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EXPO 2009

Rules and Regulations

1. SCHEDULE:

- A. ISA EXPO 2009 Exhibition:
Tuesday, 6 October12:00 p.m.–7:00 p.m.
Wednesday, 7 October.....10:00 a.m.–5:30 p.m.
Thursday, 8 October.....10:00 a.m.–3:30 p.m.
- B. Exhibit Installation:
Thursday, 1 October.....8:00 a.m.–4:30 p.m.
Friday, 2 October8:00 a.m.–4:30 p.m.
Saturday, 3 October8:00 a.m.–4:30 p.m.
Monday, 5 October8:00 a.m.–4:30 p.m.
- C. Exhibit Dismantling:
Thursday, 8 October.....3:30 p.m.–8:00 p.m.
Friday, 9 October8:00 a.m.–4:30 p.m.

2. **LOCATION:** ISA EXPO 2009 will be held at Reliant Center, One Reliant Park, Houston, TX 77054.

3. **STANDARD BOOTH EQUIPMENT:** Standard Booth Equipment is furnished to all Exhibitors who occupy linear or peninsula booth configurations. Standard Booth Equipment consists of:
A. Draped back wall — 8' in height
B. Draped sidewalls — 3' in height
C. Identification Sign — with the Exhibitor's name and booth number.

4. EXHIBIT CONSTRUCTION:

A. Height Limits

All in-line booths are limited to a height of 10'. Peninsula booths are limited to a height of 16'. Island booths are limited to a height of 24', where ceiling heights permit.

B. Sidewalls

Linear booths may extend 6' towards the aisle at a 10' height. The remaining 4' must not exceed 4' in height. Exhibitors occupying island and peninsula booths may use the entire cubic content of the exhibit area.

C. Backwalls

The floor plan indicates where backwalls will be set. Exhibitors may not take two booths at the end of an aisle (peninsula booth) to create adjoining backwalls.

D. Exposed Walls

All exposed parts of constructed exhibits, with particular emphasis on sidewalls, must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. If, in ISA's sole opinion, any exhibit requires additional sidewalls, hardwalls or other decoration to hide any unfinished or unsightly exposed surface, the Exhibitor will be charged that cost and will be solely responsible for its payment.

E. Floor Covering

All exhibits must have a suitable floor covering of carpet or flooring. No bare concrete will be permitted. Show management may request carpet for those Exhibitors who fail to provide a floor covering for their exhibit. In such circumstances, the Exhibitor will be responsible for all associated costs.

F. Coordination with Adjoining Exhibitors

ISA, upon request, will advise an Exhibitor which other companies are occupying adjacent booths so that they may mutually coordinate their exhibit construction. By so doing, it is frequently possible to eliminate the need for more than one divider to finish the backs of the walls to fit in with the adjoining construction, and to generally cooperate in achieving an attractive exhibit.

G. Mobile or Trailer Exhibits

These types of exhibits are permitted only within the Exhibitor's contracted booth space and where ceiling height permits. Exhibitors that plan to use mobile or trailer-type exhibits must give advance written notice to ISA. Mobile or trailer exhibits cannot be used in parking areas or any other location outside of the contracted booth space during show hours.

H. Fire and Safety Requirements

Fire and safety requirements mandate that wiring and connections must meet local fire department and Underwriters Laboratories fire and safety rules and regulations. Federal, state and city laws regarding installation and operation of equipment must be strictly observed. All exhibit materials must be flame retardant. Flammable fluids, substances or materials of any nature may not be brought into the Exhibit Facility. All materials and installations must comply with the local Fire Department and Underwriters Laboratories rules and regulations.

5. **CHARGEABLE BOOTH SERVICES:** Except for those listed in section 3 above, no exhibit services and/or furnishings required by an Exhibitor are included in the exhibit fee. ISA arranges for independent "official" contractors to offer Exhibitors such services as electrical, plumbing, telephones, labor, exhibit furnishings, decorating and drayage. Exhibitors are solely responsible for engaging these official contractors as required and paying their charges for services.

