



EXHIBIT RULES & REGULATIONS

The rules and regulations governing the exhibit are an integral part of your contract for space. While some may seem at times to be restrictive, they have been established for the protection of everyone. The overriding principle contained in these rules is equity for all. In processing an application agreement to exhibit and to comply with rules and regulations, please understand that all Exhibitor Bulletins, the Exhibitor Manual and all correspondence are duly made part of the contract.

ITC Exhibit Management shall have the sole and final authority in the interpretation of these rules and their application. In the event of violations, ITC Exhibit Management shall have the authority to establish penalties, including removal from the current conference and exclusion from future conferences.

ITC Exhibit Management reserves the right to amend these rules and regulations or to make additions.

Under unusual circumstances and at its own discretion, ITC Exhibit Management may also make specific exception to, or changes in, the rules without necessarily establishing precedent or applying the modification beyond the specific case involved

ITC Exhibit Management shall have the sole and final authority regarding matters pertaining to the exhibit not covered by the contract or written exhibition rules. Changes, additions or deletions will be given by written notice.

ITC Exhibitors must be manufacturers or representatives of manufacturers that produce products and services which conform to the subject matter covered by the technical program, or are used in relevant ancillary work (such as trade magazines, books, test houses, etc.) ITC Exhibit Management reserves the right to determine the eligibility of any company's product or service for display.

Aisle Obstruction

All demos and promotional entertainment must be performed within the booth boundaries in order to keep the aisles free of obstruction. All handouts must be distributed from within the booth and not in the aisles. No equipment or signs may be placed in any aisles.

Allowable Space

Displays must be wholly confined within an exhibitor's booth. Products or demonstrations may be placed near the aisle inside the booth boundaries, but demonstrated from within the booth. Products cannot be placed near the aisle if they are within 5' of another exhibitor and blocking the sight line. Booth personnel must perform all duties from inside the booth boundaries. Personnel will not be allowed to block or congest aisles.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800 514-0301) and from web site www.usdoj.gov/crt/ada/infoline.htm.

Assignment Priorities

Booths are assigned to exhibitors under the Assignment Order Number (AON) policy. While every attempt will be made to satisfy exhibitors, the final decision on space assigned rests with ITC Exhibit Management. (Floor plans shown in sales literature or elsewhere are subject to change without notice and may require reassignment of space.)



Balloons

All Balloons are prohibited on the exhibit floor.

Booth Activities

Exhibitors wishing to incorporate an audience-gathering demonstration or other audience-participation activity as part of their display must submit their written plans for approval to ITC Exhibit Management at least 60 calendar days prior to move-in. No unusual or special functions will be permitted on the exhibit floor unless approved by ITC Exhibit Management.

All activities by exhibitors must be confined within the exhibit booth areas. Sufficient space must be provided within the limits of the exhibitor's booth and so arranged that persons watching demonstrations be within the booth area rather than in the aisles. In general, activities involving an audience in front of a narrator or performer, or the use of mobile robots will be allowed only within the confines of the booth.

It is strictly against the rules to distribute literature in any area other than your exhibit space or in the Pressroom.

Booth Configuration Description

Linear Booth

Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths. For purposes of consistency, floor plan design in increments of ten feet has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, linear booths are most commonly ten feet wide and ten feet deep. Display material should be arranged as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet is allowed only in the rear half of the booth space, with a four-foot height restriction imposed on all materials in the remaining space forward to the aisle.

Corner Booth

A corner booth is a linear booth exposed to aisles on two sides. All guidelines for linear booths apply.

Perimeter Booth

A perimeter booth is simply a linear booth that backs up to a hardwall of the exhibit facility rather than to another exhibit. All guidelines for linear booths apply except that the typical maximum backwall height is twelve feet.

Peninsula Booth

A peninsula booth is exposed to aisles on three sides and composed of a minimum of four booths. There are two types of peninsula booths: (a) one which backs up to linear booths, and (b) one which backs up to another peninsula booth and is referred to as a Split Island booth. A peninsula booth is usually 20'x20' or larger. When a peninsula booth backs up to two linear booths, the backwall is restricted to four feet high within five feet of each aisle, permitting adequate line of sight for the adjoining linear booths. Sixteen feet is a typical maximum height allowance, including signage for the center portion of the backwall. No signage is placed on the backwall facing other exhibitors.

