EDUCAUSE 2023 Rules and Regulations

These Rules and Regulations apply to and are made part of the EDUCAUSE Terms and Conditions for Corporate Participation (“Contract”) entered into by EDUCAUSE and the Exhibitor named therein (“Exhibitor”) with respect to EDUCAUSE 2023 to be held in Chicago, IL, October 9–12, at McCormick Place West, (the “Conference Facility”). Exhibitor agrees to abide by all the Rules and Regulations as provided in this document and to any additional rules and or guidelines specific to the Conference Facility that may be provided in the Conference Resource Center or otherwise provided by EDUCAUSE.

Should an Exhibitor have any question regarding the interpretation of a Rule or Regulation, it is the responsibility of the Exhibitor to contact EDUCAUSE to raise the question and establish clarity and understanding of the rule. Questions may be directed to EDUCAUSE Corporate department at 720-406-6773, or corp@educause.edu.

Rules and Regulations are subject to change, and Exhibitor is responsible for obtaining a current copy of such rules. Please refer to the EDUCAUSE Corporate Resource Center, posted at https://events.educause.edu/annual-conference/2023/corporate-participation/corporate-resource-center, to ensure you have the most current version.

Corporate Resource Center
Within this document you will find multiple references to the Corporate Resource Center: https://events.educause.edu/annual-conference/2023/corporate-participation/corporate-resource-center.

Official General Service Contractor; Exhibitor Services
The official general service contractor is Freeman. Exhibitor services are available to all Exhibitors from Freeman such as booth carpeting, display rental, decoration, furniture rental, signs, cleaning, labor and electrical. The Exhibitor Service Manual is available online with complete details and deadline dates for all Exhibitor-related services. Please reference the Contract Services section of the Corporate Resource Center for access.

Exhibition Location, Dates, and Times
EDUCAUSE 2023 will be located in the McCormick Place West Convention Center. While EDUCAUSE will use reasonable efforts to maintain the location, dates, times, and floor plans of EDUCAUSE 2023, EDUCAUSE reserves the right to change any of these at any time and for any reason whatsoever without liability. The schedule is as follows:

Installation
- Friday, October 6: 8:00 a.m.–5:00 p.m.
- Saturday, October 7: 8:00 a.m.–5:00 p.m.
- Sunday, October 8: **HALL CLOSED – NO SETUP**
- Monday, October 9: 8:00 a.m.–5:00 p.m.

**Note:** Booths must be show ready by 5:00 p.m. on Monday, October 9, to prepare for show opening.

Show Hours
- Tuesday, October 10: 10:15 a.m.–4:45 p.m.
- Wednesday, October 11: 10:15 a.m.–4:00 p.m.

Teardown
- Wednesday, October 11: 4:00 p.m.–8:00 p.m.
- Thursday, October 12: 8:00 a.m.–2:00 p.m.
Installation of Exhibits
Any exhibit material not uncrated by 2:00 p.m. on Monday, October 9, and for which arrangements to set up have not been made will automatically be set up by EDUCAUSE’s official general service contractor, Freeman, at the Exhibitor’s expense and liability. All crates and containers should be ready for removal by Monday, October 9, by 2:00 p.m. No empty crates or cartons may be placed in the aisles after 2:00 p.m. Any Exhibitor placing empty crates or cartons in the aisles after the area has been cleaned will be charged for removal and cleaning. Designated freight-free aisles must be free of crates and exhibit materials at all times during move-in and move-out. Freight-free aisles are necessary for emergency access and to expedite crate removal.

Dismantling of Exhibits
All exhibits must remain intact until 4:00 p.m. on Wednesday, October 11, and must be removed from the area by 2:00 p.m. on Thursday, October 12. NO EARLY TEARDOWN. Any exhibit material that is not dismantled and prepared for removal by this time will be removed by EDUCAUSE’s official general service contractor, Freeman, at the Exhibitor’s expense and liability. The Exhibitor must surrender exhibit space to EDUCAUSE in the same condition as it was at the commencement of the occupancy, ordinary wear acceptable.

Staffing of Exhibits during Show Hours
Exhibition booths must be staffed during show hours, and no Exhibitor will be permitted to pack, remove, or otherwise dismantle its booth prior to the close of the show. EDUCAUSE reserves the right to exclude any Exhibitors who breach this provision from participation in future EDUCAUSE exhibitions.

