



## PRINTING UNITED RULES & REGULATIONS

**PRINTING United** (“Event”) is produced by The Specialty Graphic Imaging Association (SGIA) with newly acquired NAPCO Media (“**Show Management**”). The event is scheduled to be held at the Georgia World Congress Center (“**Facility**”) on Oct. 21-23, 2020. “**Exhibitor**” means, collectively, the entity that is applying to exhibit at PRINTING United (“**Event**”), the authorized representative (“**Representative**”) of that entity who is executing the exhibit contract on its behalf and, where applicable, that entity’s officers, employees, contractors and agents.

1. **Admission Procedures.** The badges described below will permit entrance to the exposition on the days and times on the schedule. A. Admission Procedure to the exhibit area: Admission to the exposition is for the full 3 days as scheduled – October 21 – 23, 2020. Registration Badge: Valid for entry to the exposition only during hours the exposition is open to bonafide attendee registrants. Minors under 18 may attend the Event i) ONLY during show hours and pay appropriate fees ii) are accompanied by an adult at all times. Booth Personnel Badges: exhibitors receive 5 comp expo + education badges per 100 square feet of exhibit space up to a maximum of 150 badges. Additional badges are: \$20 per badge through Sunday October 18; \$25 per badge beginning Monday, October 19. Booth personnel may obtain tickets for all convention events at the prevailing rate. B. Tentative Exhibit Schedule Including Installation and Removal. For move-in and move-out each exhibitor is assigned target time and date. Exhibitors may access the hall at 8AM on show days, one hour before the event opens. Please do not schedule any meetings with attendees during this time as attendee badges are not granted early access. Show hours are 9AM – 5PM Wednesday and Thursday 9 AM – 3PM Friday. The exhibit hall is located on the ground floor of the convention center. Coming from the Hall B side, you will take the escalators down to the hall, coming in from Hall C side you will be on the exhibit level. The halls are connected and are one contiguous space.

2. **Application for & Assignment of Space.** Exhibitor shall maintain membership with SGIA during the entire period from application through the Event. If Exhibitor fails to maintain membership, Show Management may consider Exhibitor to have canceled its space in accordance with section 4. Exhibitor shall only exhibit or promote products or services that pertain to the business printing industry.

3. **Booth Furniture & Decorations.** Only inline exhibit spaces will come with 8’ tall backwall drape, 36” high side rail drape. All other spaces are sold as raw space. All exhibits are responsible for their own flooring. All exhibit spaces must adhere to the exhibit space regulations for height, set back rules, and hanging signs as outlined in the Exhibitor Service Kit. For additional venue (Convention Center) regulations please reference the Exhibitor Booth Rules & Specifications document outlining the various booth types and regulations available in the Exhibitor Service Kit.

**Note:** No combustible materials, merchandise or signs shall be attached to, hung from, or draped over flameproof side and rear divider draperies of booths, or attached to table skirting facing aisles, unless flame proofed.

**\*New for 2020:** inline booths (10x10, 10x20, etc.) must provide their own flooring or rent flooring through our General Contractor.

All booths are as shown on the floor plan, and dimensions indicated are believed to be accurate, but are only warranted to be approximate. Do not begin setting up your booth if you do not think it is the proper size.

Immediately contact the show office. Once you have set up, it will be too late to resolve the problem and neither Show Management nor its contractors will be responsible. No walls, partitions, decorations, or other obstructions may be erected which in any way interfere with the view of any other exhibit. Placement of equipment must be done to avoid blocking visibility of neighboring exhibitors. All exposed parts of the display must be finished so as not to be objectionable to other exhibitors or to the Association. This rule must be adhered to so that no booth will interfere with other exhibits to the right and left of it. Each exhibitor will be confined to the space limits of its respective booth(s) as indicated on the floor plan. Please refer to all booth configuration guidelines, rules and regulations located in the Exhibitor Service Kit.



## PRINTING UNITED RULES & REGULATIONS

All exhibit booths, regardless of size or type, should keep in consideration line of sight obstructions from one exhibit to the next. It is inappropriate for Island, Split Island and Peninsula booths to use solid perimeter walls

that obstruct the view of neighboring exhibitors. In consideration of your fellow exhibitors, the length of any solid perimeter wall, structure, video wall, or combination of elements exceeding 8' (2.4384m) from the ground located within 3' of any adjoining aisle is limited to half the length (or width) of your contracted space. Additionally, Island, Split Island and Peninsula exhibitors are asked to take their neighboring exhibitors' line of sight into consideration when positioning hanging signs to ensure signage does not impede the view of their neighbors. Variances may be granted at the discretion of Show Management. Exhibitors may use Plexiglas or similar see-through material to create a wall that will allow for a line of sight from one booth to the next.

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths. Exposed back and side walls may not display copy, logos, graphics, or any other advertising or signage (island booths are exempt). Sponsors using curved pop-up backdrops/displays will be required to provide side masking drape, at their own expense if the curvature exposes the back scaffolding and/or electrical cords.

Exception: To better distribute signage and improve visibility, for Diamond, Platinum and Gold Sponsored Island Booths, any part of any display, to include exhibit fixtures, components, and hanging identification signs will be permitted to a maximum of 22 feet over the reserved area provided the ceiling structures can safely hold the sign.

All sales or marketing activity is restricted to the booth space leased to the exhibitor. The distribution of literature or promotional products elsewhere in the convention facility or on Convention Center property, advertising signage in the convention facility or on Convention Center property, or on sandwich boards or similar activity is prohibited.

**\*New for 2020:** Helium Balloons/Blimps are not permitted in any booth or island space. Under no circumstances will live animals be permitted as part of a display.

No part of an exhibit, or signs relating thereto, may be taped, nailed, tacked, stapled, pasted or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, columns, marble or fabric in any way. No holes may be drilled, cored or punched in the venue's walls or floors. Damages to the venue arising from failure to observe these rules will be billed to the exhibitor.

No chase lights are permitted in booths or islands. Shepard Exposition Services, 1531 Carroll Drive, NW, Atlanta, GA 30318 USA, Telephone: 404-720-8600; Fax: 404-720-8755 has been designated the official decorator for the SGIA Convention and Exposition. Special booth decorations, signs, displays, furniture, etc. can be obtained through the decorator. Order forms will be included in the Exhibitor Services Manual.