Split Island Booth

A split island booth is a peninsula booth, which shares a common backwall with another peninsula booth. The entire cubic content of this booth may be used, up to sixteen feet, without any backwall line of sight restrictions.

Island Booth

An island booth is a minimum of four booths exposed to aisles on all four sides. The entire cubic content of the space may be used up to sixteen feet.

Cross Aisle Booth

A minimum of 4 booths (2 and 2) is allowed for cross aisle configuration. The carpet between the booths may be covered with the exhibitor's carpet with the permission of Exhibit Management. Cleaning of this aisle carpet will be charged to the exhibitor. Headers crossing the aisle may extend to 12 feet and must be 5 feet from any exhibitor. Backwalls cannot be higher than 8 feet.



Booth Structures

Booth structures must be self-supporting. Nails, screws, pressure sensitive tapes, or any other defacing materials are not permitted on building floors and walls. It is prohibitive to adhere any material to building structures or supports. Within the confines of the booth, pillars or supports may be covered with freestanding components. As most pillars or supports house electrical or telephone connections, it is imperative that the coverage does not obstruct access to the connections.

Cancellation

Written notification of an exhibitor cancellation must be received by ITC. Non-occupancy of space is considered a cancellation with or without written notification. Consult the Application/Contract for Exhibit Space for refund policy.

Canopies and Ceilings

Canopies, ceilings, umbrellas and canopy frames can be decorative or functional. The base of the canopy cannot be lower than seven feet from the floor within five feet of the aisle. Supports are no wider than three inches. ITC Exhibit Management approval must be obtained in order to comply with fire and safety regulations in the facilities.

Children

Insurance policies and the well being and safety prohibit children under 16, entrance into the exhibit hall at any time.

Congestion

No exhibitor may engage in any activity or employ any individual or device, which tends to create unreasonable congestion in the aisles.

Default in Occupancy

Failure to occupy contracted space does not relieve an exhibitor of any obligation financial or otherwise.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Design Approval

Plans or drawings of exhibit design indicating dimensions, adjacent booth numbers and any variances requested must be submitted to ITC Exhibit Management 60 days prior to the event. Complete dimensional drawings or blue prints are required for the review process. It is important that height specifications are clearly noted on the drawing. Failure to submit the drawings to ITC Exhibit Management may necessitate removal of the structure from the exhibit floor if the display does not confirm to the rules and regulations. No variances will be granted on-site. Drawings must be submitted each year, even though the exhibitor may occupy the same location or the display material is the same as the previous year. If the structure is over 12 feet high an engineering certificate will be necessary and presented on-site when requested. No double deckers or two story booths are allowed.

Discarded Crates

At the close of the exhibit, empty, discarded crates must be removed from the exhibit hall by the exhibitor. In compliance with convention center rules the official contractor will charge the exhibitor the cost of removing discarded crates.

Double Deckers/ Two Story Exhibits

These structures are not allowed at this time.



Electrical Requirements

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested

All 110-volt wiring should be grounded three-wire

Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage”

Cord wiring above floor level can be “SJ” which is rated for “hard usage”

Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures are not recommended and are often prohibited. Cube taps are not recommended and are often prohibited

Power strips should be UL approved, with built-in over-load protectors

Engineering Certificates

Structures with heights over 12 feet will require engineering certificates. It is the responsibility of the exhibitor to have the certificate on site and be able to present it when required to do so. Non-compliance of these requirements will necessitate the structure be removed at the exhibitor’s expense.

Exhibitor Activities

No activities on the exhibit floor prior to the official opening hours will be permitted, unless special requests have been made through ITC Exhibit Management.

Exhibitor Appointed Contractors

Exhibitors desiring to use installation and dismantle contractors other than the official contractor must obtain advance approval from ITC Exhibit Management. The exhibitor or the contractor must present a written request, at least 30 calendar days prior to move-in. Include the name and address of the contractor, name of the supervisor in attendance, a certificate of insurance, and a statement that the contractor will comply with all rules and regulations of the host facility and all rules and regulations binding the exhibitor. Exhibitors are responsible for the actions of their contractors and sub-contractors.

Exposed Surfaces

Any portion of the exhibit that is visible to an attendee will be finished or suitably decorated. ITC Exhibit Management reserves the right to decorate any non-compliant surface at the expense of the exhibitor.