No-Show Policy
All Exhibitors and/or their outside contractors must check in by Monday, October 9, at 2:00 p.m. and complete construction of their booth displays by 5:00 p.m. If Exhibitor fails to check in as required herein, its booth space will be forfeited and available for resale, and booth fees paid will not be refunded. If Exhibitor is unable to complete construction as required herein, EDUCAUSE may require dismantling. The exhibition area will be closed to all exhibiting personnel at 5:00 p.m. on Monday, October 9, in order to prepare for opening on Tuesday, October 10.

Exhibitor Attendance during Non-Show Hours
Exhibitor representatives will be permitted to enter the exhibit halls at 7:30 a.m. prior to the scheduled opening time for each show day. Attendees are NOT allowed on the tradeshow floor outside of posted exhibit hall hours.

Exhibitor Property
Neither EDUCAUSE, nor the Conference Facility, nor the official general service contractor, shall be liable for loss of or damage to any Exhibitor property and/or the property of Exhibitor’s subcontractor(s) in storage, in transit to or from the exhibition building, or while in the convention center building or premises. All property of the Exhibitor and/or of its subcontractor(s) shall be deemed to remain under the Exhibitor’s custody and control in storage, in transit to or from, and within the confines of the exhibition hall even though it may at times be under the temporary control or direction of EDUCAUSE or the official general service contractor.

Right of Inspection
EDUCAUSE shall have the right at any time to enter Exhibitor’s booth or otherwise inspect Exhibitor’s display. EDUCAUSE shall have the right to restrict or require the modification or removal of any element or display in Exhibitor’s booth that it considers unsuitable in the annual conference, at EDUCAUSE’s discretion.
Unclaimed Property
Any property remaining in the exhibition hall or convention center after 5:00 p.m. on Thursday, October 12, may be removed by EDUCAUSE or the official general service contractor. Exhibitor shall be responsible for all costs to remove and store such property. If such property is not claimed within five calendar days of removal, EDUCAUSE will have the right to sell such property in any manner and apply the sales proceeds to costs incurred in removing and storing the property. Neither EDUCAUSE nor the official general service contractor shall be liable for any casualty, theft, damage, or other loss that may occur to such property during removal, storage, sale, or otherwise.

Exhibit Display Rules

Booth Space Furnishings and Configuration
The basic booth space is a uniform-style exhibition booth 10' deep and 10' wide, with an 8'-high back pipe and drape and 3'-high side pipe and drape, and 7” × 44” company ID sign (unless otherwise noted in floor plan). In the exhibit hall, aisles will NOT be carpeted. Exhibition displays must not obstruct the view of the adjacent booths. All Exhibitors should follow the booth configuration guidelines outlined below.

All Exhibitors are responsible for ensuring that their booths meet all of the EDUCAUSE 2023 Booth Exhibit Specifications, as provided in the Rules and Regulations:

• All exhibits must conform to and enhance the professional and educational atmosphere of the meeting.
• Maximum height for linear “inline” booths is 8’ in the back half of the booth and 4’ in the front half of the booth. Note: free-standing banners taller than 4’ must be displayed in the back half of the booth.
• Maximum height of booth structure and display walls for island booths is 20’.
• Maximum height for hanging signs is 22’ at the top of the sign from the floor (Island Booths only).
• Helium balloons and/or lighter-than-air objects are not permitted.
• All booths must be carpeted or have floor covering. Exhibitor is responsible for proper floor covering in the booth. Order forms are included in the Exhibitor Service Manual. Thick carpet that poses a falling or tripping hazard should be avoided.
• Storage behind back drape, pop-up structures, and under draped tables is strictly prohibited at the McCormick Place Convention Center. Storing of literature or product will be available through Freeman as a paid opportunity.
• Pop-up structures should be positioned to minimize visibility of unfinished backs.
• Masking drape, ordered by show management, will be provided for all unfinished booths. Associated costs are the responsibility of the Exhibitor.
• Overflow from your booth into the aisles is prohibited. Demonstration areas must be placed a minimum of 2’ (60 cm) from the aisle line to accommodate the viewing audience inside the booth. Do not over-furnish or overstaff your booth.
• Promotional materials including but not limited to flyers, circulars, and souvenirs, as well as models, mascots, and robots, must be distributed or remain within the confines of your assigned booth space. Items cannot be left in public/common areas (like water cooler stations, bathrooms, etc.).
• Food and beverage will be allowed in booths. The exclusive provider of the convention center must be used, and menu options will be made available within the Corporate Resource Center. Service must remain within the confines of your assigned booth space (service equipment is not permitted in aisles).