### **Unmanned Aircraft Systems (UAS)/Drones, Remote-Controlled Aircraft**

For the safety of attendees, flying objects, including unmanned aircraft systems (UAS), remote-controlled aircraft are not permitted. If you are looking to use a Drone to capture images of your booth, special advance approval through show management is required. There is a possibility of additional insurance needed, provided the convention center allows Drones.

**4. Cancellation.** Please see addendum to cancellation terms as listed in the Terms & Conditions – added **March 20, 2020.** Requests to cancel or reduce space from Exhibitor must be submitted in writing. The parties acknowledge that the actual damages likely to result from Exhibitor's cancellation or space reduction are difficult to estimate on the date of this contract and would be difficult for Show Management to prove. Therefore, the parties intend that Exhibitor will remain liable for the cancelation fees as outlined, depending on date of cancelation as liquidated and



**PRINTING UNITED RULES & REGULATIONS**

agreed upon damages and not as a penalty. SGIA/PRINTING United does not take responsibility in vetting each individual to ensure they are authorized to

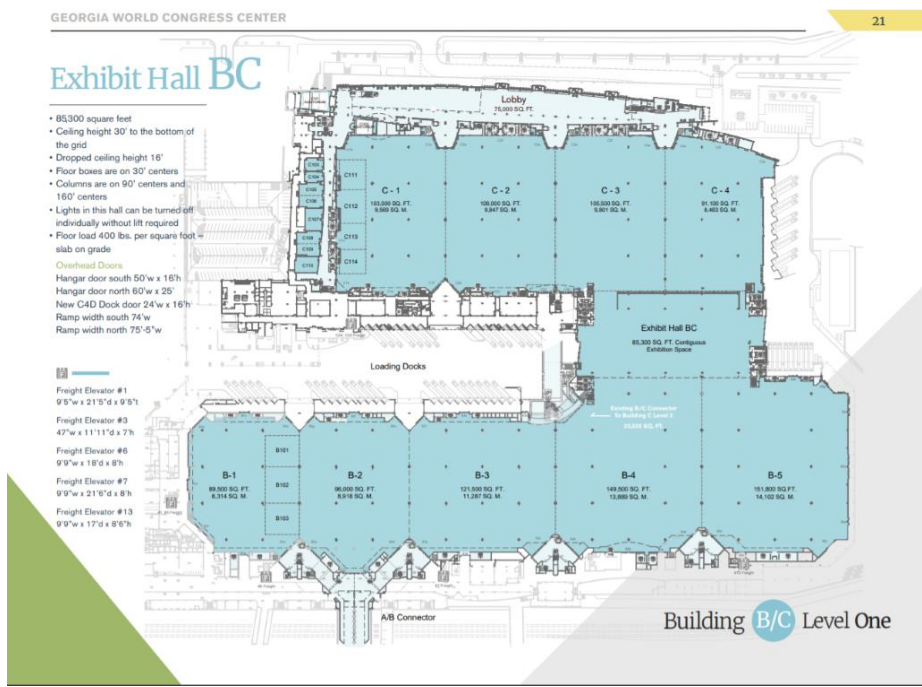
sign the exhibit contract on behalf of their respective company. By signing the contract, the individual signing represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named exhibitor. See cancellation fees on following page.

The Association shall retain as liquidation damages for cancellations the following amounts:

Prior to November 15, 2019	<b>No Penalty</b>
November 16, 2019 – March 15, 2020	<b>25% of total space price</b>
March 16, 2020 – July 15, 2020	<b>50% of total space price</b>
After July 15, 2020	<b>100% of total space price</b>

There shall be no refunds on membership investment, because services will have been provided. All booth cancellations must be made in writing to SGIA. Because of the nature of the benefits of sponsorship (priority booth selection, promotions, etc.), it will not be possible to cancel this agreement without full payment still being due to Show Management. Show Management reserves the right to bar the use of exhibits that interfere with other exhibitors, interfere with attendees or others, or create any hazards. Unless payment in full is received prior to the opening of the show, exhibitor forfeits all rights and shall not be permitted to erect his display or utilize the assigned space. All remittances must be made payable to PRINTING United in U.S. currency.

**Ceiling heights= 30'** (Reference Page 21)





## PRINTING UNITED RULES & REGULATIONS

Low ceilings are indicated in gray on the live floor plan. All cross aisles are at least 10' (3.05m) wide. The floor under all booths will be carpeted, and carpeting is included in the booth fee, except for islands.

**PLEASE NOTE:** Any exhibitor who damages the carpet in any way (i.e., ink, oil, rips, grease or any stain) will be responsible for paying the replacement charge. Minimum loss is 100 square feet. If you have any questions prior to set up, you must report them to the service desk immediately. If not reported, it shall be assumed damage occurred during use, and the exhibitor shall be held responsible for replacement cost. Flooring is concrete, with the floor load capacity of 350 pounds per square foot. The exhibition hall is located on the ground level.

**5. Conflicting Activity/Outside Events.** To protect all exhibitors and Show Management's interest in optimum audience attendance during all scheduled events, there shall be no interference in or dilution of programmed general convention activity through any conflicting private parties, tours, or other activities thereby denying other exhibitors and the convention full exposure to the conventioners in attendance. Exhibitor hospitality suites may be open only during those hours when no general convention or exposition events are scheduled.

**6. Copyright Fees.** Exhibitor warrants that in the performance of this agreement it will not infringe any statutory, common law or other right of any person by performing (live or by recording), reproducing or otherwise making use of any work or material or performer or performing group. Exhibitor will indemnify, save and hold harmless Show Management and its officers, agents, employees and servants from and against all claims, costs and expenses, including legal fees, demands, actions and liabilities of every kind and character whatsoever with respect to copyright and trademark rights, and the performance (live or recorded), reproduction and use of musical, literary and artistic work or in the name of any performing individual or group.

**7. Destruction of Premises.** In the event that the building or any part thereof shall be destroyed or damaged by fire or other causes so as to prevent the use of the rented space for the purposes hereof, or if the premises cannot be used because of strikes, riots, labor controversies, accidents, fuel shortages, acts of God, war, or other causes beyond the Association's reasonable care and control, then the Association shall have the right to obtain new facilities for the purposes hereof, or terminate the contract. Show Management shall have no liability toward the exhibitor by reason of its failure to deliver the space, other than to return any payments made under this agreement. If this agreement is so terminated during the show dates, then the fees to the time of such termination shall be apportioned.

