

## ORACLE OPENWORLD 2008 EXHIBIT RULES & REGULATIONS

The rules and regulations governing Oracle OpenWorld 2008 are an integral part of the contract for exhibit space and have been established for the protection of everyone. The overriding principal contained in these Exhibit Rules & Regulations is equality for all. Should you have any questions concerning these rules and regulations, please contact any member of the Oracle OpenWorld Exhibits Show Management Team at +1.650.506.0001.

Exhibits installed at Oracle OpenWorld conferences must comply with the rules and regulations of the event. In the event that an exhibitor or exhibit activity is in violation of the Exhibit Rules and Regulations or are not consistent with the standards of the events, Oracle OpenWorld Exhibits Show Management may require the exhibitor to alter the exhibit either before the event or onsite. Any necessary changes are to be made at the exhibitor's expense and are subject to approval.

*All exhibit matters and questions not covered by these rules and regulations are subject to the decision of Oracle OpenWorld Exhibits Show Management. Oracle may amend these rules and regulations at any time and all the amendments that may be made will be equally binding on all parties, as are the original rules and regulations. In the event of any amendment or addition to these rules and regulations, Oracle will give written notice to exhibitors that may be affected. Oracle OpenWorld Exhibits Show Management reserves the right to reject, or prohibit any exhibit, whole or in part, or any exhibitor and his representatives, based solely on its judgment, discretion, and authority. Please refer to your Oracle OpenWorld Exhibit Space Contract for additional rules and regulations.*

### **ALCOHOLIC BEVERAGES**

The consumption of alcoholic beverages is prohibited during move-in/installation and move-out/dismantle for safety and liquor liability reasons.

### **BADGE CONTROL**

False certification of an individual as an exhibitor's representative, misuse of an exhibitor's badge or wristband, or any other method or device used to assist unauthorized personnel to gain admittance to the Exhibition Hall floors will be just cause for expelling the exhibitor and his representative from the Exhibition Halls, and/or exhibitor's booth from the Exhibition Hall floors without obligation on the part of Oracle to refund of any fees. The exhibitor, his employees and agents, and anyone claiming to be on the Exhibition Hall floor through the exhibitor, waives any rights or claims for damages arising out of enforcement of this rule.

### **BALLOONS**

No balloons or blimps are allowed in the Exhibition Halls.

### **BOOTH DESIGN AND STRUCTURE**

Exhibitors are responsible for their own booth design and construction. All work must be carried out conforming to the requirements of the rules & regulations of the Moscone Convention Center. All booth structures and signs must be confined within the area allocated.

It is the responsibility of the exhibiting company to comply with the Oracle OpenWorld rules and regulations. Onsite, if your booth does not comply with the Exhibit Rules and Regulations, you will be required to make modifications at your expense.

## **BOOTH IDENTIFICATION**

Company identification cannot be placed outside the booth area. All signs, posters and booth graphics must be professionally lettered and in compliance with the proper height limitations and be contained **within** your booth.

## **BOOTH PERSONNEL**

Booths must be continuously staffed during exhibit hours. With the exception of convenience help (such as receptionists or professional product demonstrators), all booth personnel must be employees of the company, or its representative. The appearance, dress and decorum of booth personnel must reflect good taste and be consistent with the quality standard of the Exhibition Halls.

## **CATERED FOOD**

Dispensing of food and beverage is allowed from the booth for hospitality purposes; however, **popcorn** and **unshelled peanuts** are **NOT allowed** in the booth/Exhibition Halls at any time. Please note that catering is an exclusive service of Moscone Convention Center (SMG Catering). For more details on providing catering services, please contact SMG Catering at +1.415.974.4040.

## **CHARACTER OF EXHIBITS**

The general rule of the exhibit floor is to be a good neighbor. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hosts, and models are required to confine their activities within the exhibitor's booth space.

Remember to take your exhibiting neighbors into consideration when positioning hanging signs and exhibit structures that could impede or obstruct lines of site to them.

## **CHILDREN (ADMISSION OF MINORS)**

Children under 21 years of age **ARE NOT** allowed in the Exhibition Halls at any time. Please share this policy with all company employees to avoid uncomfortable situation onsite.

## **DECORATION**

Oracle OpenWorld Exhibits Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by the exhibitor are in compliance with the event standards. This may require the replacement, rearrangement or redecoration of any item or of any booth. The Oracle OpenWorld Exhibits Show Management Team is not liable for any cost that may be incurred by the exhibitor.

- Any part of your exhibit display that is visible from an aisle or another booth must be completely finished at the exhibitors expense
- Exhibitors are not permitted to place signage or other items outside their contracted exhibit space.
- All booth spaces must be fully carpeted or covered. Carpeting enhances your corporate image and continues the overall professional look of the event. You may supply your own carpet or rent it from Champion. All floor coverings must be fire retardant in compliance with local fire department regulations.