The rates and order forms for these chargeable services are contained in the Exhibitor Services Manual sent to each Exhibitor. These official contractors will maintain service desks on the exhibit floor during the entire period of move-in through move-out to service all Exhibitors.

6. **EXHIBITOR APPOINTED CONTRACTORS:** Reputable exhibitor-appointed contractors, other than those arranged by ISA, may be used by an Exhibitor, but only upon compliance with the following conditions:

- A. The Exhibitor notifies ISA of the name of the non-official contractor and the service to be provided, in writing, before the deadline stated in the Exhibitor Services Manual.
- B. The service is not one that is provided exclusively by an official Service Contractor or the Exhibit Facility, without the applicable official service contractor's written permission.
- C. The exhibitor-appointed contractor agrees, in writing, to abide by all ISA Rules and Regulations, including union rules, and all local, state and federal laws.
- D. The exhibitor appointed contractor presents ISA with a valid certificate of insurance certifying that its acts are covered by a comprehensive liability policy which will cover all claims made until the expiration of any statutes of limitation with minimum policy limits of \$2 million per occurrence for bodily injury or death and property damage and that it has the requisite workers' compensation coverage.
- E. The exhibitor-appointed contractor provides ISA with a list of all its employees who will be needed to furnish the contractor's services by the deadline stated in the Exhibitor Services Manual.
- F. The exhibitor-appointed contractor agrees, in writing, to refrain from soliciting other business on the floor of the Exhibit Facility from move-in through move-out.

7. **ELECTRICAL POWER:** Each Exhibitor must anticipate its electrical power needs fully so that all other Exhibitors will be protected against power shortage. Any Exhibitor that overloads or pulls more current than was ordered will be penalized to the extent that their entire electrical service will be discontinued until the necessary additional lines can be run to the exhibit. The Exhibitor will also be required to pay all charges for having the necessary lines run to the exhibit.

The Exhibitor shall use reasonable care to prevent any interruption in electrical service. Neither ISA, nor their service contractors, shall be held responsible for any breakage of machinery, products or equipment, lost data or information on software, or any other loss of or damage to property which may occur due to power surges, interruption, or general failures in power.

Power is normally turned on one hour before the official opening time each day, and turned off upon each day's official close. If additional service is required, 24-hour power arrangements must be made in advance with the electrical contractor. Electrical power will also run during move-in and move-out in accordance with the schedule in the Exhibitor Services Manual.

8. **UNION JURISDICTION:** Full time employees of exhibiting companies may assemble and decorate their booths without the aid of union assistance. Exhibitors may hand-carry their own materials into the Exhibit Facility, including pop-up booths, provided the materials can be moved without the use of mechanized devices. However, the Official Service Contractor will control access to the loading docks in order to provide for a safe and orderly move-in and move-out.

9. **INSTALLATION OF EXHIBITS:** Hours and dates for the installation, event, and dismantling periods will be only those specified by ISA. Installation of Exhibits will begin at 8:00 a.m. on Thursday, 1 October 2009.

All Exhibits must be completely installed by 4:00 p.m. on Monday, 5 October 2009. Any exhibit space not occupied by 2 p.m. on Monday, 5 October will be considered abandoned. If ISA does not believe the Exhibitor will arrive, or if no exhibit materials are present, the exhibit may be reassigned. Any Exhibitor that arrives after either of these steps has been taken will be responsible for the costs incurred by ISA, in addition to all other responsibilities and accountabilities as stated in the contract.

No exhibit or exhibit materials of any kind will be received at the Exhibit Facility after 8:00 a.m. Tuesday, 6 October 2009 and only last minute preparations or placing of furniture, etc. will be permitted after that time. If any exhibit or exhibit materials are delivered after 8:00 a.m. Tuesday, 6 October 2009, the Exhibitor will be required to wait to unload and begin installation until after the close of that event day. No installation or construction work will be permitted during the hours when the Exhibition is open.

10. **REMOVAL OF EXHIBITS:** All Exhibits must remain intact until final closing time at 3:30 p.m., Thursday, 8 October 2009. All exhibit materials must be removed from the Exhibit Hall no later than 4:30 p.m. Friday, 9 October 2009. All Exhibitors' outbound carriers must check-in with the General Service Contractor by 2:00 p.m., Friday, 9 October 2009. Failure to check-in by this time may result in your shipment being forced to another outbound carrier. Exhibitors will be liable for all storage, handling, and shipping charges that result from failure to remove any exhibit materials from the Exhibit Facility at the conclusion of dismantling.