Flammable and Toxic Materials

All material used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

Floor Covering

If Exhibit Hall is carpeted, you may choose to carpet over the existing carpet or use the permanent carpet already in the hall.

Floor Tape

Use of double face tape or cloth tape is permitted on concrete floors to secure edges of carpet. Only approved tape is permitted. Removal of tape and residue is the exhibitor’s responsibility. Cost of removal will be charged to the exhibitor if it is left on the floor.

Food and Beverages

Dispensing of food and beverage is allowed from the booth for hospitality purposes. Please note that catering is exclusive service of the facility. Refer to the ITC Activities/Forms Section for more information.

Freight Free Aisles

Several aisles have been designated as freight free to assist in freight movement during the installation and dismantle dates. No crates, equipment, etc. will be placed in these specially marked aisles



Hazards

All hazardous items used in displays must be properly safeguarded, protected, registered and necessary permits obtained in accordance with applicable Federal, State, City or Local regulations. Hazardous items which would typically fall under this requirement include, but are not restricted to

- Pressure vessels, evacuated vessels, and hazardous gases
- Radiation producing items such as laser, microwave, x-ray or radioactive materials
- Moving devices such as vehicles, robot devices or exposed fan blades
- High voltage equipment
- Particle accelerators
- Open flame, gas fired, fossil fuel and flammable liquid powered equipment, flammable and explosive materials
- Hot soldering irons or other hot surfaces
- Excess quantity of display materials or literature
- Structures over twelve feet heights. Platforms and canopies may require local building and fire department permits.

A request from ITC Exhibit Management to display hazardous items must be made 30 calendar days prior to move-in. ITC Exhibit Management approval is in addition to any other Federal, State, City or Local permits required.

Height

Standard in-line exhibits may not exceed eight feet in height. A maximum height of four feet must be maintained at the aisle or side rail for a depth of five feet into the booth in a 10' x 10' configuration.

Perimeter in-line exhibits (standard in-line booth located on an outer permanent wall on the exhibit floor) will be permitted to a maximum height of twelve feet maintaining a four feet height at the aisle or side rail for a depth of five feet into the booth in a 10' x 10' configuration.

Peninsula backwall may extend to sixteen feet in height. No copy facing another exhibitor may be included on this backwall. A maximum height of four feet must be maintained at the aisle or side rail for a depth of five feet into the booth on both aisles, unless a split-island configuration is used. (See Booth Configuration Definitions.) A maximum of sixteen feet height for towers or columns may be used if these structures are five feet away from any exhibitor. All surfaces must be finished. Engineering certificates are required if the structure is over twelve feet high.

Islands backwalls may extend to sixteen feet in height. All surfaces must be finished. Engineering certificates are required if the structure is over twelve feet in height.

Cross-aisle booths consist of a minimum of four booths. Backwall height is restricted to eight feet. If a cross aisle header is used the maximum height is twelve feet and eight feet from the floor and five feet from an adjoining exhibitor.

When a canopy is used such that it may shield a booth and its contents from overhead sprinklers, it may be necessary to install special fire detection sensors and alarms. ITC Exhibit Management and the local Fire Marshall should be consulted before the booth plans are submitted. Canopy height is restricted by the configuration, e.g., island, peninsula, cross-aisle as well as sight lines for adjoining exhibitors, before a variance is approved.

Double decker or two story booths are not allowed at this time.

ITC has adopted IAEM's (International Association of Exposition Management) guidelines for displays.



Inspection

Exhibitor booths and suites will be open to inspection by ITC Exhibit Management or an impartial member of the Steering Committee during the entire exhibit and Conference event including installation and dismantle. All demonstration of products must be conducted on the exhibit floor in space allocated by your contract.

Late Set-up

Designated booths near freight entrances are typically not available for set-up until sometime during the last day of move-in and must be dismantled immediately at the close of the exhibit.

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space

Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or aisles

Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by ITC Exhibit Management

Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibit

Limitation of Liability and Theft

ITC Exhibit Management will not be responsible or liable for injury to the person or property of exhibitors, their guests, invitees, employees or agents. Furthermore, the exhibitor agrees to defend or hold harmless ITC Exhibit Management, its directors, employees, sponsors and agents from any liability of personal injury and loss or damage to person or property. Children under the age of 16 are not allowed in the exhibit hall at any time. Exhibitors should ensure against such contingencies. All property of an exhibitor is understood to remain in their care, custody, and control in transit to, from or within the confines of the exhibit booth and exhibit hall.

