



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 2026 / TECHSPO Los Angeles 2026		
Exhibitor Check-in	April 1, 2026	8:00am
Venue: Loews Hollywood Hotel Mezzanine Level 1755 N Highland Ave, Los Angeles, CA 90028		
Exhibit Installation	April 1, 2026	8:00am – 9:00am
Exhibition Open	April 1, 2026	9:00am – 4:00pm
	April 2, 2026	9:00am – 4:00pm
Exhibit Dismantling	April 2, 2026	4:00pm – 5:00pm

DigiMarCon Canada 2026 / TECHSPO Toronto 2026		
Exhibitor Check-in	April 16, 2026	8:00am
Venue: Marriott Downtown at CF Toronto Eaton Centre Lower Ballroom Foyer 525 Bay St, Toronto, ON M5G 2L2, Canada		
Exhibit Installation	April 16, 2026	8:00am – 9:00am
Exhibition Open	April 16, 2026	9:00am – 4:00pm
	April 17, 2026	9:00am – 4:00pm
Exhibit Dismantling	April 17, 2026	4:00pm – 5:00pm

DigiMarCon Canada West 2026 / TECHSPO Vancouver 2026		
Exhibitor Check-in	April 20, 2026	8:00am
Venue: Paradox Hotel Vancouver Grand Ballroom Foyer (Third Floor) 1161 W Georgia St, Vancouver, BC V6E 0C6, Canada		
Exhibit Installation	April 20, 2026	8:00am – 9:00am
Exhibition Open	April 20, 2026	9:00am – 4:00pm
	April 21, 2026	9:00am – 4:00pm
Exhibit Dismantling	April 21, 2026	4:00pm – 5:00pm

DigiMarCon Gulf Coast 2026 / TECHSPO Houston 2026		
Exhibitor Check-in	April 29, 2026	8:00am
Venue: Houston Post Oak by the Galleria Hotel Ballroom Foyer (Lobby Level) 2001 Post Oak Blvd, Houston, TX 77056		
Exhibit Installation	April 29, 2026	8:00am – 9:00am
Exhibition Open	April 29, 2026	9:00am – 4:00pm
	April 30, 2026	9:00am – 4:00pm
Exhibit Dismantling	April 30, 2026	4:00pm – 5:00pm

DigiMarCon New England 2026 / TECHSPO Boston 2026		
Exhibitor Check-in	May 12, 2026	8:00am
Venue: Hyatt Regency Boston Hotel Grand Ballroom Foyer (Fourth Floor) One Ave de Lafayette, Boston, MA 02111		
Exhibit Installation	May 12, 2026	8:00am – 9:00am
Exhibition Open	May 12, 2026	9:00am – 4:00pm
	May 13, 2026	9:00am – 4:00pm
Exhibit Dismantling	May 13, 2026	4:00pm – 5:00pm

DigiMarCon Midwest 2026 / TECHSPO Chicago 2026		
Exhibitor Check-in	May 19, 2026	8:00am
Venue: Soldier Field Stadium Gate O Entrance, Club 1 East Mezzanine 1410 Museum Campus Dr, Chicago, IL 60605		
Exhibit Installation	May 19, 2026	8:00am – 9:00am
Exhibition Open	May 19, 2026	9:00am – 4:00pm
	May 20, 2026	9:00am – 4:00pm
Exhibit Dismantling	May 20, 2026	4:00pm – 5:00pm

DigiMarCon Southeast 2026 / TECHSPO Atlanta 2026		
Exhibitor Check-in	June 3, 2026	8:00am
Venue: The Westin Peachtree Plaza Atlanta Hotel 8th Floor Terrace 210 Peachtree St NW, Atlanta, GA 30303		
Exhibit Installation	June 3, 2026	8:00am – 9:00am
Exhibition Open	June 3, 2026	9:00am – 4:00pm
	June 4, 2026	9:00am – 4:00pm
Exhibit Dismantling	June 4, 2026	4:00pm – 5:00pm

DigiMarCon Southwest 2026 / TECHSPO Phoenix 2026		
Exhibitor Check-in	June 11, 2026	8:00am
Venue: Hyatt Regency Phoenix Hotel Atrium (Level 2) 122 N 2nd St, Phoenix, AZ 85004		
Exhibit Installation	June 11, 2026	8:00am – 9:00am
Exhibition Open	June 11, 2026	9:00am – 4:00pm
	June 12, 2026	9:00am – 4:00pm
Exhibit Dismantling	June 12, 2026	4:00pm – 5:00pm