In order to provide the best line of site for all Exhibitors, we strongly recommend that the below guideline is followed for perimeter walls.
• **Construction of perimeter walls**: To ensure that neighboring Exhibitors have the opportunity to be seen from nearby aisles, a “window of visibility” is strongly recommended, which is defined as 50% open area on each of the four sides of the perimeter of the booth.

### Inline (Linear) Booth

**Definition**: Inline Booths are generally arranged in a straight line; they have at least one adjacent neighbor on either side of the booth, leaving only one side exposed to an aisle. Booths are most commonly 10' wide and 10' deep.

**Height and signage restrictions**: No exhibit construction or signage may exceed 8' in overall height. The maximum height of 8' is permitted on the back 5' section, and a maximum height of 4' is permitted on the front 5' section. **Note**: Free-standing banners taller than 4' must be displayed in the back half of the booth. Please reference the diagram of allowable configurations.

**Note**: When three or more Inline Booths are used as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space that is within 10' of an adjoining booth.

A Corner Booth is an Inline Booth exposed to aisles on two sides. The same rules for inline booths apply for Corner Booths.

**Hanging signage**: Hanging ceiling signs are **NOT** permitted in an Inline Booth.

### Perimeter Inline Booth

**Definition**: A Perimeter Booth is an Inline Booth that backs to an outside wall of the facility rather than another exhibit.

All guidelines for Inline (Linear) Booths apply to Perimeter Booths, except that the maximum back wall height allowed on the back 5' section is 12'. Please reference the drawing for a diagram of the allowable configurations.

**Hanging signage**: Hanging ceiling signs are **NOT** permitted in a Perimeter Booth.
**Island Booth Requirements**

**Definition:** An Island Booth is any size booth exposed to aisles on all four sides of the booth with no adjacent neighbors.

An Island Booth is typically 20’ × 20’ or larger, although it may be configured differently.

**Booth design review and approval:** All Island Booths 400 sq. ft. or larger are required to submit their detailed booth design to corp@educause.edu by August 25 for review and approval by EDUCAUSE prior to shipping to the show. The stated rules and regulations will be reviewed for compliance to avoid set-up issues onsite.

**Height and signage restrictions:** For all Island Booths, the booth height and display walls cannot exceed the 20’ height maximum. Hanging ceiling signs are permitted in all Island Booths but may not exceed 22’ in overall height (from top of sign to floor).

**Construction of perimeter walls:** To ensure that neighboring Exhibitors have the opportunity to be seen from nearby aisles, a “window of visibility” is strongly recommended. This “window of visibility” is defined as 50% open area on each of the four sides of the perimeter of the booth.

**Hanging signage:** Hanging signs are to remain within the confines of booth space and not extend past contracted square footage.

- Hanging signs cannot block show management signs (aisle, directional, etc.).
- EDUCAUSE signs will not be moved to accommodate visibility of hanging signs.
- Materials must be flame-retardant in accordance with City of Chicago Fire and Rescue Department regulations.
- All booths, regardless of size, are required to follow these guidelines.
Lighting
Exhibitors will adhere to the following minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting is allowed outside the boundaries of the exhibit booth space.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits, show aisles, columns, or wall space. This includes projection of images and/or logos.
- Lighting that spins, rotates, pulsates, or features other specialized effects should be in good taste and not interfere with neighboring Exhibitors or otherwise detract from the general atmosphere or the event.

Americans with Disabilities Act
Exhibitor warrants that its planned exhibition design, product/service information, and use of booth space at EDUCAUSE 2023 will be in compliance with the Americans with Disabilities Act (ADA) and hereby accepts full responsibility for compliance with the ADA and shall indemnify, defend, and hold harmless EDUCAUSE, its directors, officers, employees, and agents, and each of them, from and against any and all claims and expenses, including attorney’s fees and costs, arising out of or related to Exhibitor’s breach of this provision or noncompliance with any provision of the ADA. Furthermore, Exhibitor will notify EDUCAUSE and the conference facility in writing of any person(s) affiliated with Exhibitor who has a disability and may be attending EDUCAUSE 2023, specifying any accommodations the person(s) will need. Such notice shall be given as soon as Exhibitor learns such person(s) will be attending EDUCAUSE 2023.