To protect against loss, by any cause, exhibitors should contact an insurance representative for a rider on an existing company policy or obtain a special policy for exhibiting.

Exhibitors should be on hand to supervise set-up and dismantle of equipment and other items of high value. Small items of value should be removed from the exhibit or placed in an appropriate locked enclosure during hours when company personnel do not supervise exhibits.

Material Handling

The function for controlling forklifts for loading and unloading, removal and return of empty crates fall under the jurisdiction of union personnel. Hand-carried items by an exhibitor must be made in one trip and do not require the use of dollies, hand trucks or mechanical equipment.

Move-Out (Dismantle)

As a courtesy to Conference attendees and neighboring exhibitors, **no exhibitor** may begin dismantling **their equipment or booth until the official closing time**. Please instruct all booth personal of this regulation. At move-out, valuables or small items must not be left unattended at any time. Specific arrangements should be made for any items of general interest or value with the official security service contractor.



Official Service Contractors Package

In the interest of keeping exhibit service costs competitive, ITC Exhibit Management will negotiate the most favorable rate for exhibitors. If, in that negotiation, ITC Exhibit Management implements a service package, it will be on behalf of all exhibitors. If an exhibitor elects to use an outside service contractor for any services that are included in the package, the exhibitor and unofficial service contractor are nevertheless responsible for compliance of all rules and regulations. The unloading and reloading of trucks fall under the jurisdiction of the official contractor only.

Personnel

Booths must be continually staffed during all exhibit hours. Except for convenience help, such as receptionists or professional product demonstrators, all booth personnel must be permanent employees of the company or its representatives. These individuals must be capable of explaining the products or processes on display.

The appearance and decorum of booth personnel must reflect good taste and be consistent with the high professional character of the Conference. All personnel must be dressed in suitable attire.

Photography

Exhibitors are allowed to photograph or video only their own booth. Violation of this regulation will warrant removal of the offender from the exhibit hall. An official photographer has been contracted for use by all exhibitors.

Private Demos

Demos may be conducted in the booth during restricted hours as long as the guest has a badge to enter the exhibit hall. See "Restricted Exhibit Hours".

Prizes, Souvenirs and Samples

An exhibitor may distribute souvenirs or samples that are of insignificant value and presented as such that resale is impractical. Any distribution must be conducted entirely within the exhibitor's designated booth space.

Recruiting Policy

ITC Steering Committee prohibits recruiting in association with any of the functions or facilities related to the exhibit, technical sessions, meetings, social events, or other activities of the exhibit and Conference. Exhibitors may not distribute or post announcements, invitations, or other recruiting literature in any area.

Restricted Exhibit Hours

Exhibitors may invite guests to their booth during hours when the exhibition is not open. The purpose of the invitation may be to demonstrate equipment, indoctrinate personnel in its use, and/or organize booth activities during the event. Guests attending such meetings during restricted hours will remain in the exhibitor's area only. Guests must have a badge and be accompanied by the exhibitor at all times. Restricted times consist of one hour prior and after the exhibit opening and closing day. ITC Exhibit Management must approve any arrangements made by exhibitors. An After Hours Pass will be necessary so that the security personnel are informed. Restricted hours are one hour prior to opening and closing.

Sale of Products

The purpose of the exhibit is to provide an educational forum for products and services. Exhibit space may not be used for the prime purpose of booking orders, nor may products be sold for delivery on the exhibit floor. ITC is a non-profit organization and therefore this policy must be enforced.



Security Guards

A 24-hour security guard is provided to obstruct entry to exhibit areas by anyone not authorized by the building management or ITC Exhibit Management or not wearing proper badge identification for admission to such areas. The guard does not guarantee exhibitors against loss. The security supplied by ITC Exhibit Management does not imply an assumption of liability for the exhibitor's property. The arrangement is primarily a perimeter and fire watch program and does not extend to securing exhibits and/or contents.

Individual booth security may be obtained from the official security firm. Forms for security services are located in Service Section of the manual.

Signs

No signs or graphics may be placed outside the booth area or in the aisle of a cross-aisle configuration. Under certain circumstances and with ITC Exhibit Management prior written approval, display material may be placed around posts or pillars entirely contained within the boundaries of the booth, but not directly adhered to these structures.