DigiMarCon Northern California 2026 / TECHSPO Silicon Valley 2026		
Exhibitor Check-in	June 16, 2026	8:00am
Venue: Grand Hyatt San Francisco Hotel Grand Ballroom Foyer (Ballroom Level) 345 Stockton St, San Francisco, CA 94108		
Exhibit Installation	June 16, 2026	8:00am – 9:00am
Exhibition Open	June 16, 2026	9:00am – 4:00pm
	June 17, 2026	9:00am – 4:00pm
Exhibit Dismantling	June 17, 2026	4:00pm – 5:00pm

DigiMarCon Asia & Japan 2026 / TECHSPO Tokyo 2026		
Exhibitor Check-in	July 2, 2026	8:00am
Venue: Hilton Tokyo Bay Hotel Ambio Ballroom Foyer (B1F Level) 1-8 Maihama, Urayasu, Chiba 279-0031, Japan		
Exhibit Installation	July 2, 2026	8:00am – 9:00am
Exhibition Open	July 2, 2026	9:00am – 4:00pm
	July 3, 2026	9:00am – 4:00pm
Exhibit Dismantling	July 3, 2026	4:00pm – 5:00pm

DigiMarCon Southeast Asia & Singapore 2026 / TECHSPO Singapore 2026		
Exhibitor Check-in	Aug 26, 2026	8:00am
Venue: Four Points by Sheraton Singapore Riverview Hotel Jubilee Ballroom Foyer (Fourth Level) 382 Havelock Rd, Singapore 169629		
Exhibit Installation	Aug 26, 2026	8:00am – 9:00am
Exhibition Open	Aug 26, 2026	9:00am – 4:00pm
	Aug 27, 2026	9:00am – 4:00pm
Exhibit Dismantling	Aug 27, 2026	4:00pm – 5:00pm

DigiMarCon UK 2026 / TECHSPO London 2026		
Exhibitor Check-in	Sep 3, 2026	8:00am
Venue: InterContinental Park Lane London Hotel Ballroom Foyer (Ballroom Level) One Hamilton Place, Park Ln, London W1J 7QY, UK		
Exhibit Installation	Sep 3, 2026	8:00am – 9:00am
Exhibition Open	Sep 3, 2026	9:00am – 4:00pm
	Sep 4, 2026	9:00am – 4:00pm
Exhibit Dismantling	Sep 4, 2026	4:00pm – 5:00pm

DigiMarCon Europe & Netherlands 2026 / TECHSPO Amsterdam 2026		
Exhibitor Check-in	Sep 17, 2026	8:00am
Venue: Johan Cruijff ArenA Stadium Plein van de Toekomst (Level 4) ArenA Boulevard 1, 1100 DL Amsterdam, Netherlands		
Exhibit Installation	Sep 17, 2026	8:00am – 9:00am
Exhibition Open	Sep 17, 2026	9:00am – 4:00pm
	Sep 18, 2026	9:00am – 4:00pm
Exhibit Dismantling	Sep 18, 2026	4:00pm – 5:00pm

DigiMarCon Middle East 2026 / TECHSPO Dubai 2026		
Exhibitor Check-in	Sep 22, 2026	8:00am
Venue: Sofitel Dubai Jumeirah Beach Hotel Monte Carlo Ballroom Foyer (Ballroom Level) The Walk, Marsa Dubai, Jumeirah Beach Residence, Dubai, UAE		
Exhibit Installation	Sep 22, 2026	8:00am – 9:00am
Exhibition Open	Sep 22, 2026	9:00am – 4:00pm
	Sep 23, 2026	9:00am – 4:00pm
Exhibit Dismantling	Sep 23, 2026	4:00pm – 5:00pm

DigiMarCon South Africa 2026 / TECHSPO Johannesburg 2026		
Exhibitor Check-in	Sep 28, 2026	8:00am
Venue: NH Johannesburg Sandton Hotel Ballroom Foyer (Lobby Level) 138 Rivonia Rd, Sandown, Sandton, 2196, South Africa		
Exhibit Installation	Sep 28, 2026	8:00am – 9:00am
Exhibition Open	Sep 28, 2026	9:00am – 4:00pm
	Sep 29, 2026	9:00am – 4:00pm
Exhibit Dismantling	Sep 29, 2026	4:00pm – 5:00pm