**8. Electronic Communications/GDPR.** By contracting to exhibit at PRINTING United, you have opted in to receive emails from PRINTING United (and our official vendors) about our events, products, services and Event related logistics. We do not share, sell, or rent email addresses. Each communication from SGIA/ PRINTING United will come with a link to unsubscribe or modify your preferences. The new European Union General Data Protection Regulation (GDPR) provides protection of natural persons with regard to the processing of personal data and on the free movement of such data, effective May 25, 2018. GDPR sets new standards and compliance requirements for every company that holds or processes personal data. SGIA and NAPCO for PRINTING United are committed to high standards of information security, data privacy, and transparency, and to managing data in accordance with legislation and regulation, including but not limited to GDPR. Show Management attests that it will comply with applicable GDPR regulations, and we encourage our exhibitors to become familiar with GDPR and to adapt their business processes, data management practices, and integrations to meet their GDPR obligations. Questions can be directed to [privacydata@sgia.org](mailto:privacydata@sgia.org).

**9. Electrical Installations.** POWER REQUIREMENTS ABOVE 400-AMPS, SPECIAL VOLTAGE AND TRANSFORMERS ARE AVAILABLE – PRICES UPON REQUEST



## PRINTING UNITED RULES & REGULATIONS

Electrical Services may be ordered via email at prevailing rates or through online ordering. Advance rates are available when orders are processed through our online portal 21 calendars prior to first day of show move-in. Onsite rates will

be applied to all orders placed during move-in and show dates. Notification of cancellations must be received in writing a minimum of fourteen (14) calendar days prior to the scheduled show opening date. Credit will not be given for electrical service installed but not used. Payment in full and a scaled diagram indicating the number and location of outlets, including the booth's dimensions and neighboring booth/aisle numbers **MUST** be included before services are provided. Orders without payment will **NOT** be processed and service will be withheld until payment is received. Any complaint or claim must be brought to the Service Desk prior to the close of the Event. The Exhibitor shall maintain such insurance as necessary to protect against loss or damage to any equipment or other property. The Exhibitor agrees to bear the risk of inadequacy or failure of any insurance or any insurer insuring the Exhibitor or the Event Licensee or their respective equipment or other property. All equipment and other property furnished by the Georgia World Congress Center Authority under this Electrical Services Order Form shall remain the property of the Authority and may be removed only by house technicians following conclusion of the Event. Unless otherwise authorized in writing by the Georgia World Congress Center Authority, only Georgia World Congress Center electricians are authorized to cut floor coverings to permit installation of services. All equipment to be connected by Georgia World Congress Center must comply with NEC, federal, state, and local codes, and the directives of the Georgia World Congress Center Authority's Engineering Department. Prices are based upon rates at the time of the order and are subject to change without notice. Moreover, engineers and technicians employed by or under contract with the Exhibitors or Event Licensees must obtain advance written authorization from the Georgia World Congress Center Authority prior to assembling, diagnosing, wiring or servicing any electrical equipment. Exhibitors and Event Licensees are required to ensure that outlets, columns and permanent building outlets are not obstructed at any time. All electrical cords and appurtenances must be supplied by the Georgia World Congress Center Engineering Department. Rates quoted cover routing of service to the rear of the booth in the most convenient manner. Special routing, connection of equipment and all other work will be charged on a time and material basis in addition to service rate. All equipment shall be properly tagged and wired by the Exhibitor with complete information as to type of current, voltage, phase, cycle, horsepower, and such other information as the Georgia World Congress Center Engineering Department reasonably may require. Electrical power for lights and displays may be turned on daily approximately one hour prior to Event opening time and off at approximately Event closing time. Twenty-four (24) hour power may be requested for services that require continuing electrical service after-hours (e.g., refrigerators, programmable machinery, etc.). Provided, however, the Exhibitor and the Event Licensee both acknowledge that electrical power is generated and delivered by a public utility and, that being the case, the Georgia World Congress Center Authority cannot guarantee that electrical power will be available continuously or without interruption. The Exhibitor and the Event Licensee acknowledge and accept the risk that such electrical power interruptions may occur from time to time. Notwithstanding any of the provision of this order form, in any event neither the Authority nor the Exhibitor shall be liable for any consequential damages, and the Authority's liability shall not exceed the fees paid to and received by the Authority in respect of their order form. Once the Electrical Services Order Form, as executed and approved, shall constitute the entire agreement between the Authority and the Exhibitor, and no change in or modification of this Electrical Services Order Form shall be binding upon the Authority unless the change or modification is in writing and is consented to and approved by the Authority.

- GWCC has over 40 transformers available ranging from 35KVA -150KVA with voltages on the secondary side 240/380 and 120/208.
- For step down service, GWCC has dual volt transformers with 240/280v capability
- 100amps and above are routed from overhead.
- All compressed air is routed from the floor ports.



## PRINTING UNITED RULES & REGULATIONS

- All columns need a minimum clearance of 2' (preferred 3') to access utilities.

10. **Exhibit Booth Fees.** The listed booth lease fee includes back drape, side-rail drapery, all exhibit booths at PRINTING United will be responsible for providing their own flooring solution or may obtain carpet, carpet padding and visqueen directly through Shepard Exposition Services. All other forms will be available in the Exhibit Service Manual available in May 2020.

The listed booth fees also include a small black and white booth identification sign, limited number of booth personnel badges, a company description and product categories which will be showcased on the floor plan and official show mobile app. There will not be a printed show guide.

Your free enhanced listing includes:

- 24/7 administrative control before, during and after the Expo
- A description of your company
- Keyword and product search capabilities

Additionally, there will be an option to upgrade for premium features. Examples include: adding a company logo, video content, ability to accept attendee meeting requests and website leads.

11. **Exhibit Location.** If there is an exhibitor that you wish to be near or one you do not wish to be near, please notify SGIA of that fact at the time you contract for space. Show Management will work with you as best it can, depending on what space is available for assignment at that time. Show Management will not move exhibitors to accommodate another party.