All signs, posters and graphics must be professionally lettered. ITC Exhibit Management reserves the right to change or remove signs at exhibitor's expense that do not conform with the overall high quality of the Conference as defined in the rules and regulations. Large signs may require a Fire Retarding Certificate

High signs are permitted only in perimeter booths, peninsula, island, split-island and cross-aisle booth configurations.

Guidelines for sign heights:

The sign may be lighted and/or double sided. However, supporting structures must comply with accepted safety rules and building codes

High signs must be finished on all sides. A high sign should not unduly intrude into the visual space of any neighboring exhibitor

Signs must be five feet away from a neighboring exhibitor.

Guidelines for cross-aisle signs:

Headers shall be no greater in vertical dimensions than 26"

The top of the header may not exceed twelve feet above the floor level

The bottom of the header may not be lower than eight feet above the floor level

The header must be five feet away from any unrelated exhibitor

Hanging Signs:

The following are acceptable overhead suspended features:

- Company or brand identity signs
- Photographic imagery, with or without text or logos
- Rigging for lighting trusses
- Flameproof fabric banners or tension structures
- Lightweight space-frame canopies
- Exhibitor-proposed items reviewed and approved by ITC Exhibit Management

Restrictions:

- Peninsula, Split Island, Island and Perimeter booths only
- Signage must be a minimum of 5 feet from any adjacent booths
- Maximum height from hall floor to top of sign: 24 feet depending on any height/rigging restrictions
- Minimum clearance from hall floor to bottom of sign: 10 feet
- Possible weight and height restrictions depending on area
- All signs should be constructed of lightweight materials to allow for greater flexibility and ease of installation
- Hanging material anchor points must be pre-fabricated and ready for use
- Hanging canopies, ceilings, or closed-bottom signs may necessitate special fire protection measures in the exhibits beneath them



Written Approval Procedures:

- Review Hanging Sign/Truss Information, Booth Layout, and Order Form.
- Engineering drawings must accompany signage on-site and be available in booth. Drawings must include an engineer's stamp approving stress points and an exhibit building company stamp indicating compliance with rules and regulations.
- Unapproved items will not be hung. No items or additions will be approved at show site.

Music

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booths, whether live or recorded, might 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.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed on them.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

Subletting/Sharing of Exhibit Space

Exhibitors may not sublet or appropriate any of their contracted space to partners, other manufacturers, etc. Only the exhibitor whose company name on the contract will be allowed to exhibit products and services in the booth. The products and promotional materials of an unregistered exhibitor will be removed from assigned exhibit space to a registered exhibitor. The registered exhibitor will be in violation of the exhibit contract and will jeopardize their AON status. Representatives and distributors are permitted to contract for space for their current principals. A list of participating principals must be forwarded to ITC Exhibit Management when the contract is submitted.

Target Dates and Times

ITC Exhibit Management may schedule target dates and times for move-in and move-out. The schedule will facilitate an orderly flow of freight into assigned spaces, particularly when move-in time or a building's freight handling facilities is limited. Exhibitors acknowledge that this special situation may occur from time to time and will plan their exhibit shipment and set-up schedules accordingly.

Tipping

The practice to tip union personnel for services performed is discouraged. Individuals are paid both straight and over time hours.



Towers

A tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the exhibit configuration being used. Towers over twelve feet should have drawings available for inspection. Fire and safety regulations from the facility govern the use of towers.

Union Jurisdiction

All services provided are under local union jurisdiction. All official contractors assigned by ITC Exhibit Management and EAC contractors are subject to union regulations. Exhibitors must comply with union regulations in effect at each facility. When contracting labor, exhibitors are asked to employ only from the official contractor pool and to pay only for charges on a written invoice.

Utility Space

Where indicated, a utility access is provided behind booths for easy access to the utility lines (electric power, air hoses, telephones, etc.). This area is not rented to the exhibitor and may not be used for storage of pamphlets, briefcases, catalogs, instruments or other items. Booth structure(s) or equipment may not extend within this area.

Note: Fire Department inspectors have the authority to close the exhibit if the utility channels are not clear. Should an exhibitor anticipate a storage problem, they should contact ITC Exhibit Management well in advance. ITC Exhibit Management has the right to remove any material found in the utility access and fees will be charged to the exhibitor for removal.

Variances

Any display not conforming to exhibit specifications outlined in these rules must have written approval from ITC Exhibit Management 60 calendar days prior to move-in. Non-conforming booth structures set up without pre-approved variances may be removed or with exhibitor's approval, modified by ITC Exhibit Management at the exhibitor's sole risk and expense.