DigiMarCon Africa 2026 / TECHSPO Cape Town 2026		
Exhibitor Check-in	Oct 1, 2026	8:00am
V&A Waterfront Cape Town Avenue Conference Venue Avenue Conference and Event Venue Foyer (Ground Level) 40 Dock Rd, V&A Waterfront, Cape Town, 8001, South Africa		
Exhibit Installation	Oct 1, 2026	8:00am – 9:00am
Exhibition Open	Oct 1, 2026	9:00am – 4:00pm
	Oct 2, 2026	9:00am – 4:00pm
Exhibit Dismantling	Oct 2, 2026	4:00pm – 5:00pm

DigiMarCon Mid-Atlantic & Northeast 2026 / TECHSPO Philadelphia 2026		
Exhibitor Check-in	Oct 8, 2026	8:30am
Venue: Live! Casino & Hotel Philadelphia Market Ballroom Foyer (Second Floor) 900 Packer Ave, Philadelphia, PA 19148		
Exhibit Installation	Oct 8, 2026	8:00am – 9:00am
Exhibition Open	Oct 8, 2026	9:00am – 4:00pm
	Oct 9, 2026	9:00am – 4:00pm
Exhibit Dismantling	Oct 9, 2026	4:00pm – 5:00pm

DigiMarCon Florida 2026 / TECHSPO Miami 2026		
Exhibitor Check-in	Oct 14, 2026	8:00am
Venue: Hyatt Regency Miami Hotel Riverfront Hall Foyer (Lobby Level) 400 SE 2nd St, Miami, FL 33131		
Exhibit Installation	Oct 14, 2026	8:00am – 9:00am
Exhibition Open	Oct 14, 2026	9:00am – 4:00pm
	Oct 15, 2026	9:00am – 4:00pm
Exhibit Dismantling	Oct 15, 2026	4:00pm – 5:00pm

DigiMarCon South Atlantic 2026 / TECHSPO Jacksonville 2026		
Exhibitor Check-in	Oct 22, 2026	8:00am
Venue: Marriott Jacksonville Downtown Hotel Florida Ballroom Foyer (Second Floor) 245 Water St, Jacksonville, FL 32202		
Exhibit Installation	Oct 22, 2026	8:00am – 9:00am
Exhibition Open	Oct 22, 2026	9:00am – 4:00pm
	Oct 23, 2026	9:00am – 4:00pm
Exhibit Dismantling	Oct 23, 2026	4:00pm – 5:00pm

DigiMarCon South 2026 / TECHSPO San Antonio 2026		
Exhibitor Check-in	Oct 29, 2026	8:00am
Venue: The Westin San Antonio North Hotel Grand Ballroom Foyer (First Floor) 9821 Colonnade Blvd, San Antonio, TX 78230		
Exhibit Installation	Oct 29, 2026	8:00am – 9:00am
Exhibition Open	Oct 29, 2026	9:00am – 4:00pm
	Oct 30, 2026	9:00am – 4:00pm
Exhibit Dismantling	Oct 30, 2026	4:00pm – 5:00pm

DigiMarCon World 2026 / TECHSPO Las Vegas 2026		
Exhibitor Check-in	Nov 4, 2026	8:00am
Venue: Luxor Las Vegas Hotel & Casino Lotus Ballroom Foyer (Main Casino Level) 3900 S Las Vegas Blvd, Las Vegas, NV 89119		
Exhibit Installation	Nov 4, 2026	8:00am – 9:00am
Exhibition Open	Nov 4, 2026	9:00am – 4:00pm
	Nov 5, 2026	9:00am – 4:00pm
Exhibit Dismantling	Nov 5, 2026	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. LOADING DOCK ACCESS

No access to the loading dock or its equipment and/or freight doors will be permitted by Exhibitors and contractors and no parking is available at these areas. Similarly, couriers and trollies will not be permitted into the Exhibition Hall until the conclusion of the Event. There is no parking available to contractors or exhibitors on the loading dock.

4. SELF-UNLOADING / HAND CARRY POLICY

Exhibitors driving their own privately-owned vehicles (POV) or rental vehicle (no larger than a standard van) and not needing assistance, such as the use of loading docks, forklifts or labor, may hand-carry their own display and materials to and from the Exhibition Hall during Exhibit Installation and Dismantling times only as long as they can comply with the following guidelines.