11. **STORAGE OF EMPTIES:** If utilizing drayage services, the official contractor requests that Exhibitors identify all pieces bound for storage for the duration of the event. All empty crates, boxes, skids, etc. will be removed from the exhibit floor before the event opens. These items will be returned to Exhibitors' booths after the show's final closing.

To comply with fire regulations, wrapping materials such as paper, excelsior, etc. must be completely enclosed within packing boxes. Small boxes and articles should be nested in larger ones to reduce the number of pieces being stored and, thus, reduce the likelihood of smaller pieces being lost. Boards and skids must be securely tied into bundles and also identified. Materials not complying with these requirements will be considered refuse and disposed of by the cleaners.

12. **CLEANING:** ISA arranges to clean the floors of all common areas and aisles within the Exhibit Facility once each day. This service does not include dusting or otherwise maintaining the Exhibitor's booth. These extra cleaning services are available and may be ordered through the form included in the Exhibitor Services Manual.

- 13. CHARACTER OF EXHIBITS:** ISA reserves the right to approve the character of any exhibit, and to prohibit any exhibit which, because of noise or other objectionable features, detracts from the scientific and educational character of the event. Promotional devices which are over-aggressive or inappropriate in character will not be permitted.
- 14. FOOD AND BEVERAGE DISTRIBUTION:** ISA will permit distribution of food and beverages by Exhibitors within their booths. Exhibitors that choose to serve food and/or beverages will be responsible for the general housekeeping and cleanliness of their exhibit and all areas nearby so that neighboring Exhibitors are not disturbed. No negative effects on surrounding exhibits will be permitted. Lines may not form in aisles or otherwise interfere with traffic at neighboring exhibits.
- Under no circumstances will the following be allowed: food preparation emitting odors, smoke, or noise; and/or food products that cause housekeeping concerns.
- Exhibitors must use the services of the Exhibit Facility caterers where applicable and abide by all health department rules and regulations. If you are uncertain whether the food or beverage distribution you are planning is permissible, please call ISA Exhibit Services for a ruling. ISA reserves the right to approve and/or disapprove the distribution of food and beverages from Exhibitors' exhibits.
- Any Exhibitor wishing to serve alcohol to attendees in its booth shall: (a) comply with all applicable laws and regulations, including facility rules; (b) offer beer or wine as the only alcoholic beverages; and (c) offer non-alcoholic beverages as well. The Exhibitor shall not: (a) allow to be served any person who appears to be intoxicated, or (b) allow to be served any person under the age of 21.
- 15. DISTRIBUTION OF MATERIALS:** The distribution of literature, samples, catalogues, pamphlets, publications, souvenirs, etc., is allowed within your assigned exhibit space, or within official ISA specified dissemination avenues such as the Press Room, literature kiosks, etc. The distribution of such material is acceptable only if these items are pertinent to the Exhibitor and the Exhibition. No Exhibitors' material may be distributed, or in any way made available, outside of the exhibit on Exhibit Facility property.
- 16. PERSONNEL RECRUITING:** Recruiting of personnel is not permitted at the event.
- 17. DEMONSTRATIONS AND NOISE:** The operation and/or demonstration of products and equipment is allowed, however, such operation and/or demonstration must be fully contained within your exhibit and must remain at a sound level which is not objectionable to neighboring Exhibitors. Aisles surrounding your exhibit may not be used to hold or stage attendees wishing to view the operation and/or demonstration. Aisles must remain clear.
- The sound volume, above the ambient noise level when measured from the adjacent aisle(s) or neighboring exhibits, may not exceed a maximum of an 80 db. reading on the "A" scale slow response sound level meter. ISA shall be the sole arbiter of acceptability of sound levels and may require reduction of sound level, or elimination of sound producing devices in those instances where in the judgment of ISA, such sound is in violation of these standards or otherwise objectionable.