12. **Exhibit Space Assignment.** Upon acceptance of the exhibit contract by Show Management, Exhibitor will be assigned exhibit space in accordance with the procedures established by Show Management. Exhibitor will not be assigned space until the exhibitor has been qualified and a contract has been signed and received. Only current exhibitors are eligible for priority booth selection in advance of the next year's event. SGIA/PRINTING United does not take responsibility in vetting each individual to ensure they are authorized to sign on behalf of their company. That is the responsibility of the signer. By signing the contract, the individual represents and warrants that he/ she is duly authorized to execute this binding contract on behalf of named exhibitor. Show Management reserves the right to modify or relocate Exhibitor's space at any time if in the best interests of the Event. Exhibitor acknowledges that this contract, including its cancellation provisions, will remain effective even if Show Management exercises its right to modify or relocate Exhibitor's space. Such assignment is made for the period of this Event only and does not imply that same or similar space will be held or offered for future shows. Show Management will make every effort to ensure all products and services are directly related to the printing industry. Show Management reserves the right to deny exhibit contracts for products/services that do not relate to the industry.

Multiple booth reservations will be up to the discretion of Show Management to allow.

Shared space:

Co-exhibitors are permitted provided written approval is given by the primary exhibitor. Shared companies must have an established relationship with the primary exhibitor. Co-exhibitors must also be a member of SGIA or pay non-member fee. Not all exhibit spaces are permitted to have co-exhibitors. Exhibit spaces 400 square feet and larger can have co-exhibitors (Inline booths are not eligible for space sharing). A parent company may book space for subsidiary companies. A co-exhibitor fee due with completed co-exhibit application.



## PRINTING UNITED RULES & REGULATIONS

**13. Exhibit Set-Up.** Arranged by targeted move in schedule \*Off-target move-ins will incur a charge - Please refer to Exhibitor Service Manual.

**14. Exhibit Space Terms.** All exhibit spaces are configured in 100 sq. ft. increments unless otherwise indicated on the show floor plan. All exhibit spaces are constructed with an 8-foot-high back drape and 3-foot-high side rails. Each space includes (a) a standard sign, 7" x 44", with name of the exhibitor and space number. Padding is an additional fee; and (c) five (5) comp expo + education badges 100 sq. ft. of exhibit space; and (d) online directory listing; and All expenses, including, without limitation, electrical and telephone and internet requirements, exhibit installation and dismantling costs, material handling/drayage, will be the sole responsibility of the exhibitor. All exhibits must have floor covering.

See "Payment Policy"; for payment terms. The tenet on which all show management is based can be summed up as follows: "All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience."; Show Management must establish rules or guidelines to make this possible while allowing the greatest flexibility within each exhibit. Remember, you are our members and exhibitors. We want you to be successful. The exhibitor's responsibility can be summed up far more simply: "Be a good neighbor.") No subleasing of exhibit space permitted without show management authorization.

**15. Exhibitor Appointed Contractors (EACs).** Exhibitors' utilization of independent contractors in lieu of the official show contractors for installation and dismantling of their exhibit will be permitted by SGIA under the following conditions: (1) Thirty days prior to the show, written notification must be received. There will be an electronic form to complete in the Exhibitor Service Manual. The independent contractor is encouraged to obtain labor from the official show contractor; however, if he does not, he shall provide evidence to show management and the official contractor that he possesses applicable and current labor contracts; (3) The independent contractor shall be prepared to show evidence he has authorization from the exhibitor for installation; (4) The exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals, and labor; (5) The independent contractor shall provide a proper certificate of insurance with limits of \$500,000 property damage per occurrence, \$1,000,000 personal injury per occurrence, workers compensation aggregate coverage of \$1,000,000 per occurrence, and naming Shepard Exposition Services, Georgia World Congress Center Convention Center, NAPCO Media and SGIA as additionally insured for the time period of the Event (including move-in and move-out days), to show management and the official contractor at least 30 days before the show opening; (6) The independent contractor will be responsible for steward and foreman costs after the official contractor's work for the day has been completed. Show Management may deny an EAC access to the Event when these requirements have not been met or when in the best interests of the Event. Show Management will not be responsible for any lost profits or any damages of Exhibitor that result. The Georgia World Congress Center Authority (GWCCA) utilizes the Worker Identification System (WIS) badging program launched by the Exhibition Services and Contractors Association (ESCA) in 2009. All contractors, suppliers, and vendors are required to have the approved credentials to access the Georgia World Congress Center (GWCC). Badges must be visible at all times while on the GWCCA campus. The WIS badge only allows access to the GWCC. Individual events may require independent credentials, such as wristbands or buttons, for access to exhibition halls. There isn't an enrollment fee for the program, but there is a fee for badges.

For questions and to register please visit <https://wis.esca.org/>.

**16. Exhibitor Representatives.** Each exhibiting firm must provide an attendant in its booth space during the open hours of the Event. All attendants must be bonafide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor, or who represent the manufacturer of products sold by the exhibitor. The term "representatives"; in the preceding sentence does not include those who maintain their own inventory of merchandise for resale. Live models may be hired and will be admitted to the exhibit floor only in costumes approved by the Show Management. Models must have exhibitor badges, and exhibitor must obtain it in the same manner as



## PRINTING UNITED RULES & REGULATIONS

obtained for other booth personnel. False certification of individuals as exhibitor representatives, misuse of exhibitor badges, or any methods or device used to assist unauthorized individuals to enter the exhibit hall will be sufficient just cause for expelling the violators from the convention, barring them from further entrance onto the exhibit floor, and/or removing the exhibit from the exhibit floor without obligation on the part of the Show Management for refund of any fees.

The exhibiting firm, for itself, its employees and its agents, waives all rights to any claim for damages against the Association, its contractors and its agents, out of the enforcement of this paragraph. The official Association badge must be worn whenever a registrant is on the exhibit floor. Badges are available at registration for such persons as were designated by the exhibitor when exhibitor registration was processed.

**17. Fire Watch.** Under certain circumstances, it may be deemed necessary by the Fire Prevention Office to require a fire watch for an exhibit. The requirement to have a fire watch will be handled on a case by case basis. Exhibitor must also, in all respects, accept full responsibility for compliance with national, state, and city safety regulations. Halogen Lamp Restrictions: GWCC has experienced several fire safety incidents arising from the use of stem- and track mounted halogen light fixtures attached to exhibit booths where the fixtures utilized linear halogen bulbs. Typically, these hazards arose from misuse and poor maintenance practices rather than from any deficiency in the design of the fixture or the halogen bulb it contains.

**18. Food and Beverage.** This is an exclusive service. Any exhibitor planning to dispense food and/or beverages as part of his display or exhibit is required to order such items from the official catering facility at the Convention Center. A catering form will be provided in your Exhibitor Services Manual.

