

EDUCAUSE 2016 Rules and Regulations

These Rules and Regulations apply to and are made part of the EDUCAUSE Terms and Conditions (“Contract”) entered into by EDUCAUSE and the Exhibitor named therein (“Exhibitor”) with respect to EDUCAUSE 2016 to be held in Anaheim, CA, October 25-28, at the Anaheim Convention Center, (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 Exhibitor Service Kit 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 303-544-5670, 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 Exhibitor Service Kit, posted at <https://events.educause.edu/annual-conference/exhibitors>, to ensure you have the most current version.

Exhibitor Service Kit

Within this document you will find multiple references to the Exhibitor Service Kit: <https://events.educause.edu/annual-conference/exhibitors/exhibitor-kit>.

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, and labor. The Exhibitor Service Kit will be provided before the Exhibition with complete details and deadline dates for all Exhibitor-related services.

Exhibition Location, Dates, and Times

EDUCAUSE 2016 will be located at the Anaheim Convention Center. While EDUCAUSE will use reasonable efforts to maintain the location, dates, times, and floor plans of EDUCAUSE 2016, 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

- Sunday, October 23: 8:00 a.m.–5:00 p.m.
- Monday, October 24: 8:00 a.m.–5:00 p.m.
- Tuesday, October 25: 7:00 a.m.–5:00 p.m.

Show Hours

- Wednesday, October 26: 9:30 a.m.–6:30 p.m.
- Thursday, October 27: 10:00 a.m.–4:30 p.m.

Teardown

- Thursday, October 27: 4:30 p.m.–8:00 p.m.
- Friday, October 28: 8:00 a.m.–2:00 p.m.

Installation of Exhibits

Any exhibit material not uncrated by 2:00 p.m. on Tuesday, October 25, 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 Tuesday, October 25. *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 aisle carpet has been installed and 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 4:30 p.m. on Thursday, October 27 and must be removed from the area by 2:00 p.m. on Friday, October 28. Any exhibit material that is not dismantled and prepared for removal by this time will be removed at the Exhibitor's expense and liability. The Exhibitor must surrender exhibit space at EDUCAUSE in the same condition as it was at the commencement of the occupation, ordinary wear accepted.

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 Tuesday, October 25, and complete construction of their booth displays by 2:00 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 Tuesday, October 25, in order to prepare for opening on Wednesday, October 26.

Exhibitor Badges and Registration Inclusions

Each exhibiting company has access to five complimentary exhibitor badges per 10' × 10' space, *if registered in advance by October 23*. Additional exhibitor badges over the allotted amount can be purchased in advance or on-site for \$60.00 each. After October 23, booth personnel not registered must register on-site; *on-site registrations are \$60.00 each*. Exhibitor registration includes entrance and refreshment breaks in the exhibit hall.

- **Note: Exhibitor registration does *not include* lunch, sessions, and other functions.** Any exhibit personnel who wish to attend any portion of the EDUCAUSE 2016 conference are required to pay the appropriate conference registration fee. All representatives of Exhibitor must be registered with EDUCAUSE and wear Exhibitor badges at all times during the exhibition.
- Special passes will be available at no charge for setup and teardown personnel; these passes are not valid during show hours.
- Individuals under the age of 18 are *not permitted* in the exhibit hall show floor area.

Exhibitor Attendance during Nonshow Hours

Exhibitor representatives will be permitted to enter the exhibition 90 minutes prior to the scheduled opening time for each show day. Exhibitors requiring additional time must make arrangements for earlier admittance at the Exhibitor desk on the previous day.

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 2:00 p.m. on Friday, October 28, 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 wall and 3'-high side pipe and drape, carpeted aisles in the exhibit hall, and 7" x 44" company ID sign (unless otherwise noted in floor plan). **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 the EDUCAUSE 2016 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 for island booths is 20'.
- Maximum height for hanging signs is 22' at the top of the sign (island booths only).
- The use of helium balloons and/or lighter-than-air objects is prohibited.
- All booths must be carpeted or have floor covering. Exhibitor is responsible for carpeting the booth. Order forms are included in the Exhibitor Service Kit. Thick carpet that poses a falling or tripping hazard should be avoided.
- Storage behind back drape, pop-up structures, and under draped tables is prohibited. Storing a limited supply of literature or product appropriately within the booth area is okay if items do not impede access to utility services, create a safety problem, or look unsightly. All cords and electrical boxes need to be hidden.
- 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.
- 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 assigned booth space.

