00am – 9:00am
Exhibition Open	Sep 20, 2023	9:00am – 4:00pm
	Sep 21, 2023	9:00am – 4:00pm
Exhibit Dismantling	Sep 21, 2023	4:00pm – 5:00pm

DigiMarCon Southeast Asia & Singapore 2023 / TECHSPO Singapore 2023		
Exhibitor Check-in	Sep 28, 2023	8:00am
Location: Marina Bay Sands Expo & Convention Centre Heliconia Ballroom Foyer (Level 3) 1 Bayfront Ave, Singapore		
Exhibit Installation	Sep 28, 2023	8:00am – 9:00am
Exhibition Open	Sep 28, 2023	9:00am – 4:00pm
	Sep 29, 2023	9:00am – 4:00pm
Exhibit Dismantling	Sep 29, 2023	4:00pm – 5:00pm

DigiMarCon India 2023 / TECHSPO Delhi NCR 2023		
Exhibitor Check-in	Oct 4, 2023	8:00am
Location: The Westin Gurgaon New Delhi Hotel Westin Vatika Ballroom Foyer (Ground Floor) 1 Mg Road, Sector 29, New Delhi, NCR, Gurugram, Haryana 122002, India		
Exhibit Installation	Oct 4, 2023	8:00am – 9:00am
Exhibition Open	Oct 4, 2023	9:00am – 4:00pm
	Oct 5, 2023	9:00am – 4:00pm
Exhibit Dismantling	Oct 5, 2023	4:00pm – 5:00pm

DigiMarCon Middle East 2023 / TECHSPO Dubai 2023		
Exhibitor Check-in	Oct 10, 2023	8:00am
Location: Hyatt Regency Dubai Hotel Seaside Entrance, Hotel Lobby (Ground Level) Al Khaleej Road, Deira Corniche, Deira - Dubai		
Exhibit Installation	Oct 10, 2023	8:00am – 9:00am
Exhibition Open	Oct 10, 2023	9:00am – 4:00pm
	Oct 11, 2023	9:00am – 4:00pm
Exhibit Dismantling	Oct 11, 2023	4:00pm – 5:00pm

DigiMarCon South Africa 2023 / TECHSPO Johannesburg 2023		
Exhibitor Check-in	Oct 19, 2023	8:00am
Location: Hilton Sandton Hotel Hilton Ballroom Foyer (Lobby Level) 138 Rivonia Rd, Sandown, Sandton, 2196, South Africa		
Exhibit Installation	Oct 19, 2023	8:00am – 9:00am
Exhibition Open	Oct 19, 2023	9:00am – 4:00pm
	Oct 20, 2023	9:00am – 4:00pm
	Oct 20, 2023	9:00am – 4:00pm
Exhibit Dismantling	Oct 20, 2023	4:00pm – 5:00pm

DigiMarCon Africa 2023 / TECHSPO Cape Town 2023		
Exhibitor Check-in	Oct 25, 2023	8:00am
Location: V&A Waterfront Cape Town Avenue Conference Venue Avenue Conference and Event Venue Foyer (Ground Level) 40 Dock Rd, Victoria & Alfred Waterfront, Cape Town, 8001, South Africa		
Exhibit Installation	Oct 25, 2023	8:00am – 9:00am
Exhibition Open	Oct 25, 2023	9:00am – 4:00pm
	Oct 26, 2023	9:00am – 4:00pm
Exhibit Dismantling	Oct 26, 2023	4:00pm – 5:00pm

DigiMarCon Mid-Atlantic 2023 / TECHSPO Philadelphia 2023		
Exhibitor Check-in	Oct 30, 2023	8:30am
Location: Loews Philadelphia Hotel Regency Ballroom Foyer 1200 Market St, Philadelphia, PA 19107		
Exhibit Installation	Oct 30, 2023	8:00am – 9:00am
Exhibition Open	Oct 30, 2023	9:00am – 4:00pm
	Oct 31, 2023	9:00am – 4:00pm
Exhibit Dismantling	Oct 31, 2023	4:00pm – 5:00pm

DigiMarCon Texas 2023 / TECHSPO Dallas 2023		
Exhibitor Check-in	Nov 2, 2023	8:00am
Location: The Westin Dallas Downtown Hotel Bluebonnet Ballroom Foyer (Second Floor) 1201 Main St, Dallas, TX 75202		
Exhibit Installation	Nov 2, 2023	8:00am – 9:00am
Exhibition Open	Nov 2, 2023	9:00am – 4:00pm
	Nov 3, 2023	9:00am – 4:00pm
Exhibit Dismantling	Nov 3, 2023	4:00pm – 5:00pm