**19. General.** These regulations in their entirety, the official booth brochure, and enclosed attachments, if any, are a part of the contract between the exhibitor and the Specialty Graphic Imaging Association in partnership with NAPCO Media. They have been formulated in the mutual interest of the exhibitor, SGIA, NAPCO Media, Shepard Exposition Services and the convention facility. Show Management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decisions of the Association. The Association reserves the right to make any changes necessary to the best interests of the exposition. These rules are intended to be clear and complete. However, should any disagreement or controversy arise concerning interpretation of these rules, regulations and information, or should a situation arise not adequately or specifically covered by these rules and regulations, then it is expressly agreed that the interpretation or the decision of the authorized agent of the Specialty Graphic Imaging Association with reference to such situation shall be conclusive, final and binding on all parties concerned or otherwise involved. In the event the exhibitor shall persist in the violation of any covenants or interpretations of these rules and regulations, after notice thereof, the Association may in its sole discretion cause the exhibitor's display to be promptly closed. Show Management, the show contractor, and the convention facility shall not in any manner or for any cause be liable or responsible to the exhibitor for any injury or damage to him, his employees or his goods or other property brought upon the premises where the exhibit is held, and any and all claims for such injuries or damages are hereby waived. The exhibitor shall not assign or sublet any of the space granted to him as herein before set forth. Show Management will make every effort to accommodate the space needs of exhibitors. It should be understood, however, that space is allocated on the basis of its availability at the time that a formal exhibit space contract is executed. Any estimates or other statements by SGIA personnel concerning the anticipated availability of space are estimates only and do not serve to reserve, set aside or guarantee any space. SGIA shall not be bound by any oral statement, but only by the formal space reservation agreement entered into between the Association and the exhibitor. In the event that the exhibitor desires to have the goods and other property brought upon the premises in which the Exposition is held insured against loss by fire or other casualty, he shall obtain such insurance at his own expense. Show Management will not be responsible for the safety of such exhibits or the protection of such property against fire, theft, accident, damage in transit to the convention site or to the exhibitor's booth or other cause. The exhibitor shall have the right, subject to the provisions herein contained, to arrange his exhibit within the space allotted to him in the manner deemed by him best fitted for displaying and demonstrating the goods manufactured and/ or sold by him. This right, however, is subject to the power and authority of the Association to require the exhibit to be arranged in such manner as not to interfere with





## PRINTING UNITED RULES & REGULATIONS

other exhibits, and in particular those in close proximity to such exhibit of the exhibitor. The Association reserves the right to prohibit the arrangement of the exhibit or the display of any article therein in any manner that in its opinion is not in keeping with the nature and character of the entire exposition or not in harmony with the other exhibits and the decorations of said building, to the end that the entire exposition shall present unified appearance without any elements

therein contained that will clash with or destroy in any way the advertising force of any other exhibit. Show Management further reserves the right to prohibit any arrangement of the exhibit that in its opinion may in any way cause danger to persons attending the exposition or any risk of injury to them. Show Management recommends children not attend the Expo. Minors under 18 must always be accompanied by an adult at all times. A signed waiver will be required and will be available at registration. The Georgia World Congress Center Convention Center is a smoke-free facility.

**20. Hazardous Chemical Disposal.** The Lessee is responsible for the handling and removal of hazardous materials used in the operation of the show in accordance with the latest Environmental Protection Agency regulations in effect at the time of the event. Arrangements must be made in advance for disposal. Disposal of hazardous waste is prohibited in the sewer lines or drains of the facility. The Lessee is responsible for the tracking of all hazardous material brought into the facility. Any materials left on the premises after move-out will be disposed of at the expense of the Lessee.

**21. Hazardous Materials Labeling.** All hazardous materials brought into the facility must be labeled and accompanied by the applicable MSDS (Materials Safety Data Sheet) which must be produced upon request.

**22. Hours of Exhibition.** The exhibition hours will be published online at least 30 days prior to the opening of the Convention. Tentative hours are referenced in this document.

**23. Housing.** Housing at Atlanta hotels will be available to all confirmed exhibitors on or about one year prior to the show dates. The use of Hospitality Suites is a right reserved for show exhibitors. Exhibitor Hospitality Suites may be open only during those hours when no general exposition events are scheduled. Our official vendor is OnPeak. SGIA / PRINTING United will not be able to assist with hotel reservations booked with another vendor.

**24. Indemnification; Assumption of Risk.** Exhibitor shall indemnify Show Management and each Facility, and their parent and subsidiary companies, shareholders, officers, employees, agents and contractors, against all losses, damages, claims, demands, actions, penalties, judgments and liabilities (including court costs and reasonable attorneys' fees) that arise from any acts or omissions of Exhibitor or any of Exhibitor's EACs related to the Event, including, without limitation, any activities they may be conducting at the Event, or from any breach by Exhibitor of any term of this contract. Exhibitor assumes full responsibility for any risk of bodily injury, death or property damage or loss arising out of or related to Exhibitor's participation at the Event, whether caused by negligence, intentional act or otherwise. The parties intend that this indemnification and assumption of risk be construed as broadly as permitted by law. The Exhibitor Service Manual may contain additional insurance requirements. Evidence of insurance meeting the requirements of this section must be furnished to Show Management upon request and must be available at the Facility during the Event. Exhibitor acknowledges that the requirements of this section in no way limit the liability of Exhibitor.

**25. Indoor Air Quality.** All forklift trucks, platform lifts, boom lifts and other motorized equipment utilized for the move-in and move-out of events shall utilize cleaner burner alternative fuel than gasoline. The alternative fuel shall be electric, natural gas, and/or propane fuel. All refueling, changing of propane/natural gas bottle/containers or recharging of these vehicles must be conducted outside the facility. Any vehicles that are utilized to deliver freight directly into the facility for move-in or move-out shall turn the vehicle off upon arriving at the final location. No vehicle should be allowed to sit and idle in the facility. The use of any special equipment (such as cranes, large lift trucks, etc.) in the facility for move-in and move-out shall be coordinated with the Convention Services Manager 30 days in advance, so provisions can be made to ensure proper ventilation is maintained. If the existing ventilation system cannot provide adequate air exchanges, the service contractor shall provide means of ventilation at their expense. All equipment utilized for move-in and move-out shall always be kept in compliance with all governing laws and regulations.