**Booths lacking carpet by 3 p.m. September 21<sup>st</sup> will have carpet installed at the exhibitor's expense.**

## **DEFAULT IN OCCUPANCY**

Any exhibitor failing to occupy contracted space is not relieved of the payment of the full rental of such space. All display systems and equipment/products must be installed and complete prior to the event opening. Oracle OpenWorld Exhibits Show Management may repossess unoccupied space for such purpose as it may see fit. Cancellation of space prior to the event or by failing to occupy the contracted space may cause exhibitor to lose priority for exhibit space in future events.

## **EXHIBITOR APPOINTED CONTRACTOR (EAC)**

As the exhibiting company, you are responsible for advising the Oracle OpenWorld Exhibits Show Management Team of the company name, address, and the contact name of your "non-official" contractor (EAC). All EACs MUST comply with the criteria set for in this kit. The exhibitor is responsible for the actions of their EAC.

EACs and Exhibitors cannot bring their own equipment (forklift, etc.). Please contact Champion with any questions: [PattiM@championexpo.com](mailto:PattiM@championexpo.com).

## **EXHIBITOR LIABILITY**

The exhibitor assumes full financial liability for damage to the facility or neighboring exhibits caused by the construction of the exhibitor's booth structure. The exhibitor may not apply paint, lacquer, adhesives or other coating to building columns, walls or floors. In addition to the Rules and Regulations listed on the back of the exhibit space contract, the Oracle OpenWorld Exhibit Rules and Regulations have been established in consideration of all participants (exhibitors, attendees, service contractors, building management, and Oracle OpenWorld Exhibits Show Management) and apply to all participants throughout the event.

## **FIRE PROTECTION MEASURES/FIREPROOFING**

All materials used in the construction and decoration of an exhibit must be flame retardant. All carpeting and floor coverings must have Class 1 flame spread rating and UL between 0 and 25. No storage of any kind is allowed in the utility areas. Please contact Champion with any questions: [PattiM@championexpo.com](mailto:PattiM@championexpo.com).

## **GIVEAWAYS/HANDOUTS**

The exhibitor must distribute items (samples, souvenirs, etc) from **within the confines of the exhibitor booth**. Oracle OpenWorld Exhibits Show Management reserves the right to evaluate the safety and/or offensiveness of novelty item handouts. Failure to comply may result in the loss of priority points or approval to exhibit the following year. All handouts or giveaways needed to be approved by Oracle prior to the event.

**NO MAGNETIZED GIVEAWAYS OF ANY KIND ARE PERMITTED** (impacts lead retrieval)

**Exhibitors may not distribute items that are included in Oracle OpenWorld sponsorship packages. COMPLETE LIST: <http://www.oracle.com/openworld/2008/partner.html>**

## **HEIGHT LIMITS**

- Adjoining (in-line) booths are restricted to 8 feet.
- Island booths are restricted to 16 feet.
- Exhibitors in island configurations with structures exceeding 16 feet must notify OpenWorld Exhibits Show Management and Champion. Please include your booth number, booth configuration and dimensions in your notification. Fire Marshall approval is required.
- **Hanging Signs** (Island Booths Only) - bottom of sign cannot be higher than 16 feet.

To notify Champion, please contact [PattiM@championexpo.com](mailto:PattiM@championexpo.com) and include a visual representation of what you are requesting.

The Fire Marshall will be referring to your location on his floor plan. Any walls over 8 feet in height must be finished on both sides. The back must be finished in a neutral color with no exposed framing.

Displays must be confined within the exhibitor's booth and must not be designed to obstruct the clear view of nearby booths or interfere with the flow of traffic. Example: video monitor(s) should be placed where visitors viewing the monitor(s) do not block the aisle.

## **HEIGHT LIMITS, cont.**

### **ENGINEERING CERTIFICATION**

Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plan. This plan must be in your booth and available for review by the Fire Marshal and/or Oracle OpenWorld Exhibits Show Management at all times.

**Please Note:** Any deviation from the above guidelines requires approval from Oracle OpenWorld Exhibits Show Management and Champion. Please contact **PattiM@championexpo.com**.

### **MOVE-IN / INSTALLATION AND MOVE-OUT / DISMANTLING**

Union jurisdiction prevails over all move-in/installation and move-out/dismantling of exhibits including signage and laying of carpet. This does not apply to the unpacking and placement of merchandise. You may setup your exhibit display if one person (company employee only) can accomplish the task in 30 minutes or less without the use of tools and your exhibit space does not exceed 10 feet in any direction (width, depth & height).