DigiMarCon World 2023 / TECHSPO Las Vegas 2023		
Exhibitor Check-in	Nov 6, 2023	8:00am
Location: The Venetian Resort Las Vegas San Polo Ballroom Foyer (Level 3) 3355 S Las Vegas Blvd, Las Vegas, NV 89109		
Exhibit Installation	Nov 6, 2023	8:00am – 9:00am
Exhibition Open	Nov 6, 2023	9:00am – 4:00pm
	Nov 7, 2023	9:00am – 4:00pm
Exhibit Dismantling	Nov 7, 2023	4:00pm – 5:00pm

DigiMarCon Southwest 2023 / TECHSPO Phoenix 2023		
Exhibitor Check-in	Nov 13, 2023	8:00am
Location: Hyatt Regency Phoenix Hotel Regency Ballroom Foyer (First Floor) 122 N 2nd St, Phoenix, AZ 85004		
Exhibit Installation	Nov 13, 2023	8:00am – 9:00am
Exhibition Open	Nov 13, 2023	9:00am – 4:00pm
	Nov 14, 2023	9:00am – 4:00pm
Exhibit Dismantling	Nov 14, 2023	4:00pm – 5:00pm

2. EXHIBIT INSTALLATION AND DISMANTLING: The Exhibitor may enter the Exhibition Hall for the purpose of erecting, installing and preparing their exhibit space on such dates and times as are advised by the Event Organizer. All exhibit spaces must be completed and ready at least one-half (1/2) hour prior to the official opening of the Exhibition Hall.

If the Exhibitor has not commenced set-up of its Exhibit by the dates and times listed above, Event Organizer reserves the right to have the exhibit installed or removed at Exhibitor's expense, and Exhibitor agrees that Event Organizer will be released from any liability associated with the set-up or removal of the exhibit or its contents.

The Event Organizer shall have the right to refuse to permit the Exhibitor to occupy or use the stand space until all the sums due to the Event Organizer from the said Exhibitor have been paid.

All exhibits will be installed and dismantled and conform to all times listed above. The Event Organizer will not permit any set up after opening of the Exhibition Hall. Exhibits must remain totally intact until the official Exhibit Dismantling hours. No Exhibitor will be permitted to dismantle an exhibit prior to the official Exhibit Dismantling hours. All electrical installations and connections must be carried out by the Event Organizers' nominated third party contractor unless otherwise agreed. Plans for specifically built individual exhibits other than those constructed within the standard shell scheme must be submitted to the Event Organizer for approval before the construction is ordered.

The Event Organizer will abide by the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations for all events where applicable. The Event Organizer reserves the right to reject or require on-site modification of any display that could violate such guidelines as determined by the Event Organizer in its sole discretion.

If the Exhibitor should fail to remove all his property or otherwise fail to vacate the Event during the official Exhibit Dismantling hours due to any cause whatsoever, the Exhibitor shall be fully responsible for any penalties imposed by the Event Venue, and/or any other losses and costs incurred by the Event Organizer. In this situation, the Event Organizer may remove any property of the Exhibitor left in the Exhibition Hall by the Exhibitor after the said time and the costs of such removal shall be paid by the Exhibitor to the Event Organizer upon request by the Event Organizer.

3. EXHIBIT SPACE SPECIFICATIONS & EQUIPMENT:

Exhibit Space Type	Exhibit Space Size
Basic Exhibit Space	8' x 8' (64 sqft)
Standard Exhibit Space	8' x 8' (64 sqft)
Deluxe Exhibit Space	10' x 10' (100 sqft)
Premium Exhibit Space	12' x 10' (120 sqft)

Equipment provided by Event Organizer without additional charge includes; one 6' table with table throw, two chairs, electrical access and Wi-Fi access. Exhibit Space Equipment shall be returned at the end of the term herein, complete and in good and working condition subject to normal wear and tear.

Exhibitor shall have no right, title, or interest in such equipment, but only the right to use it under this Agreement. All other equipment shall be provided by Exhibitor at its sole expense. All demonstrations and displays shall be confined to the Exhibit Space. Display material may be placed up to a height not exceeding eight (8) feet from the Exhibition Hall floor. In any portion of the exhibit space beyond four (4) feet from the rear of the Exhibit Space, all parts of the exhibits shall be placed not to exceed four (4) feet from the Exhibition Hall floor.