## PRINTING UNITED RULES & REGULATIONS

Show Management has appointed LRM Distribution Company (LRM) as an official supplier of air filtration equipment for PRINTING United. Companies not able to provide their own form of air filtration may use one or more Air Filtration Units provided by LRM to remain in compliance with the requirements of Show Management, when running solvent-

based inkjet printers on the expo floor. An air filtration equipment order form will be provided in the Exhibit Services Manual.

**26. 2020 Ink Disposal Guidelines.** Show Management will provide, at no additional cost to the SGIA exhibitors, an ink waste disposal program. There will be drums for flammable inks and drums for non-flammable inks in a designated area at the convention center (to be determined once we are on-site). All containers must be sealed and not leaking. Chemicals must be identified as either flammable or non-flammable and must be kept separate. There will be a Clean Harbors representative onsite to help with ink segregation. Please note any fees assessed to Show Management by the venue to Show Management will be passed along to the exhibitor or appropriate party. Please be sure to use this free service.

**27. Insurance.** Be sure all of your merchandise, display equipment and materials are fully covered against fire, theft and all hazards while in transit to and from your space and for the duration of the exposition. After materials are released by the freight line, the line is not responsible for condition, count or contents, until such time when the materials are again picked up for removal after the close of the exhibits. All orders received by the show contractor prior to removal of materials are subject to final count and correction made at time of actual removal. The handling of loose exhibit materials or those inadequately packed will be done at exhibitor's risk. Neither the show contractor, the Association, nor the Convention facility is responsible for damages to such materials, nor will any of the above be responsible for concealed damages of material arriving and departing in cases, crates, cartons, packages, etc. All materials arriving at the warehouse must arrive prepaid, and actual weights must appear on Bills of Lading. Exhibitors are responsible for their individual exhibits during hours when the exhibit area is open. Show Management will have security guards on duty and will make reasonable effort to safeguard the property of all exhibitors; however, neither Show Management, the show contractor, nor the Convention facility assumes any liability for loss, and exhibitors are requested to take normal precautions at all times.

**28. Intellectual Property Warranty and Indemnification.** Exhibitor warrants that in the performance of this agreement it will not infringe any intellectual property or other right of any person. Exhibitor will indemnify, save and hold harmless Show Management and its officers, agents, employees and servants from and against all claims, costs and expenses, including legal fees, demands, actions and liabilities of every kind and character whatsoever with respect to: (1) breaches of the aforementioned warranty, including but not limited to infringements of copyright, trademark, patent, trade secret, right to privacy and right to publicity rights; and (2) any act or omission of Exhibitor.

**29. Labor.** The show contractor will provide skilled union labor at prevailing rates to exhibitors upon their order for the erection, dismantling, and any servicing required for their booths. A labor order form will be sent to exhibitors as part of the Exhibitor Services Manual. Forms should be returned 30 days in advance of the show. Exhibitors are urged to order in advance all labor and services required so that the decorator can schedule adequate work crews for the benefit of all exhibitors. All set-up personnel must obtain exhibitor badges from Show Management to be allowed in the exhibit area. The WIS (Worker Identification System) program is being utilized in the Georgia World Congress Center Convention Center and in other venues across the U.S. If any contractor or trade union worker wants to work on the exhibit floor, they must have either an ESCA-WIS badge or a Trade Union (Local 631, 720 and 357) badge. This program requires that anyone supervising a build must also obtain an ESCA-WIS badge, including exhibit booth personnel. Please review this link for more detailed information: <https://wis.esca.org/> (link is external). Exhibitors with proper badges will be admitted by the hall security at all scheduled times. Labor for moving shipments and crates will be provided by the show contractor and is an exclusive service.



## PRINTING UNITED RULES & REGULATIONS

**30. Laws.** The exhibitor will not do or permit to be done in, upon or about leased space, or of the building or bring or keep anything therein which will in any way conflict with the regulations of the fire, police, or health department or with the rules, regulations, by-laws or ordinances of any governmental authority having jurisdiction over the premises or the business conducted therein, all of which the exhibitor undertakes to abide by and conform to.

**31. Multi-Level and/or Covered Exhibits - IMPORTANT: Make sure to review all exhibitor fire regulations to ensure compliance.** A multi-story exhibit is a booth where the display fixture includes two or more levels.

All multi-story exhibits must have design approval from Show Management and must submit booth diagrams to the local Fire Marshal to obtain a permit. Booths having received permits at past shows, must re-submit diagrams to obtain a permit for 2020. Permits apply to one show only. Plans need to be submitted no later than 45 days before the first day of move-in for the Event. All booth diagrams are required to have a stamp from a Licensed Structural Engineer. Within the confines of your booth you must have a visible fire extinguisher and smoke detector. Requests will not be accepted onsite.

**32. No Assignment.** The rights of an exhibitor are not assignable to any other persons or firm whatsoever. Identification badges for booth personnel are not transferable. Admission will be by badge only. Each exhibitor shall be entitled to free registration badges on a limited basis for the sole use of the exhibitor's company personnel, when ordered in advance online. Exhibitors selling products manufactured by others are permitted to have personnel of the supplying firms work their booths as representatives of said exhibitors. However, all exhibitor badges, show directory listings, exposition advertising, listings in the Buyers Guide, etc., must carry only the name of the exhibiting company as shown on the contract. Exhibitor shall not assign, share or sublet its assigned space without the written consent of Show Management.

**33. Noise & Odors.** No noisy or obstructive work will be permitted during open hours of the convention, nor will noisily operating displays or exhibits producing objectionable odors be allowed. The decibel level of sound emitting from your space must not exceed 85.

**34. Obstruction of Aisles or Nearby Booths.** Any demonstration or activities by any exhibitor that result in excessive obstruction of aisles or prevents ready access to a nearby exhibitor's booth shall be suspended for any period or periods specified by the Association. Exhibitors must place equipment in such a manner that printing samples do not overflow into the aisles. In other words, each exhibitor will be confined to the space limits of its respective booth.

**35. Promotional Activities, Contests and Giveaways** – Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways, or similar promotions. All promotional activity must be within the confines of the exhibitor's booth. Distribution of products, promotional materials or brochures outside contracted booth space is strictly prohibited. Announcements of exhibitor's contests, drawings or winners during the exposition must be pre-approved and are at the sole discretion of Show Management. Prize forms will be furnished to all exhibiting companies at registration and a prize board is available to post prize giveaways. All printed promotional materials featuring the conference name or logo in any format must be pre-approved and meet branding and logo guidelines. These guidelines can be requested by contacting Show Management.