- 18. MOTION PICTURES AND SLIDES:** Use of slides and videotapes will be permitted if they are confined to products, services, techniques or applications directly associated with that Exhibitor's product or services. Those for entertainment will not be permitted. Exhibitors are solely responsible for compliance with all copyright laws and requirements for royalties for use of any audio or visual material. Exhibitors will indemnify the Exhibit Facility management and ISA for any expenses or damages incurred as a result of noncompliance by Exhibitors with regard to such laws and requirements.
- 19. PHOTOGRAPHY AND VIDEOTAPING:** Members of the working press wearing "PRESS" badges and all properly-badged Exhibitors may take photos of another Exhibitor's product or exhibit provided:
- Permission has been granted by those whose product and/or exhibit is to be photographed
 - The exhibit has a representative of that company present whose product and/or exhibit is to be photographed
- These rules also apply to videotaping, with the additional provision that anyone who wishes to videotape any portion of ISA EXPO 2009 must obtain written permission from ISA. Additionally, an unedited copy of the videotape must be furnished to ISA within 30 days after the event.
- Any Exhibitor that feels these rules and regulations are being abused, either by another Exhibitor or an attendee, should immediately bring the matter to the attention of ISA Show Management.
- 20. SIGNS-ILLUMINATION:** The use of flashing signs or other lighting effects that cause unpleasant reflections or interfere with other Exhibitors is prohibited.
- 21. GUARD SERVICE:** Guard service will be provided by ISA on a 24-hour basis from move-in through move-out. Every reasonable precaution will be taken to protect property. However, ISA is not a bailee, insurer, or guarantor of the safety of Exhibitor's property and does not assume liability for loss or damage to it. Exhibitors will insure their own property.
- All property of the Exhibitor is understood to remain under its custody and control at all times, including while in transit to or from or within the confines of the Exhibit Facility.
- Small equipment and products should be kept in a safe place whenever the Exhibitor's booth is not staffed.
- 22. INSURANCE:** Exhibitors shall maintain in force at all times during ISA EXPO 2009, at its sole expense, comprehensive liability insurance (including liquor liability if the Exhibitor wishes to serve alcohol in its booth) of at least \$1,000,000 covering bodily injury and death to persons and at least \$500,000 covering property damage and property insurance protection against any loss, theft or damage to Exhibitor's property. Such policies must name ISA as an additional insured and all rights of subrogation against ISA, the Exhibit Facility, and their respective officers, employees, agents, and contractors must be waived.
- 23. INDEMNIFICATION:** Exhibitor shall indemnify and hold harmless ISA, its directors, officers, employees, and agents from and against all liabilities, damages, actions, losses, claims, and expenses (including attorney's fees) on account of personal injury, death, and damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the Exhibitor or its employees, agents, contractors, patrons and invitees.
- 24. DAMAGE LIABILITY:** Exhibitors will not damage, mar, deface, or abuse any wall, ceiling, floor, equipment or any other structure belonging to the Exhibit Facility, ISA, or any service contractor in any manner. This includes, but is not limited to, damage by use of nails, tacks, hooks, screws, or adhesives of any nature. No balloons, blimps or adhesive stickers of any nature will be used by Exhibitors at any time. Exhibitors are solely liable for any such damage.
- 25. HOTELS AND RESERVATIONS:** Hospitality suites will not open until after the Exhibition closes each day. Hotel Reservation forms will be included in the Exhibitor Services Manual.
- 26. SOCIAL FUNCTIONS:** ISA requests Exhibitors to not schedule their own social functions on the night of Monday, 5 October 2009, when ISA's Annual Awards banquet will be held. Exhibitors are prohibited from scheduling any social functions during ISA EXPO 2009 hours without prior authorization from ISA.
- 27. EXHIBITOR PERSONNEL:** During all hours the Exhibition is open, each booth must be attended by persons technically qualified to explain and demonstrate the equipment or services exhibited. ISA will pre-register and issue badges to exhibit personnel, in quantities of five per 100 square feet, through the Exhibitor Registration form located in the Exhibitor Services Manual. The badge issued to exhibitor personnel entitles them to access the keynote, ISA EXPO 2009 technical and plenary sessions, as well as the exhibition.