The maximum width of the exhibit including side rails (if used) may not exceed the width of floor space purchased. It is recommended that the structure be three inches less than the width of the booth.

Wiring

All wiring on booths or display fixtures must meet applicable Federal, State, City and Local regulations.

ITC EXHIBIT MANAGEMENT RESERVES THE RIGHT TO TAKE ANY ACTION NECESSARY IN THE BEST INTEREST OF EXHIBITORS, THE CONFERENCE OR THE CONFERENCE SPONSORS.

ITC Steering Committee Policy

Background and Intent

The Steering Committee recognizes the educational value which exhibits provide to ITC. The Steering Committee is also committed to managing the growth of the exhibits in a manner that is consistent with the size of the technical sessions in order to maintain a balance between the two. This management of growth can, at times, result in the granting to exhibiting companies less space than desired.

The Steering Committee is also committed to fairness and impartiality towards the exhibiting companies. This policy addresses the way in which ITC Exhibit Management will deal with exhibiting companies that fall within this policy and the way ITC Exhibit Management will regulate the policy in the interest of all exhibitors. This policy is not intended to inhibit or otherwise impede the participation of any exhibitor or group of exhibitors.



Policy

If an exhibiting company acquires, merges, or otherwise gains a controlling or majority interest in another exhibiting company, (hereafter called a merger) the priority status, space and any other privileges granted are amended as provided in this policy statement.

There are two alternatives:

1. Merged companies may elect to exhibit at ITC in one booth area. The priority for space assignment for the merged companies will be that of the more favorable of the two Assignment Order Numbers (AON). The other AON will be discarded. Only one of these two merged companies will appear on the ITC website and be listed in the Conference Guide. Merged companies will be permitted only one location on the show floor. When circumstances allow, exhibit space may be combined. This is solely at the discretion of Exhibit Management. Once two or more companies exhibit under this alternative, the choice is irrevocable. These companies may not exhibit separately in future conferences. However, a company may break away from a parent and contract the Conference as a new exhibitor under new exhibitor status.
2. If the merged companies maintain separate public identities as indicated by keeping separate names, logos, etc., the merged companies may maintain separate AON numbers and booth areas at ITC. In fairness to all exhibitors, the following rules apply to merged companies that elect this alternative. Companies should give the appearance of separate and distinctive corporate identities. Cross displaying of products is allowed only if the product brought into one company's booth from the other company might normally be expected to be there as ancillary equipment to enhance the demonstration of the original product. For example, a handler could be shown attached to a tester (assuming the merger was a tester company with a handler company). The tester however could not be shown in the handler company's booth because a tester is not ancillary to a handler. Similarly, if a digital ATE company merges with an analog ATE company, neither product may be displayed in the other booth. Violations of the above rules may cause the offending companies to lose their privilege to elect the second alternative in subsequent years. Because corporate identity as it is perceived is a difficult thing to determine, it is urged that all companies involved in this sort of activity work closely with the Exhibit Chairman to assure that sufficient dissimilarity is provided. Final judgment lies with the ITC Steering Committee as to whether or not separate corporate identity has been maintained.

Notification:

It is incumbent on the exhibiting companies to notify the Exhibit Chairman of any mergers or acquisitions and to specify which exhibiting alternative they wish to pursue. If Alternative 2 is chosen, it is the responsibility of the exhibiting managers involved to work with the Exhibit Chairman to make sure that they continue to qualify for this alternative.

Spin-Offs and Dissolution

Companies that merge and later dissolve their merger will be permitted to exhibit independently only if the surviving companies had selected Alternative 2 and kept their own AON and identity upon merger. If they have exhibited under Alternative 1, they will not be given their old AON numbers. Only one company will retain the AON number. It is up to the companies involved to notify the Exhibit Chairman as to which company that is. In the event of a disagreement as to which company it should be, the Steering Committee reserves the right to strip all companies involved of the AON number. Each company would then have to reapply as a new company to exhibit. Spin-offs are treated as new companies. They have no seniority and will be considered for space as any new exhibitor. Furthermore, the spin-off company will be bound by an expansion restriction in effect at that time.

Product Acquisitions

In the event an exhibiting company acquires a product line from another exhibiting company, the AON number is not transferable.