EDUCAUSE encourages you to ensure all attendees feel welcome and that barriers of any type do not exclude people from attending or participating in any additional events you might host. EDUCAUSE provides reasonable accommodations for attendees participating in all official EDUCAUSE hosted conference experiences (i.e., conference sessions, exhibit hall and networking experiences, and EDUCAUSE planned receptions) and expects our corporate organizations to provide reasonable accommodations during their conference-related activities and events. We recommend including requests for special accommodations in invitations you extend to conference attendees, even if the event is after hours or off-site. If you’d like to
Contractor and Labor Coordination
The official general service contractor shall have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. It is highly recommended that for setup and dismantle, the labor services of the official general service contractor be used. If an outside contractor is used, the following steps must be taken:

a. Notification to EDUCAUSE with proof of adequate liability insurance at least 35 days prior to show setup is required. Booth number, name of Exhibitor, and identification of the outside contractor must be included. Adequate liability insurance is defined in the Insurance section of the Terms and Conditions.

b. Check-in by all labor with the official general service contractor is required prior to the start of setup. No setup may occur without authorization of the official general service contractor.

c. To conform to union contract rules and regulations (when applicable), it may be necessary that all Exhibitors use qualified union personnel for installation and dismantling of exhibitions and for material handling at the exhibition.

d. Every Exhibitor Appointed Contractor (EAC) is required to use the same union labor pool. EACs can hire labor directly from the local labor market, or they can hire labor from the official general service contractor. Non-union EAC staff may not work in the booth; they can only supervise.

e. Any Exhibitor using an Exhibitor Appointed Contractor (EAC) agrees to notify EDUCAUSE of such appointment and agrees to indemnify, defend, and hold harmless official general service contractor, EDUCAUSE, the convention center, and their respective officers, directors, staff, employees, and agents and all official contractors from any and all liability or losses for any act, complaint, damage, or loss to any other Exhibitor, the exhibit facility, the property of any contractor, or any consequential damages arising out of any such act or loss from the time the independent EAC first arrives at the facility until the final move-out is complete. The Exhibitor further agrees that show management may prohibit the EAC from working in the facility if it does not fully comply with all rules and regulations set forth for this event. Any Exhibitor using an EAC agrees to advise its EAC of all rules and regulations. Exhibitor shall also ensure that its EAC meets the requirements outlined in the Insurance section of the Terms and Conditions, which states, Insurance: During the term of contract and for the dates of the exhibit, including move-in and move-out days, Exhibitor shall obtain and maintain Comprehensive General Liability Insurance. Such policy should provide a minimum coverage of not less than $1,000,000 per occurrence, and shall name EDUCAUSE, its offices, directors, employees, and agents as additional insured. A certificate evidencing such policy and its coverage, and indicating the additional insured as required herein, may be requested by EDUCAUSE. Failure to provide such a certificate constitutes grounds for EDUCAUSE to cancel this Contract without liability and to retain Exhibitor’s booth fees as liquidated damages. Exhibitor understands and agrees that neither EDUCAUSE nor the Conference Facility maintains insurance covering Exhibitor’s property, and it is the sole responsibility of Exhibitor to obtain sufficient insurance coverage for such property.

Fire Safety Regulations
Exhibitor is responsible for ensuring that its exhibit complies with the complete list of fire regulations included in the Freeman Online Service Manual. Please review the Basic Fire Code Requirements in the Facilities section of the Freeman Online portal, accessed from the Exhibitor eConsole. The following does not encompass all of the Chicago fire codes; however, it does provide basic rules governing exhibits during EDUCAUSE 2023:

Booth Requirements
All exhibit booths shall be constructed with non-combustible or limited-combustible materials and are
subject to inspection by the Fire Safety personnel for compliance. All double-decker booths will need to be approved by the building and Fire Safety Department. Wood booths must be ¼ inch thick or greater. Covered ceiling structures or enclosed rooms, including tents or canopies over 100 square feet, shall have one smoke detector and one fire extinguisher; tents or canopies over 300 square feet require review and approval from the fire marshal; tent requires tag or tear sheet indicating that the material is flame retardant. Electrical appliances and cords must be U.L. approved. All temporary electrical wiring will stay accessible and be free from debris and storage materials.