- Holders of Exhibitor badges may enter their exhibits one hour before the official Exhibition opening time each day. Earlier entry must be specially arranged with ISA.
- 28. VISITORS ADMISSION TO EXHIBIT:** Admission to ISA EXPO 2009 is limited to persons associated with the field of instrumentation, systems and automation. Under no circumstances will children under 16 years of age be allowed in the event. This includes set-up, hours the Exhibition is open, or during dismantling. Registration is required for admission. Admission is confined to those hours during which the Exhibition is scheduled to be open to visitors.
- 29. PARTICIPANTS BADGES:** An official ISA Badge must be worn at the Exhibition by all participants and Exhibitor personnel at all times and is not transferable.
- 30. EVENT MANAGEMENT SERVICES:** ISA will maintain an office at the Exhibit Facility to supervise and facilitate the installation, operation, and removal of the Exhibition.
- 31. AMERICANS WITH DISABILITIES ACT:** Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned exhibit space.
- 32. PROFESSIONAL DRESS CODE:** Models, demonstrators, entertainers, hostesses and other personnel employed or engaged by an Exhibitor shall be attired in a professional and tasteful manner. Failure of an Exhibitor to meet this requirement is direct cause for immediate removal from the Exhibition. ISA shall have total authority in the interpretation of this policy and in its implementation.
- 33. MUSIC LICENSING:** Exhibitors shall assume sole responsibility for complying with the United States Copyright Act, including, but not limited to, the obtaining of all licenses, and payment, of all royalty fees, necessary to play or perform music, including radios and recorded music, in its exhibit or other activities in conjunction with ISA EXPO 2009. Exhibitors further agree to defend, indemnify, and hold harmless ISA, its officers, employees, and agents, from any claims, losses, expense, or damages resulting from the performance of music in violation of the Copyright Act.
- 34. CONTESTS AND DRAWINGS:** Exhibitors are solely responsible for fully complying with all laws and regulations governing any contests, drawings, or other procedures by which Exhibitors may award prizes, gifts or other items to attendees and such activities may not interfere with the conduct of the Exhibition or with the activities of neighboring Exhibitors. Exhibitors intending to conduct such activities must clearly indicate that ISA is not associated with and does not endorse or sponsor such activities on all promotional material. Exhibitor will indemnify ISA for all expenses ISA incurs to defend any claims arising from the conduct of such activities by Exhibitor, including attorneys' fees. Exhibitor will inform ISA that it intends to conduct a contest or drawing and provide all relevant information about such activities at least 30 days before ISA EXPO 2009. ISA reserves the right to prohibit the conduct of any such activities which, in ISA's sole judgment, violate or potentially violate any laws or regulation or which interfere with the conduct of the Exhibition.
- 35. OBSCENITY:** Obscene or vulgar language emanating from an exhibit, either by pitchman or recording devices will not be tolerated. ISA reserves the right to prohibit the use of such language and to remove from the Exhibition any Exhibitor or pitchman who uses such language.
- 36. BALLOONS AND STICKERS:** No balloons or adhesive stickers of any nature will be used by Exhibitors at any time.
- 37. SELLING:** Selling and order taking is permitted provided the products or services are directly related to the field of instrumentation, systems and automation. All exhibitors must have the appropriate licenses, permits and certificates required by law to sell at ISA EXPO 2009.
- 38. ANIMALS:** With the exception of those required by people with disabilities, in accordance with ADA guidelines, no animals of any kind will be permitted in the Exhibit Facility.
- 39. RULES AND REGULATIONS:** All ISA EXPO 2009 rules and regulations including those of Reliant Center must be adhered to by each Exhibitor. Detailed rules and regulations will be included as part of the Exhibitor Services Manual.

ISA SHALL HAVE TOTAL CONTROL OVER THESE RULES & REGULATIONS WITH THE INTENT OF PROVIDING FAIRNESS TO ALL EXHIBITORS AND MAINTAINING A PROFESSIONAL ATMOSPHERE THROUGHOUT ISA EXPO 2009.