**36. Payment Policy.** Payment in full is encouraged. Exhibitors must pay a 10% deposit on the total booth fees due if contract is executed prior to November 30, 2018, with the remainder of the deposit (equal to 50% of the booth lease fee) paid by January 15, 2020. Exhibitors must pay a 50% deposit if contract is executed between January 15, 2020 and June 15, 2020. The balance of the full booth fee is due by June 15, 2020. Total booth fee must be enclosed with any contract executed on or after June 15, 2020. (Nonmembers must pay a \$800 additional nonmember fee for space leased. The full \$800 must be included with the minimum deposit.)

While Show Management does not automatically charge or process payments on a payment plan, exhibitors are able to make payments in smaller amounts provided they hit the target deadlines outlined above on their exhibitor dashboard



## PRINTING UNITED RULES & REGULATIONS

through our vendor Map Your Show. Please note any payments made via credit card will not be able to be refunded for the 3% convenience fee.

Show management reserves the right to cancel any space that is delinquent on payments.

**37. Photography and Audio/Video.** Unless otherwise restricted or posted, photography and audio recording will be permitted on the trade show floor and in the common/public areas of the convention center. Photography is strictly prohibited on the Expo floor when an exhibitor does not grant permission or anywhere in the Golden Image area. An exhibitor may place a no-photography sign in their booth as well as verbally restrict activity. All exhibitors have full authority to control the photographic activities in their contracted spaces and should any unauthorized photographic activity take place while at the Expo, the exhibitor must contact the floor manager for immediate assistance and action. Exhibitors and attendees understand that Show Management and its authorized representatives or those registered for PRINTING United as members of the trade press may conduct interviews and may take photographs and/or video and may also stream the various aspects and activities of PRINTING United for both archival and promotional purposes. By attending PRINTING United, exhibitors and attendees hereby grant Show Management and its authorized representatives the right and permission to use your name, likeness, biographical information, voice, content of any interview, image and/or photograph and any other indicia of persona ("Persona") or to refrain from doing so, in any manner or media whether existing now or hereinafter developed (including without limitation the World Wide Web and the Internet), worldwide, for trade, advertising and/or promotional purposes. Convention and/or exhibitor photos and recordings cannot be copied, altered, sold, exhibited, or further distributed without prior written consent from PRINTING United. Show Management retains the right to revoke consent.

**38. Printing.** Printing will be permitted with the following provisions: (1) aqueous or solventless inks should be used whenever possible; (2) there shall be no more than one day's supply of ink on the floor during the Exposition; all cleaning of screens shall be done outside the building; (4) at night, inks are to be removed from the exhibit area; (5) any solvents used shall have a flash point exceeding 100 degrees F; (6) exhibitors shall have a Class ABC fire extinguisher in each booth where they are printing with inks containing solvents; rags should be stored in self-closing or self-extinguishing U.L. approved cans and must be removed from the building at the end of the day. (8) MSDA Sheets need to be on hand or readily available for any solvents, inks, or hazardous materials. All hazardous materials brought into the facility must be labeled and accompanied by the applicable MSDS (Materials Safety Data Sheet) which must be produced upon request. The Lessee is responsible for the handling and removal of hazardous materials used in the operation of the show in accordance with the latest Environmental Protection Agency regulations in effect at the time of the event. Arrangements must be made in advance for disposal. Disposal of hazardous waste is prohibited in the sewer lines or drains of the facility. The Lessee is responsible for the tracking of all hazardous material brought into the facility. Any materials left on the premises after move-out will be disposed of at the expense of the Lessee. Show Management offers an ink waste program that is available to exhibitors free of charge at the close of the event.

**39. Relocation.** Exhibitors wishing to be relocated can request to be added to the relocation list for a certain area or booth. In the event Show Management breaks up a booth at a future date, Show Management will go down the relocation list in order until the booth is reserved. Once the relocation list is exhausted, provided no current exhibitor takes the space, it will become open to prospective exhibitors to reserve. Ninety (90) days out from the event, show management will no longer reference the relocation list and will fill the space as they see fit in the best interest of the show for both exhibitors and attendees.

**40. Removal of Exhibits.** Exhibitors expressly agree not to begin packing or dismantling their exhibits until the official convention breakdown starting time at 3:00 pm, Friday, October 23. Such premature action is cause for expulsion from future expositions. It is the responsibility of the exhibitors to arrange for return shipment of exhibit material, properly labeled, before departure. A service desk for this function will be provided at the convention facility to assist you. If these arrangements are not made prior to your departure, shipment will be stored by contractor at your expense.



## PRINTING UNITED RULES & REGULATIONS

**42. Shipping Instructions & Handling of Crates.** The official drayage firm is Shepard Exposition Services, 1531 Carroll Drive, NW, Atlanta, GA 30318 USA, Telephone: 404-720-8600; Fax: 404-720-8755. All shipments must

be prepaid, whether by air, rail or motor freight. All shipments must arrive at least four days prior to the installation date. Shipping labels will be provided in the Exhibitor Service Manual.

**43. Show Dates.** October 21 – 23, 2020

**44. Show Management.** PRINTING United (“Event”) is produced by The Specialty Graphic Imaging Association (SGIA) with newly acquired NAPCO Media (“Show Management”).

**45. Solicitors.** Exhibits in any location other than prescribed areas on the floor plan, such as hotel room exhibits, etc. are not permitted. Soliciting of business will be permitted by exhibitors only. Distribution of advertising matter, soliciting of orders or any conference in the interest of business by representatives of firms not a part of the Convention is strictly forbidden. Advertising and sales promotion materials may be distributed only from your booth at the Convention Center.

No material may be placed on session seats, attached to walls, ceilings, woodwork, etc. of the convention facility, or left at the convention registration desk or in public places within the convention facility or on Convention Center property. Advertising materials, banners, blimps, hot-air balloons, vehicles carrying corporate identity or convention-related messages, etc. will not be permitted on or near the exterior of the convention facility. Robots, clowns, and similar are permitted but their use is confined to the exhibitor’s leased space.

**46. Sound Devices.** The use of devices of mechanical reproduction of sound or music shall not be permitted. Music, whether mechanical, vocal or instrumental, shall not be permitted to be played or sung in the exhibit area under the control of the exhibitor. In general, the employment of any method to project sound beyond the confines of any exhibitor’s booth is prohibited. The decibel level of sound emitting from your space must not exceed 85.