If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard exhibit space equipment, no part of its display shall project so as to obscure the view of the adjacent exhibit spaces. Exhibits which do not conform to the specifications, or which in design, operation or otherwise, are objectionable in the opinion of Event Organizer and the Event Venue management may be prohibited. Exhibit Space location assignments may be made by Event Organizer at its sole discretion.

4. EXHIBIT USAGE: Exhibits must only be used for the purpose of promoting Exhibitor's products or services and shall not to be used for any other business purposes. Anything non-related to the exhibiting company's products and services must be pre-approved by the Event Organizer. The Event Organizer reserves the right to reject or remove anything that it deems inappropriate for the Exhibition Hall.

Canvassing must be confined to Exhibitor's exhibit space, and all sales activities must take place within that space. Merchandise sales must comply with all local, state, federal laws and regulations. Exhibitor may only display, offer for sale, or advertise merchandise manufactured or sold by Exhibitor or services performed by Exhibitor in the normal course of business. The only exception is when other items are required for the proper demonstration or operation of Exhibitor's display, products, or services. In which case, the supporting items must be identified by their regular nameplate, imprint, or other identification normally appearing on the item(s). Exhibitors have the right to distribute brochures and other printed matter approved by the Event Organizer, only from the exhibit space occupied by the Exhibitor.

The Event Organizer reserves the right to determine the eligibility of any company or product for inclusion in exhibition space and may reject its inclusion at its sole discretion. Lotteries, drawings, guessing games or prize contests of any kind sponsored by individual Exhibitors are subject to the Event Organizer approval and scheduling. Display material must be confined to the individual Exhibitors own exhibit space. No placard, stickers, or other signs relating to non-paid exhibiting firms will be allowed in individual exhibits or anywhere else in the Exhibition Hall. No horns, bells, alarms, or flashing lights will be permitted to be operated. No

amplifiers, television receivers or loudspeakers may be operated in the individual exhibits except with the written approval of the Event Organizer. No advertising or printed material, which in the Event Organizers opinion is undignified or otherwise objectionable, shall be distributed.

All non-exhibiting organizations and their representatives are strictly prohibited from exhibiting or conducting business in Exhibitor's exhibit space. No exhibit or advertising will be allowed to extend beyond Exhibitor's allotted Exhibit space or above the back display wall. Event Organizer will have full discretion and authority in the placement, arrangement, and appearance of all items displayed by Exhibitor.

Exhibitors shall not distribute to the persons attending the Exhibition Hall and the related event any printed matter, including without limitation, company specific promotional materials; and complimentary newspapers and other periodicals; samples; souvenirs and the like, except from within its own exhibit space. Special distribution of such material elsewhere must be approved by Event Organizer. Distribution from booth-to-booth, or in the aisles, is forbidden, and Exhibitors must confine their exhibit activities to the leased space. Strolling entertainment or moving advertisements outside of an Exhibitor's assigned space is not permitted. Any souvenirs or advertising that is of an objectionable or undignified character will not be permitted. Souvenirs will not be of a noise-making variety.

Any promotional or distribution activities that interfere with the activities of, or obstructs access to neighboring Exhibits is strictly prohibited. If Event Organizer determines that any Exhibit or its contents require replacing, rearrangement, or redecorating, the Exhibitor will be completely responsible for all costs incurred. Event Organizer reserves the right to restrict any Exhibit or actions within the exhibit that Event Organizer considers objectionable. This restriction includes property, conduct, exhibit space attire, printed materials, or anything considered objectionable by Event Organizer. Event Organizer will have sole control over admission policies to the Event at all times.