Booth Staging
In addition to equipment and furniture placed within a booth space, Exhibitors are allowed to stage the following items:
- Boxed or loose product, materials, or literature
- Fiber cases used to ship pop-up displays
- Personal items such as luggage, purses, briefcases or coats

The following restrictions must be observed when staging these additional items:
- The amount of product, materials, or literature that may be staged within a booth space must not exceed a one-day supply.
- Items may be placed either in a display case, on a counter, on a shelving unit, in a closet, on a table, under a table, or stacked neatly within the booth space.
- Items that are placed under a table must not protrude outside the table dimensions.
- Items that are stacked must not create a tripping hazard or hamper easy movement within the booth space.
- Items may not be placed on or within six inches of floor ports, electrical wiring, or cabling.
- Items may not be placed behind drape within the booth.
- Pallets, empty crates, cartons, and boxes may not be stored in the booth space.
- Staging will not be allowed behind the back wall of the booth and behind the drape within the booth.

Vehicles in Exhibit Halls
Vehicles with gasoline or diesel engines that are to be displayed should conform to the following:
- Battery cables must be disconnected.
- Fuel level in gas tank must be less than ¼ tank and must not exceed five gallons.
- Protective covering must be used under motors, drivetrains, and tires on any carpeted area.
- Vehicles displayed require approval and possible permitting by the city and/or Convention Center. You are responsible for confirming this with the facility directly.

Fire Safety personnel will patrol the exhibit area. If anyone is in violation a written notice will be given to the Exhibitor.

Fire Equipment: Exhibit Halls, Meeting Rooms & Lobbies
Storage, booth construction, easels, chairs, and signs shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors, or aisles. Fire equipment, fire strobes, fire speakers, fire signage, and fire extinguishers shall not be concealed and shall remain visible and unobstructed at all times.

Storage
Literature and product handouts shall be limited to reasonable quantities. Reserve supplies shall be
kept in closed containers and stored in a neat and compact manner. No more than a one-day supply of combustible storage is allowed beneath tables and in storage rooms. No storage of any kind will be allowed behind curtains, walls, or on electrical cords of booths in any facility. Storage in meeting room and ballroom corridors is not permitted.

**Decorative Material & Furniture**
All drapes, fabrics, netting, and materials that are used for booth separation are required to be flame-resistant. Canvas tents, canopies, awnings, curtains, straw, hay, inflatables, fabrics, and materials are also required to be flame-retardant. If at any time it is determined that the material or product is not fire-retardant the materials shall be removed prior to show opening. All exhibits and displays are subject to inspection by the Fire Prevention Bureau and/or Convention Center management for compliance.

**Storage**
Exhibitors are prohibited from storing products, literature, empty packing containers, or packing materials behind back drapes or under draped tables. Exhibitors may store a limited supply of literature or products appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

**Food and Beverage on the Exhibit Floor**
Food or beverage (including alcohol) is allowed in exhibit booths during show hours. Exhibitor is responsible for following all local laws and shall indemnify, defend, and hold harmless EDUCAUSE, its directors, officers, employees, and agents, and each of them, from and against any and all claims and expenses, including attorney’s fees and costs, arising out of or related to Exhibitor’s breach of this provision or noncompliance. Exhibitor must use the Convention Center exclusive provider and follow the Convention Center rules surrounding food and beverage service. The Exhibitor is responsible for securing a police officer for each function, as required in the venue.

**Performance of Music; Intellectual Property**
Performance of music at the exhibition, whether recorded, live broadcast, or otherwise that EDUCAUSE deems objectionable to other Exhibitors, will be required to be discontinued. EDUCAUSE is required to maintain a music license agreement with Broadcast Music, Inc. (BMI) and American Society of Composers, Authors, and Performers (ASCAP) for the use of live and recorded music played in conjunction with the EDUCAUSE Annual Conference. Exhibiting companies that use live or recorded music at hospitality functions or meetings during the EDUCAUSE conference will be required to pay for the respective music licensing fees through these companies. Exhibitor understands and agrees that Exhibitor is responsible for all costs and licenses to perform such music. Exhibitor shall also be responsible for all costs and licenses to use any other licensed, patented, or copyrighted materials at the exhibition. Exhibitor agrees to indemnify, hold harmless, and defend EDUCAUSE, its officers, directors, employees, and agents from and against any and all claims, liabilities, damages, losses, governmental fines or penalties, and costs or expenses (including court costs, interests, and attorney fees) of any kind whatsoever arising from Exhibitor’s breach of this provision.