**47. Special Utility Requirements.** Air, water/drainage, and natural gas are available. All-natural gas appliances shall be of an approved type (i.e., A.G.A., U.L., or Gas Mechanical Lab), and shall be installed according to Federal, State and Local Safety codes. Maximum drain lines are 3”); Supply connections and disconnections may only be made by the Georgia World Congress Center. Equipment interconnections may be made by exhibitors and material for connections must be supplied by exhibitors, subject to approval by the Georgia World Congress Center. Utility installation rates are per hook-up. Any special utility connect ordered on site rather than preordered will be billed at higher connection rates. A utility order form will be provided in your Exhibitor Show Manual. (No compressors are allowed other than those supplied by Georgia World Congress Center unless they are a fixed part of your machine.) Telephone, internet, wireless, and data network services forms will be provided in your Exhibitor Show Manual.

**48. Statutory Limitations Relating to Claims Generally.** All claims regarding an alleged liability must be reported to SGIA for consideration and review and are subject to a 60-day statute of limitations. To satisfy the statutory limitations, a claim must be received by SGIA, by email to [exhibit@printingunited.com](mailto:exhibit@printingunited.com) or by certified letter delivered to SGIA at 10015 Main St., Fairfax VA 22031 within 60 days from the date the claim accrued, which is the day on which the event that caused the alleged liability is deemed to have occurred. The claimant is responsible for proving that the claim was filed within the applicable statute of limitations and must provide supporting documents, photographs, witness statements and any other pertinent information with the detailed claim.

**49. Suitcasing Policy.** Show Management’s objective is to do everything legally possible to protect exhibitors from suitcasing. This suitcasing policy must be observed at all times. Violation may result in any or all of the following



## PRINTING UNITED RULES & REGULATIONS

actions at the discretion of Show Management: Closure of your booth, Loss of participation in the priority booth selection event, and/or Exclusion from future shows.

Specific rules that apply:

- Do not enter or loiter around the booth of the other party
- Do not harass or antagonize the other party
- Do not remove anything from any exhibitor's booth
- Do not register or give a badge to anyone not qualified to be in the expo
- Do not take pictures or hire outside photographers
- Due to intellectual property laws, photography of any kind is strictly forbidden on the trade show floor.

Show Management has created a Suitcasing Prevention policy team that will be available from the start of the Expo to the conclusion of the Expo and respond to all complaints regarding suitcasing. The team will be trained on what to look for and the appropriate factors to determine if there is an issue. Review complaints regarding showcasing.

Review each complaint off the show floor and take appropriate action, including removal from the show floor.

Levy penalties for violations, up to and including suspension from participation in future shows

If you have a pending dispute regarding suitcasing at the Expo, then you should consider the following:

Prior to the Expo: If you feel there is a reasonable risk of a problem involving suitcasing, notify Rachel Thomas prior to arrival ([exhibit@printingunited.com](mailto:exhibit@printingunited.com) or 703-359-1379). Onsite: If you suspect another company of suitcasing, report it to Rachel Thomas by text message (724-866-9990) or email ([exhibit@printingunited.com](mailto:exhibit@printingunited.com)). Alternatively, you may report it to Jackie Salesses or Jana McWilliams in person at the Show Management/ Booth Sales Office. Someone from Show Management will come to your booth immediately.

Show Management will take one of the following actions:

Upon receipt of a complaint from an exhibitor, Show Management will review the complaint with the exhibitor. Show Management will confer with other members of the Suitcasing Prevention policy team to investigate the complaint and determine what action may be taken, including meeting with the company that is accused of suitcasing. Actions will include: Remove anyone found violating the suitcasing policy; or if deemed advisable, Show Management will attempt to bring the accuser and alleged violating party together in a meeting in the Show Management Office in an attempt to resolve the matter; or Issue a warning if appropriate; or take no action if it is determined there is no action necessary.

If the Suitcasing Prevention policy team determines that a complaint is valid, but the violator refuses to attend such a meeting or leave the show floor, then that party/company will be prohibited from exhibiting in or attending the next two shows.

**50. Tracking Services.** The show contractor will trace, on request, all shipments prior to installation date, providing that a copy of the waybill is forwarded to them well in advance.

**51. IP Infringement.** Show Management will not be able to take an exhibitor at their word of what an exhibitor feels is an infringement upon products or patents. An exhibitor must provide a copy of the legal action against the perpetrator before Show Management can prohibit them from exhibiting the product. Show Management would need legal proof or legal action in that direction.

**52. Vehicles on Display.** Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors; fuel tanks shall not contain in excess of one -quarter their capacity or contain in excess of 19L (five gal.) of fuel, whichever is less. At least one battery cable shall be removed from the batteries used to start the vehicle engine, and



## PRINTING UNITED RULES & REGULATIONS

the disconnected battery cable shall then be taped. Batteries used to power auxiliary equipment shall be permitted to be kept in service. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes. No battery charging is permitted inside the building. Combustible/flammable materials must not be stored beneath display vehicles. Fueling or de-fueling of vehicles is prohibited. Vehicles shall not be moved during exhibit hours. 36" of clear access or aisles must

be maintained around the vehicle. Vehicles must be a minimum of 20 feet from exit of door or exit pathway. No leaks underneath vehicles. All operational drying equipment must have ducting that extends at least 6 1/2 feet above floor level.

Hazards that potentially endanger attendees WILL NOT be permitted. Some of these might include:

1. Lack of guards (shields) on exhaust fans, belt-driven motors, fly wheels, etc. If there are no permanently attached guards, temporary ones must be added at exhibitor's expense.
2. Food and drink in close proximity to inks and cleaning solutions.
3. Lack of safety curtains or inadequate shielding on UV curing units
4. Lack of covered (by tape or carpet) electrical cords on floor of booth or aisle.

**PLEASE REFERENCE THE EXHIBITOR SERVICE KIT FOR FURTHER DETAILS.  
EXHIBITOR RULES & REGULATIONS SUBJECT TO CHANGE.**

Any person who attends an SGIA organized convention, conference, seminar or other program grants permission to SGIA, its employees and agents (collectively "SGIA") to record his or her visual/audio images, including, but not limited to, photographs, digital images, voices, sound or video recordings, audio clips, or accompanying written descriptions, and, without notifying such person, to use his or her name and such images for any purpose of SGIA, including advertisements for SGIA, PRINTING United and its program.