If you are unable to meet the above criteria, you must use union personnel supplied by Champion, the Official Service Contractor. If you are utilizing the services of an EAC (Exhibitor Appointed Contractor), Champion must be notified (via email). Please contact **PattiM@championexpo.com**.

### **MOVE-IN / INSTALLATION**

The Dates and times for move-in/installation and dismantling are specified in the Quick Facts section of the Exhibitor Services Kit. In the event an exhibitor or his representative is not present by 8:00 a.m. Monday, September 22<sup>nd</sup> to install the exhibit, the exhibit will be setup by Champion and the exhibitor will be charged for installation. Installation of all exhibits must be completed by 3:00 p.m. on Sunday, September 21, 2008.

All crates must be tagged and ready for removal by 9:00 a.m. on Sunday, September 21<sup>st</sup>, 2008. For those exhibits not setup by the deadline and that do not have a prior variance, Oracle OpenWorld Exhibits Show Management reserves the right to "force" setup or to remove displays/material from the Exhibition Hall floor at the exhibitor's expense. Exhibitors who do not meet the move-in/installation deadline may forfeit the use of their booth space in subsequent events.

### **MOVE-OUT / DISMANTLE**

*Oracle representatives will be monitoring the Exhibition Halls. **Exhibitors who begin to dismantle their booths prior to the closing of the halls will lose priority points** used in booth selection for future Oracle OpenWorld events. Detailed information about the Priority Booth Selection Program and the point systems for Oracle OpenWorld San Francisco 2009 will be available in August via the Exhibitor Resource Center (ERC).*

### **LIGHTING TRUSSES**

Lighting trusses, hung from the ceiling, will be allowed provided the following regulations are met:

- Lighting trusses must be within the booth perimeter on all sides.
- The exhibitor must arrange the installation/dismantle of the truss with Champion.
- If there are any complaints from neighboring exhibitors regarding the lighting, you will be required to adjust or turn off the lights.

Please contact Champion for more details: **PattiM@championexpo.com**

### **MATERIAL HANDLING**

Union jurisdiction prevails over the operation of all material handling equipment, unloading, reloading, and handling of empty containers. Exhibitors may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

## **NOISE**

Noisy operated displays will not be tolerated. Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors.

- **Sound and noise should not exceed 80 decibels.**
- Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle.
- Speakers may not face aisles or other exhibitors' booths.
- Exhibitors should be aware that music played in their booth, whether live or recorded may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.
- Floor managers in each show location will rove through the exhibit areas monitoring the decibel level during show hours. Measurements will be taken at a distance no greater than 10' from the offending display. After measuring a continuous decibel level of greater than **80 dB**, following a complaint being registered by a spectator, a neighboring exhibitor or personal observation by a roving designate, the following procedures will be strictly enforced as follows:
  - **First Warning:**
  - Violating exhibitor will be given written notification of the warning.
  - Sound system power is subject to a one hour shut-down.
  - **Second Warning:**
  - Violating exhibitor will be given written notification of the 2nd warning.
  - Sound system power is subject to a one day shut-down.
  - **Third Warning (Final):**
  - Violating exhibitor will be given written notification of the 3rd warning.
  - Up to five (5) priority points will be deducted from the exhibitor.

## **OBSTRUCTION OF AISLES / BOOTH DEMONSTRATIONS**

Exhibitors may not conduct demonstrations or activities that result in the obstruction of aisles or prevent ready access to neighboring exhibitor booths. The use of demonstrators, gimmicks, mimes, magicians, robots, etc., in the aisles is prohibited at all times. Products or demonstrations and viewing attendees must be placed inside the booth boundaries and must not result in aisles being blocked. Equipment/furniture may not be in the aisle at any time. Please purchase exhibit space that allows you to meet this requirement. If necessary, Oracle OpenWorld Exhibits Show Management reserves the right to hire security to manage crowd control at the exhibitor's expense. I do think there should be lost of points for not following these rules.

## **ODORS**

Exhibits producing objectionable odors will not be allowed. Oracle OpenWorld Exhibits Show Management reserves the right to evaluate and if necessary, require the removal of whatever is producing objectionable odors.

## **OFFSITE PROMOTION/OUTSIDE PROMOTION**

It is requested that exhibitors not advertise or promote any offsite/outside activity, such as an open house, reception, etc. held away from the Exhibition Halls during the hours of operation.

## **RESELLING / USE OF SPACE**

The exhibitor may not assign, sublet or resell, in whole or in part, their contracted space.