Items Permitted for Hand-Carry

- Small items that can be easily carried by an individual Exhibitor, without the need for mechanised equipment.
- Small items easily carried by hand in a single trip
- Examples of acceptable hand-carried materials include boxes, suitcases, cartons, portable displays on wheels and small luggage bags.
- Materials on a two-wheel dolly
- Materials on a four-wheel furniture dolly
- The product itself is on wheels
- The product is rolled in by ONE person
- Hanging clothing racks with four wheels are allowed for moving hanging garments.
- "Pop-up" displays, equal/less than 10ft. in length, capable of being carried by hand by one person may be carried in.
- Exhibitors may use the guests' lift access to transport materials that can be hand-carried to their booths

Exhibitors must use the exhibiting company's permanent full-time personnel to hand-carry equipment and must carry identification to verify their position.

Exhibitors may use the guests' lift access to transport materials that can be hand-carried to their booths.

Event Management reserves the right to search any box, bag, etc. to ensure full compliance with the building's regulations.

Boxes or containers used to bring in hand-carried material are the exhibitor's responsibility to store during the show. If stored in the booth, unsightly items must not be visible to attendees.

Items NOT permitted for Hand-Carry

- Anything in a crate
- Anything requiring any motorized device or pallet jack
- Crates on wheels
- A large number of boxes or materials stacked on a dolly that could be a safety hazard
- Anything that would potentially block the doors into the hall to move-in
- Power tools, ladders or any other type of carpenter/construction equipment are not permitted in the building, unless specific written approval is obtained in advance
- Any freight from a vehicle larger than a standard van
- Any freight that cannot be hand carried by one person
- Anything deemed by the freight supervisor as unsafe

5. EXHIBIT BOOTH ASSIGNMENT

Exhibit Space will be assigned and reassigned at the sole discretion of Event Organizer and remains the property of Event Organizer. Event Organizer may change the location of any exhibit at any time up to the time that Exhibitor begins setup. Exhibit Booth numbers will be assigned by Event Organizer on the Exhibitor Installation date of the Event. Exhibit Booth assignments favor 1) sponsorship level and 2) prior year exhibitors. New exhibitors will be offered best available on a first come, first served basis after Sponsors and prior year exhibitors have been set. Exhibitor space will remain open and "for sale" until show management deems the hall "sold out." Availability of certain booth types or exhibit times may be limited. Event Organizer will make every effort to accommodate each applicant's preferred booth location. If Exhibitor's choices are not available, Event Management will do its best in placing Exhibitor nearest to Exhibitor's choices. Event Organizer reserves the right to move your booth assignment from year to year and locations are not guaranteed.

6. SHIPPING INSTRUCTIONS

Packages may be shipped to the Event Venue to arrive between 2 to 5 working days prior to the Event Starting Date.

The following **BOLD** text for the appropriate Venue must be clearly labeled on the outside of all packages to ensure proper delivery. We suggest printing this text separately on an 8.5" x 11" page and attach to each of the packages in your shipment. The absence of this information may result in the rejection of a shipment.

Address:

Event Name:

Event Date:

Exhibitor Company Name:

Exhibitor Onsite Contact:

Exhibitor Onsite Contact Cell Number:

Package Number: _____ **of** _____

Please give written email notification to Clint Revecho, the Exhibition Manager at clint@digimarcon.co if you have shipped any packages to the Event Venue and provide total number of boxes shipped and tracking numbers.

Disclaimer:

Neither the Venue, nor the employees, agents or contractors accepts no liability for packages shipped directly to or from the facility. This includes, but not limited to, shipments that are mishandled, lost, stolen, damaged, late, or otherwise inconvenient situations that arise from such shipments.

- Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
- Shipper must comply with all applicable local, state and federal laws, including those governing packing, marking, labeling and shipping.
- Ensure all packages shipped have tracking information.
- Packages should be shipped to arrive no earlier than two (2) days prior to the Event Starting Date.
- Packages shipped to arrive longer than 5 working days prior to the Event Starting Date may be refused or incur additional fees.
- Receiving, delivery and storage charges are payable at the time of delivery.
- The on-site exhibitor contact may be required to present government-issued photo identification and sign for delivery.
- The on-site exhibitor contact will be responsible for outbound shipping labels and packaging materials, calling to schedule a pick-up, and all shipping costs.
- There is NO on-site shipping office. You must come prepared with the necessary labels, boxes, and packing materials.
- Shipping supplies are not available from the Venue or the Event Organizer.
- Shipments that are not claimed or picked-up after the event will not be returned, and may be discarded.
- By sending your package to the Venue, you agree to be bound by any additional terms and conditions that the Venue may establish from time to time for receiving and delivering of packages.

7. 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.