**Photograph/Video Recording/Camera/Videos**
Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products. Exhibitors are prohibited from photographing and producing audio/video of other displays, products, or materials. Security and labor arrangements required for any approved photography, video recordings, or live feeds must be made in advance, at Exhibitor’s expense. Conference sessions may not be photographed or
audio/video recorded without written consent of show management. Permission to record conference sessions must be submitted 60 days in advance of the meeting.

Security
EDUCAUSE contracts with a security company to provide general perimeter exhibit area surveillance, and the security vendor is authorized to enter Exhibitor’s exhibit at any time to perform its duties. Such security is provided solely for the purpose of preventing unauthorized access into the exhibition area, but in no event should be relied on as security for Exhibitor’s property. As such, Exhibitor understands and agrees that EDUCAUSE and the Conference Facility are not liable for the acts or omissions of any security service and its employees that is alleged to be the cause of theft, damage, or other loss to Exhibitor’s property. Exhibitor may purchase additional security services directly from the security vendor, and a form for such use is included in the Freeman Online Service Manual.

Sound Restrictions
Audiovisual and other sound- and attention-getting devices are permitted only if they do not interfere with the activities of neighboring Exhibitors. Public address, sound-producing, or amplifying devices that project sound should be positioned into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of the booth. The Exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentation (See Performance of Music; Intellectual Property). EDUCAUSE reserves the right to determine the point at which sound constitutes interference with other Exhibitors.

Shipping Instructions
Information on shipping methods and rates will be provided to all Exhibitors in the Freeman Online Exhibitor Service Manual. All property shipped shall be at the sole risk and expense of Exhibitor. The official general service contractor will provide storage for incoming freight; delivery to booth; removal, storage, and return of empty crates; and removal and shipment of outbound freight. All charges are based on inbound weights and must be prepaid. The address on all shipments shall include the Exhibitor’s name and booth number(s), as indicated in the Freeman Online Exhibitor Service Manual.

Third-Party Vendors and Agencies
Third parties acting on behalf of, or representing the Exhibitor, must adhere to all EDUCAUSE rules and regulations. Exhibitors are responsible for the actions of their third-party vendors, contractors, and agencies. It is the Exhibitor’s responsibility to make its vendors, contractors, and/or agencies are aware of all guidelines and deadline dates, and to forward service kits, forms, and promotional materials to third parties.

Exhibitor Conduct

Registration, Badges, and Cancellations
Payment for the full amount of the registration fee must be made by the first day of the conference. If you have an outstanding balance you will be required to provide payment on-site. You must wear your conference badge to be admitted to sessions and activities.

Cancellation of your conference registration does not mean cancellation of your hotel reservation. You must cancel each separately. Registrations and hotel reservations cancelled after certain dates are subject to processing or other fees. Please reference the Hotel and Travel page of the event website for exact dates and details.
Code of Conduct
EDUCAUSE seeks to create safe and welcoming environments for all individuals to network, learn, and share. As a community we do not tolerate discrimination, abuse, or harassment of any kind by anyone at our events. Prohibited behaviors include, but are not limited to, harassment or intimidation based on race, religion, language, gender, sexual orientation, gender identity, gender expression, disability, appearance, or other group status; sexual harassment, including unwelcome sexual attention, stalking (physical or virtual), or unsolicited physical contact; and disorderly or disruptive actions in sessions, the exhibit hall, or in other conference venues. EDUCAUSE reserves the right at its sole discretion to expel anyone, without refund, whose conduct is not in keeping with these expectations.

If you feel threatened or at risk of physical harm or are involved in or witness an emergency situation (medical or otherwise), please immediately dial 9-1-1 and ask for help from staff/on-site security.

Event Age Restriction
To ensure an environment appropriate for professional learning, for safety and liability reasons, and to reserve session space for paid attendees, children are not allowed at EDUCAUSE events except for reasonable accommodations for nursing mothers. During all active operating hours of the EDUCAUSE event, no one under 16 years of age will be permitted to attend sessions, visit the exhibit hall (including move-in and move-out times) or enter the conference venue unless (1) that person is a presenter and registered participant, and (2) is accompanied by an adult chaperone. Strollers are not permitted at any time in the exhibit hall or in event sessions. EDUCAUSE reserves the right to request proof of age from anyone at any time and to revoke a badge or deny attendance of any registered participants who are under 16.