## **SECURITY**

Every reasonable precaution is taken to ensure the safety and security of personnel and equipment. Oracle will provide perimeter exhibit security in the facility during move-in/installation, exhibit days and move-out/dismantle; however the primary responsibility for safeguarding your exhibit and merchandise is yours. Oracle cannot accept any responsibility whatsoever for any injury, loss or damage or any consequential losses which may befall your personnel and their property. Please remember that move-in/installation and move-out/dismantle periods are particularly sensitive times when thefts (especially handbags and laptop computers) are most likely to occur. Do not leave your booth unattended during those times.

The Oracle Global Physical Security Office is located on the Moscone South Mezzanine, Room 230.

Oracle USA, Moscone Convention Center, Champion Exposition Services and Oracle Global Physical Security/Contracted Security will not be liable for damage or loss to any exhibitor's equipment, materials or other properties through theft, fire, accident or any other cause. Neither Oracle, Moscone Convention Center, Champion Exposition Services, nor Oracle Global Physical Security/Contracted Security maintains insurance covering the exhibitor's property; it is the sole responsibility of the exhibitor to obtain such insurance.

*ORACLE RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EVENT AND IN FAIRNESS TO ALL EXHIBITORS.*

## **SIGNAGE: HANGING SIGN RULES**

Banners and hanging signs must be confined within the borders of the space contracted for by the Exhibitor.

*SIGNAGE: HANGING SIGNS ARE RESTRICTED TO PENINSULA OR ISLAND BOOTH CONFIGURATIONS ONLY.*

Signage must be a minimum of 5 feet from any adjacent booths. The bottom edge of the sign may not be higher than 16 feet from the ground.

There may be weight and height restrictions depending on location in the Exhibition Hall. Installation Procedures: All hanging signs should clearly be identified as a hanging sign and should be sent to the Champion Warehouse by September 12<sup>th</sup>.

Champion is responsible for assembly, installation and removal of all hanging signs. Exhibitor or approved EAC may supervise. Exhibitors who do not provide supervision (self or EAC) agree to accept charges for time, materials & equipment as determined by Champion.

Champion will hang signs as close to exhibitor specifications as is practical or as the hall structure permits. Characteristics of signs, rigging and electric hoist placement may cause the actual hanging heights to differ from orders.

Champion/Moscone Convention Center reserves the right to refuse hanging materials or any items that do not meet safety specifications. Hanging materials will only be installed with approved devices and cable to ensure safety.

All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor. These include the risk that sightlines to the exhibitor's own signs may be blocked by other signs and displays.

For questions about signage please contact **PattiM@championexpo.com** or The Oracle OpenWorld Exhibits Management Team (openworldpartner\_us@oracle.com).

## **SURVEYS**

Surveys may not be conducted outside of your booth. Booth personnel, including demonstrators, hosts, and models are required to confine their activities within the exhibitor's booth space.

## **THEFT / DAMAGES**

Report thefts or damages immediately to both Oracle Global Physical Security and Oracle OpenWorld Exhibits Show Management. While Oracle OpenWorld Exhibits Show Management will exercise reasonable care in safeguarding your property, neither Show Management, Moscone Convention Center, Oracle Global Physical Security/Contracted Security, Champion Exposition Services, nor any of their officers, agents, or employees assumes any responsibility for such property. Exhibitors should include or have a rider attached to their insurance policies covering the shipment of merchandise to the event, the event period, and return of their merchandise to their home base.

The Oracle Global Physical Security Office is located Moscone South, Room 230. is this the correct room?

*ORACLE RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EVENT AND IN FAIRNESS TO ALL EXHIBITORS.*

## **TIPPING**

The Oracle OpenWorld Staff and all Service Contractors request that there be no tipping at any time.

## **TWO-STORY EXHIBITS**

An exhibitor's location and booth plans **MUST** be pre-approved to build a two-story exhibit. Please check with Oracle OpenWorld Exhibits Show Management if you are not sure you have been approved. Please contact us at [openworldpartner\\_us@oracle.com](mailto:openworldpartner_us@oracle.com).

## **UTILITY (SERVICE) AISLES**

The space at the rear of each booth is defined as a service/utility area. The fire marshal requires that these areas be kept clear at all times. Each exhibitor (except island configurations) **MUST** allow 12" of space behind the booth boundary line when setting up their exhibit back wall. This space is for access to electrical and utility outlets between the abutting back walls.

## **PENALTY FOR NON-COMPLIANCE**

Failure to comply with the Rules and Regulations described in the Exhibitor Kit will result in the loss of priority booth selection points toward future Oracle OpenWorld San Francisco events. Detailed information about the Priority Booth Selection Program and the point system will be available in August via the Exhibitor Resource Center (ERC).

**Thank you in advance for complying with Oracle OpenWorld Exhibit Rules & Regulations.**

**Oracle OpenWorld Exhibits Show Management Team**