8. EXHIBIT USAGE

Exhibits must only be used for the purpose of promoting Exhibitor's products or services and shall not 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

While every reasonable precaution is taken, the Event Management and the Venue accept no responsibility for any loss or damage that may occur to persons or property at the exhibition resulting from any cause whatsoever.

Exhibitors must make provisions for the safeguarding of their goods, materials, equipment and displays at all times. Please be security conscious. Do not leave wallets, laptops, mobile phones or any easily portable items unattended, at any time, in your stand. The protection of your property is your responsibility.

15. 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.

16. 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.

16. 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.

17. 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 2026, 'Marriott Downtown at CF Toronto Eaton Centre Hotel' for DigiMarCon Canada 2026, 'Paradox Hotel Vancouver' for DigiMarCon Canada West 2026, 'Hilton Houston Post Oak By The Galleria Hotel' for DigiMarCon Gulf Coast 2026, 'Hyatt Regency Boston Hotel' for DigiMarCon New England 2026, 'Soldier Field Stadium' for DigiMarCon Midwest 2026, 'The Westin Peachtree Plaza Atlanta Hotel' for DigiMarCon Southeast 2026, 'Hyatt Regency Phoenix Hotel' for DigiMarCon Southwest 2026, 'Grand Hyatt San Francisco Hotel' for DigiMarCon Northern California 2026, 'Hilton Tokyo Bay Hotel' for DigiMarCon Asia & Japan 2026, 'Four Points by Sheraton Singapore Riverview Hotel' for DigiMarCon Southeast Asia & Singapore 2026, 'InterContinental Park Lane London Hotel' for DigiMarCon UK 2026, 'Johan Cruijff ArenA Stadium' for DigiMarCon Europe 2026, 'Sofitel Dubai Jumeirah Beach Hotel' for DigiMarCon Middle East 2026, 'NH Johannesburg Sandton Hotel' for DigiMarCon South Africa 2026, 'V&A Waterfront Cape Town Avenue Conference Venue' for DigiMarCon Africa 2026, 'Live! Casino & Hotel Philadelphia' for DigiMarCon Mid-Atlantic & Northeast 2026, 'Hyatt Regency Miami Hotel' for DigiMarCon Florida 2026, 'Marriott Jacksonville Downtown Hotel' for DigiMarCon South Atlantic 2026, 'The Westin San Antonio North Hotel' for DigiMarCon South 2026, 'Luxor Las Vegas Hotel & Casino' for DigiMarCon World 2026) 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, its 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.

18. SUITCASING & OUTBOARDING POLICY

Event Organizer maintains a Suitcasing and Outboarding policy covering all of our Conferences and Exhibitions. "Suitcasing" and "Outboarding" are parasitic, unethical business practices in which attendees conduct, transact or promote business at the conference and do not have exhibit or sponsorship.

"Suitcasing" refers to non-sponsoring/non-exhibiting companies or individuals who go to conferences as an attendee and solicit business in the tradeshow aisles, session rooms, or hotel lobbies and common areas.

"Outboarding" refers to non-sponsoring/non-exhibiting companies or individuals that host meetings, events, or demos, etc. outside of the exhibition hall, such as in hospitality suites, restaurants, or public places in close proximity to the conference, and encourage conference attendees to leave the conference to attend their events. Bottomline is, if you want to hold an event, it must be approved by DigiMarCon.

This Suitcasing and Outboarding policy includes, but is not limited to the following unauthorized activities.

Prohibited Activities:

- Unauthorized receptions & parties (including off-site events)
- Unauthorized exhibits, mobile exhibits & hospitality suites
- Unauthorized membership recruitment activities
- Unauthorized promotion of non-DigiMarCon events
- Unauthorized employment recruiting
- Unwelcome advances toward event participants or the DigiMarCon staff
- Unauthorized on-site distribution (on tables, counters, booths etc.) of printed or electronic materials including literature, signs, flyers, invitations, tickets, forms, etc. (except business cards)
- Approaching people on the show floor and soliciting them

Event Organizer has a zero-tolerance policy regarding suitcasing and outboarding. Any person and/or organization found to be violating this policy will be asked to leave immediately (with no refund) and will be charged the single-booth rate, which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future Event Organizer Event.

Egregious and/or multiple violations of this policy may result in disqualification from future events at the discretion of Event Organizer.

Please report any violations regarding suitcasing or outboarding you may observe to Event Management or Staff. Event Management will investigate the complaint and determine the appropriate course of action.

19. 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.



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