Recording, Streaming, and Photography
Common courtesy dictates that attendees must obtain any presenter’s permission to post, record, or stream their session or activity in any medium or social media channel (including, but not limited to, Instagram, Twitter, SnapChat, Periscope, Facebook, and YouTube). Recording/streaming for commercial purposes is allowed only with prior written permission from both EDUCAUSE and the presenter(s). EDUCAUSE reserves the right to ask any participant to move within or to leave a session venue if their use of technology is disruptive to presenters or other participants.

Please Note: By attending the conference, you are agreeing to allow images, audio, and video of you recorded on-site by EDUCAUSE personnel to be used for educational and promotional purposes. Please contact info@educause.edu with questions.

Gratuities and Gifts
Giveaways and drawings are permitted at EDUCAUSE events. Conference attendees are responsible for assuring they are in compliance with their institution’s guidelines for accepting gifts.

Liability
Event attendees voluntarily assume all risk and danger of personal injury and all hazards arising from, or related in any way to, the meeting, whether occurring prior to, during, or after the meeting.

Ancillary Meetings and Activities
Ancillary Meetings are non-EDUCAUSE planned or sponsored group meetings of ten (10) or more people held in conjunction with the EDUCAUSE Annual Conference. Examples of Ancillary Meetings include business meetings for boards or clients; working meetings for committees, focus groups, user groups, or consortia; internal meetings for personnel, organization staff, or teams; or social events to include receptions or dinners.
EDUCAUSE allows Exhibitors and corporate organizations to plan ancillary meetings and events that do not conflict in any way with the hours of the EDUCAUSE conference program. This includes EDUCAUSE conference sessions and special events. Ancillary Meetings are expected to follow the guidance listed in the Americans with Disabilities Act section above.

Exhibitors wishing to hold Ancillary Meetings must submit an Ancillary Meeting request form prior to the EDUCAUSE Annual Conference and pay the required fee. The Ancillary Meeting request form is available in the event Corporate Resource Center. Failure to obtain prior EDUCAUSE approval for an Ancillary Meeting may result in termination of involvement in the Purchased Opportunity.

**Demonstrations**
As a matter of safety and courtesy to others, Exhibitors should conduct sales presentations and product demonstrations in a manner that ensures 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 exhibit to arrange displays, product presentation, audiovisual presentations, and demonstration area to ensure compliance. Demonstration kiosks or equipment must be placed a minimum of 2’ (60 cm) from the aisle line. If exhibiting company is not in compliance, EDUCAUSE will require the Exhibitor personnel to move the demonstration area. Exhibitor should be aware of and adhere to local regulations regarding fire/safety and environment.

**Good Neighbor Policy**
Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger, or interfere with the rights of others at the show. Activities may not disturb neighboring booths. **Booth presentations and other sound may not resound in neighboring booths.** As stated in the EDUCAUSE Purchased Opportunity Terms and Conditions, proper conduct for in-person events includes, but is not limited to, Exhibitor personnel staying within the confines of the designated space, not occupying another Exhibitor’s space, not distributing materials outside a designated area, or presenting appropriate content. Failure to follow the EDUCAUSE Purchased Opportunity Terms and Conditions or these Rules and Regulations may, in the sole discretion of EDUCAUSE, result in closure of the booth or other consequences.

**Promotional Materials and Marketing Activities**
Exhibitor/Sponsor agrees that all promotional materials distributed and/or promotional activities conducted in conjunction with EDUCAUSE 2023 (i.e., immediately prior to, during, or immediately after), including but not limited to flyers, circulars, souvenirs, and electronic communications, are subject to EDUCAUSE’s approval, which EDUCAUSE may grant or deny at any time in its sole discretion. Exhibitor promotional materials distributed and/or promotional activities must adhere to the following rules and restrictions:

- Event Participation Lists, Registration Attendee Lists, or Opted-In Session Attendee Lists (“Participant Lists”) consist of those who opt-in during their registration process to share their information with other conference attendees. Use of Participant Lists for distribution of promotional materials is strictly prohibited.