5. EXHIBIT CARE: All coverings of exhibits must be removed and Exhibitor staff must be on duty not later than one-half (1/2) hour prior to the published opening hours of the Exhibition Hall. No Exhibitor will be permitted to install its exhibit or display in such a manner as, in the opinion of the Event Organizer, obstructs the light or impedes the view along the open spaces or gangways. Exhibitor may not apply paint, lacquer, adhesives, or other coating to any part of the Facility or to exhibit space equipment not owned by Exhibitor. Exhibitor will be liable for any damage caused to the Facility or other persons or property by its officers, employees, agents, representatives, and contractors and subcontractors and agents or invitees. **FINANCIAL PENALTY: EARLY TEAR-DOWN AND/OR LATE SET-UP MAY RESULT IN AN ADDITIONAL PAYMENT OF UP TO 25 PERCENT OF EXHIBIT FEE OR LOWER PRIORITY ORDER IN EXHIBIT SPACE SELECTION FOR FUTURE EVENT ORGANIZER EVENTS.**

The aisles, passageways and overhead spaces remain strictly under control of the Event Organizer. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas. Exhibitors may not hang overhead signage / materials from the ceiling. All exhibits and activities must be confined to the leased exhibit space. Signs or products shall not be displayed in such a manner as to obstruct the view, cause injury or interfere with the display of other exhibitors. Obstruction of the aisles is strictly prohibited.

Exhibits may not block or visually obstruct aisles, fire exits, fire extinguishing equipment, sprinkler or emergency lighting systems, stairwells, elevators, escalators, utilities panels, and the like, at any time. No demonstration or activity in the Exhibit will be permitted to block or obstruct access to aisles, elevators, stairways, emergency exits, or prevent ready access to nearby exhibit spaces.

6. PROTECTION OF EXHIBITION HALL: Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the Exhibition Hall without permission from the Event Organizer. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with direction of Event Organizer or their assistants. Care should be taken to avoid any damage to any part of the Exhibition Hall structure. Should any such damage or disfigurement occur, the Exhibitor shall be liable for any reparation charges incurred.

7. SUBLETTING SPACE: No Exhibitor shall assign, sublet or apportion the whole or any part of the exhibit space allotted to it. Nor shall any Exhibitor exhibit or promote within its exhibit space any products, materials or services that the Exhibitor does not develop or distribute in the regular course of its business, or allow any other person or party to do so.

8. ELECTRICAL & LIGHTING: The Exhibitor may provide his own electrical fittings where such fittings are in the form of made-up units, showcases, signs, etc., complete and ready for connection to the main supply provided that they are industry approved and they have been properly tested. If Exhibitor requires additional lighting, Exhibitor must supply their own, including ext. leads, power boards or adaptors. The Event Organizer expressly declines any responsibility for the condition or compliance of the Exhibitor's own electrical equipment and reserves the right to remove any that they or the Event Venue consider not to comply with the regulations in force at the Event or to be dangerous. The Exhibitor hereby warrants and undertakes that any equipment supplied by it shall be of satisfactory quality and agrees that it will be liable for any actions, claims (including without limitation consequential losses) damages, cost and expenses which may be brought, suffered or incurred by the Event Organizer as a result of a breach of this warranty or undertaking.

9. DANGEROUS MATERIALS AND FIRE PRECAUTIONS: Exhibitors are responsible for complying with all Federal, State and City laws concerning health and safety, explosives and dangerous materials, combustible or otherwise, as laid down by local authorities and other statutory bodies. Any materials or exhibits not approved by these authorities or the Event Organizer must be removed from the premises. All inflammable materials shall be effectively fireproofed or otherwise processed against fire in accordance with any statutory or local regulations or requirements to which the Event may be subject. All electrical wiring and cables must be clear of the floor. No packing materials or empty boxes must be stored on or behind stands. Fire Points and Exits must be kept clear at all times. The Exhibitor must adhere to all fire and safety regulations which affect the Event. Wiring must comply with fire department and underwriter's rules. Smoking in exhibits is forbidden. Crowding will be restricted. No exhibitor shall bring into the facility any combustibles.

10. SECURITY: EVENT ORGANIZER UNDERTAKES NO DUTY TO EXERCISE CARE, NOR ASSUMES ANY RESPONSIBILITY FOR THE PROTECTION OF THE PROPERTY OF THE EXHIBITOR OR ITS REPRESENTATIVES, OR OF PROPERTY USED IN CONNECTION WITH THE EXHIBIT, FROM THEFT OR DAMAGE OR DESTRUCTION BY FIRE, ACCIDENT OR OTHER CAUSE. SMALL AND EASILY PORTABLE ARTICLES SHALL BE PROPERLY SECURED OR REMOVED AFTER EXHIBITION HALL HOURS AND PLACED IN SAFEKEEPING BY THE

EXHIBITOR. ANY PROTECTION EXERCISED, IN FACT, BY EVENT ORGANIZER SHALL BE DEEMED PURELY GRATUITOUS ON ITS PART AND SHALL IN NO WAY BE CONSTRUED TO CREATE ANY LIABILITY.