- Complimentary Opted-In Attendee Address Lists (“Promotional Lists”) consist of attendees who opt-in during their registration process to receive a promotional mail piece from corporate participants. Exhibitor/Sponsor may send one (and one only) print mailing, or email, of promotional materials to Promotional Lists. Exhibitor/Sponsor must formally request Promotional Lists for this mailing and must submit materials for review before sending. It is the Exhibitor’s/Sponsor’s responsibility to produce and mail the materials.
• Use of other EDUCAUSE data such as EDUCAUSE Connect user information or the general EDUCAUSE membership directory for distribution of promotional materials, harvesting contacts, populating lead or prospect databases, or soliciting of any kind by electronic means is strictly prohibited.

• Exhibitor/Sponsor may distribute promotional materials to lists of current or prospective clients independently developed prior to EDUCAUSE 2023, lists of current or prospective clients created during EDUCAUSE 2023 (e.g., using contact information voluntarily provided by attendees), or once to Promotional Lists. All other distribution of promotional materials or promotional activities conducted via telephone or electronic distribution is strictly prohibited.

Exhibitor promotional materials distributed and/or promotional activities conducted during EDUCAUSE 2023 must also adhere to the following rules and restrictions:

• All materials must be distributed within the limits of assigned booth space.

• All marketing activities during the exhibition, including but not limited to live demonstrations and the use of costumed representatives, are subject to approval by EDUCAUSE and must be confined to the limits of assigned booth space.

• Door drops at conference hotels must be approved by EDUCAUSE.

• Unless express permission has been granted by EDUCAUSE, no other electronic distribution of promotional materials, large-scale print or digital advertising within 10 miles of the convention center, or messaging from or on behalf of the Exhibitor/Sponsor shall be permitted at any time.

Sales
EDUCAUSE 2023 is a forum for the exchange of information on all aspects of managing information technology in higher education. Company participation is intended to support this objective. As a result, Exhibitor is responsible for following all state regulations and tax laws for any orders, products sold for private profit, or other engagement in commercial activity during its on-site participation in EDUCAUSE 2023.

Smoking and Vaping
Smoking and vaping are prohibited at all EDUCAUSE functions, at all times, including in the exhibit hall from start of installation through end of the dismantling process.

Violations
By applying for exhibit space, each Exhibitor agrees to comply with all rules and regulations set forth by EDUCAUSE. EDUCAUSE reserves the right, in its sole discretion, to impose any penalties deemed appropriate to any Exhibitor found in violation of these Rules and Regulations or the EDUCAUSE Purchased Opportunity Terms and Conditions. Penalties include but are not limited to reduction or loss of booth selection priority for future events, expulsion from all current and future events, and further restrictions to purchasing other EDUCAUSE opportunities. EDUCAUSE reserves the right to restrict and/or dismiss any exhibit it deems undesirable.

Exhibit Space

2024 Exhibit Space Reservation
Initial assignment of booth space for EDUCAUSE 2024 in San Antonio, TX, will take place immediately after EDUCAUSE 2023 through our online booking tool. Booth selection appointments will be scheduled based on EDUCAUSE’s priority point system, and those appointment times will be communicated in advance of the
assigned online space selection time in September 2023 to allow Exhibitors to plan for their appointment time accordingly.

Booth Assignment
Corporate participation, including exhibit booth assignments, is based on a priority system. Priority is based on a cumulative dollar amount spent with EDUCAUSE. EDUCAUSE corporate members’ participation is tracked to recognize sustained support of EDUCAUSE through membership, conference participation, and sponsorships. Membership dues must be up-to-date in order to receive space in priority order. Because EDUCAUSE corporate members support EDUCAUSE through their membership dues, they are provided first choice of conference participation activities and exclusive sponsorship opportunities for certain events. In addition, corporate members receive a significant discount on fees for the EDUCAUSE Annual Conference. EDUCAUSE reserves the absolute right to decline participation or to assign or change any booth assignment for any Exhibitor who has failed to comply with these Rules and Regulations in previous EDUCAUSE exhibitions.

EDUCAUSE shall have full power in the interpretation and enforcement of all Rules and Regulations, and shall have the authority to make such further Rules and Regulations, orally or in writing, as EDUCAUSE considers necessary for the proper conduct of EDUCAUSE 2023, and such decision shall be binding on Exhibitor.

*These Rules and Regulations are subject to change. Please refer to the EDUCAUSE Corporate Resource Center, posted at [https://events.educause.edu/annual-conference/2023/corporate-participation/corporate-resource-center](https://events.educause.edu/annual-conference/2023/corporate-participation/corporate-resource-center), to ensure you have the most current version.*