11. EXHIBIT STAFFING: Exhibitor staff must remain at the exhibit space at all times during published Exhibition Hall hours until closing. Actual full-time occupancy or staffing of exhibit space by exhibitor personnel is mandatory. Exhibitors failing to comply with this requirement shall forfeit their rights to said space as well as any and all monies paid. In addition, Event Organizer may use said space in such manner as it may deem in the best interest of the event. Event Organizer may also, at the direct expense of any negligent exhibitor, employ persons to staff any unstaffed exhibit. A fine of \$200 per hour will be imposed or levied upon any Exhibitor, for each and every hour, or part thereof, that any exhibit is left without staff (We recommend that two people be available to staff exhibit space for meals, breaks, etc.) No more than two representatives may occupy a single exhibit space at a time. Exhibitor staff will be restricted to Exhibitor's employees and their authorized representatives. Exhibitor staff must wear their Exhibitor Badges while in the Facility and when attending Event functions. Non-registered exhibit staff will not be permitted in the exhibit area without permission of Event Organizer. Event Organizer reserves the right to determine whether the character and/or attire of exhibitor staff is acceptable and in keeping with the best interests of other exhibitors and the Exhibition Hall.

12. NO GUARANTEE OF ATTENDANCE: The Event Organizer does not guarantee specific volumes or levels of attendance at the Event. Exhibitor shall not be entitled to any refund, in full or in part, of any amounts paid based on actual attendance level.

13. RISK & LIABILITY: All property used or exhibited is at the sole risk of the Exhibitor. Exhibitor is, and its agents or employees are, responsible for securing its own exhibit, exhibit materials, handouts and any valuables (such as laptop computers) in transit to, from, and within the confines of the Exhibition Hall; no such supervision will be provided by Event Organizer or those associated with it. Exhibitor hereby covenants, agrees and undertakes to defend, indemnify and hold harmless, Event Organizer, the Event Venue and their respective officers, staff, volunteers, representatives and agents of each of these entities from, against and with respect to any and all special, indirect, incidental, or consequential loss or damage, costs, liabilities, claims, damages, and expenses (including, without limitation, reasonable legal fees and disbursements) directly or indirectly including but not limited to personal injury, death, property damage or any other damage or injury to any of the persons or property of Exhibitor, resulting from any theft, robbery, fire, accidents, loss or damage from any cause whatsoever, that may occur to Exhibitor or to Exhibitor's employees, invitees, licensees, or guests, or their property.

Exhibitor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss, or damage. Event Organizer shall not be liable for failure to perform its obligations under this Agreement as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in Exhibitor's exhibit space is deemed to be the invitee, licensee, or guest of Exhibitor, and not the invitee, licensee, or guest of Event Organizer. Exhibitor assumes full responsibility and liability for the actions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority. Exhibitor acknowledges that neither the Event Organizer nor the venue which the event takes place maintains insurance covering Exhibitor's property and that it is the sole responsibility of the

Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

14. **INSURANCE:** Exhibitor is required to obtain comprehensive Commercial General Liability and Property insurance coverage commencing on the first move-in date and terminating on the last move-out date for its own exhibit, personnel, display and materials from any bodily injury, death or property damage or loss through theft, fire, accident or other cause and personal injury to others and accepts all risks associated with the use of the exhibit space and its environs. Such insurance shall also provide coverage for Exhibitor's contractual obligations to defend, indemnify, and hold harmless, as stated in this Agreement. The Exhibitor agrees to have insurance naming Event Organizer (DigiMarCon, LLC) and the Event Venue ('Loews Hollywood Hotel' for DigiMarCon West 2023, 'New York Marriott at the Brooklyn Bridge Hotel' for DigiMarCon East 2023, 'Soldier Field Stadium' for DigiMarCon Midwest 2023, 'Sheraton Denver Downtown Hotel' for DigiMarCon Rocky Mountains 2023, 'Four Seasons Hotel Seattle' for DigiMarCon Pacific Northwest 2023, 'Paradox Hotel Vancouver' for DigiMarCon Canada West 2023, 'Marriott Downtown at CF Toronto Eaton Centre Hotel' for DigiMarCon Canada 2023, 'Marriott Marquis San Diego Marina Hotel' for DigiMarCon California 2023, 'JW Marriott Houston by The Galleria Hotel' for 'DigiMarCon South 2023', 'Omni Nashville Hotel' for DigiMarCon Mid-South 2023', 'The Westin Book Cadillac Detroit Hotel' for DigiMarCon Great Lakes 2023, 'The Westin Copley Place Boston Hotel' for DigiMarCon New England 2023, 'JW Marriott Miami Hotel' for DigiMarCon Florida & Caribbean 2023, 'The Westin Charlotte Hotel' for DigiMarCon South Atlantic 2023, 'The Westin Peachtree Plaza Atlanta Hotel' for DigiMarCon Southeast 2023, 'Park Hyatt Washington D.C. Hotel' for DigiMarCon Washington DC 2023, 'The Westin San Francisco Airport Hotel' for DigiMarCon Silicon Valley 2023, 'Hyatt Regency Waikiki Beach Resort & Spa' for DigiMarCon Hawaii & Pacific 2023, 'Hilton Auckland Hotel' for DigiMarCon New Zealand 2023, 'Sofitel London Heathrow Hotel' for DigiMarCon UK 2023, 'The Westin Dublin Hotel' for DigiMarCon Ireland 2023, 'W Barcelona Hotel' for DigiMarCon Spain 2023, 'Johan Crujff ArenA Stadium' for DigiMarCon Europe 2023, 'Accor Stadium' for DigiMarCon Australia 2023, 'Marina Bay Sands Expo & Convention Centre' for DigiMarCon Southeast Asia 2023, 'The Westin Gurgaon New Delhi Hotel' for DigiMarCon India 2023, 'Hyatt Regency Dubai Hotel' for DigiMarCon Middle East 2023, 'Hilton Sandton Hotel' for DigiMarCon South Africa 2023, 'V&A Waterfront Cape Town Avenue Conference Venue' for DigiMarCon Africa 2023, 'Loews Philadelphia Hotel' for DigiMarCon Mid-Atlantic 2023, 'The Westin Dallas Downtown Hotel' for DigiMarCon Texas 2023', 'The Venetian Resort Las Vegas' for DigiMarCon World 2023, 'Hyatt Regency Phoenix Hotel' for DigiMarCon Southwest 2023) as additional named insured (with no limitations) for comprehensive general liability coverage of not less than \$1,000,000 for each separate occurrence / \$2,000,000 aggregate coverage (for personal

injury and property damage), and for theft and fire insurance for all property brought into or used in the Exhibition Hall. The Exhibitor must provide to the Event Organizer prior to commencing its Exhibit Installation a copy of its public liability insurance certificate. At the request of the Event Organizer, Exhibitor agrees to provide Event Organizer a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition. Exhibitor shall indemnify and defend Event Organizer for any claim where Exhibitor failed to acquire or provide the requested insurance coverage.

The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against Event Organizer, it's parent corporation, subsidiaries, all affiliated companies, and/or the Event Sponsors, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

15. **CODE OF CONDUCT:** Exhibitor is responsible to the Event Organizer for ensuring their allocated exhibit space is kept clean and tidy, and store all rubbish in proper containers. The Event Organizer reserves the right to regulate any activity on the part of any Exhibitor that may cause annoyance to other exhibitors or visitors to the Event. This includes excessive noise from working exhibits or sound equipment. Harassment of attendees or other exhibitors will result in dismissal of the Exhibitor from the Event, closure of the exhibitor's display and possible forfeiture of exhibitor's ability to attend future Event Organizer events.

Exhibitors shall be responsible for maintaining reasonable and appropriate noise levels as solely determined by the Event Organizer so as not to interfere with the normal display and conversation of other exhibitors. Event Organizer reserves the right to restrict exhibits which because of noise, method of operation or any other reason become objectionable. Exhibits, which in the opinion of Event Organizer, detract from the general character of the Exhibition Hall as a whole will be prohibited. This reservation includes persons, things, conduct, printed matter or anything of a character that Event Organizer determines is objectionable. In the event of eviction, Event Organizer is not liable for refunds.

All demonstrations and other promotional activities must be confined to the limits of Exhibitor's allotted space. Exhibitor is responsible for keeping the aisles near its exhibit free of congestion caused by demonstrations, distribution of literature or other activities. Any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby exhibitors shall be suspended at the request of Management. If any crowding occurs, it is the responsibility of Exhibitor to immediately disperse such crowds.