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

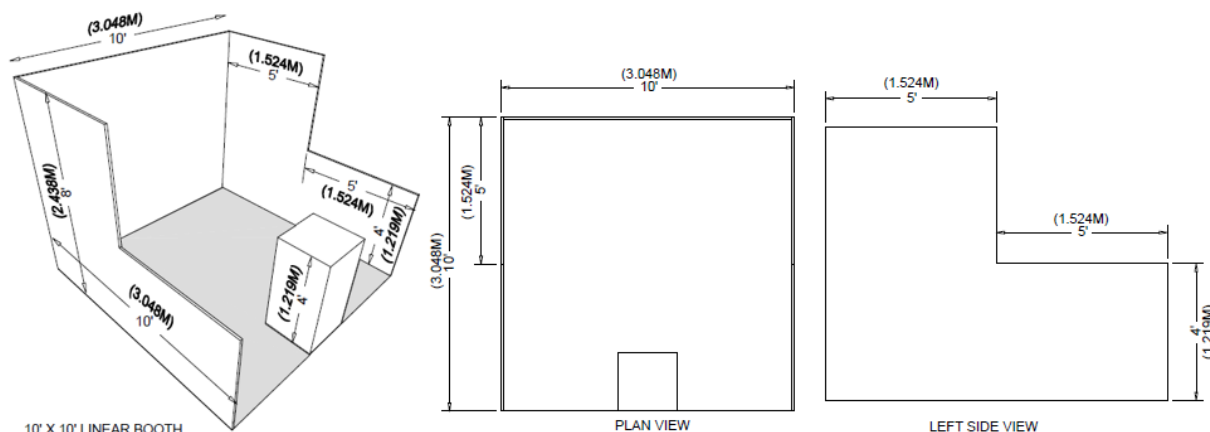
Definition: Inline Booths are generally arranged in a straight line; they have at least one adjacent neighbor on either side of the booth, leaving only one side exposed to an aisle. Booths are most commonly 10' wide and 10' deep.

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 Inlines apply for Corner Booths.

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

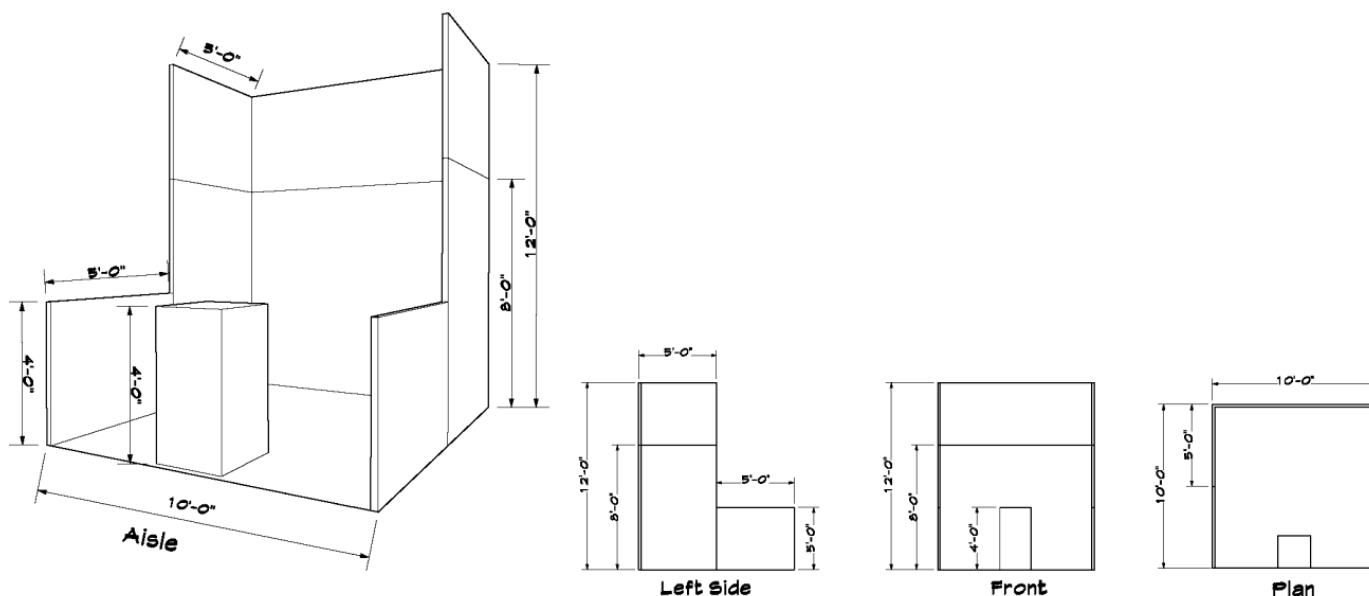


Perimeter Inline Booth

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.

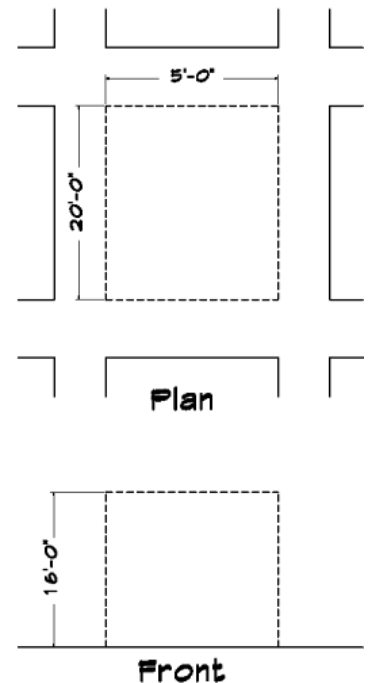
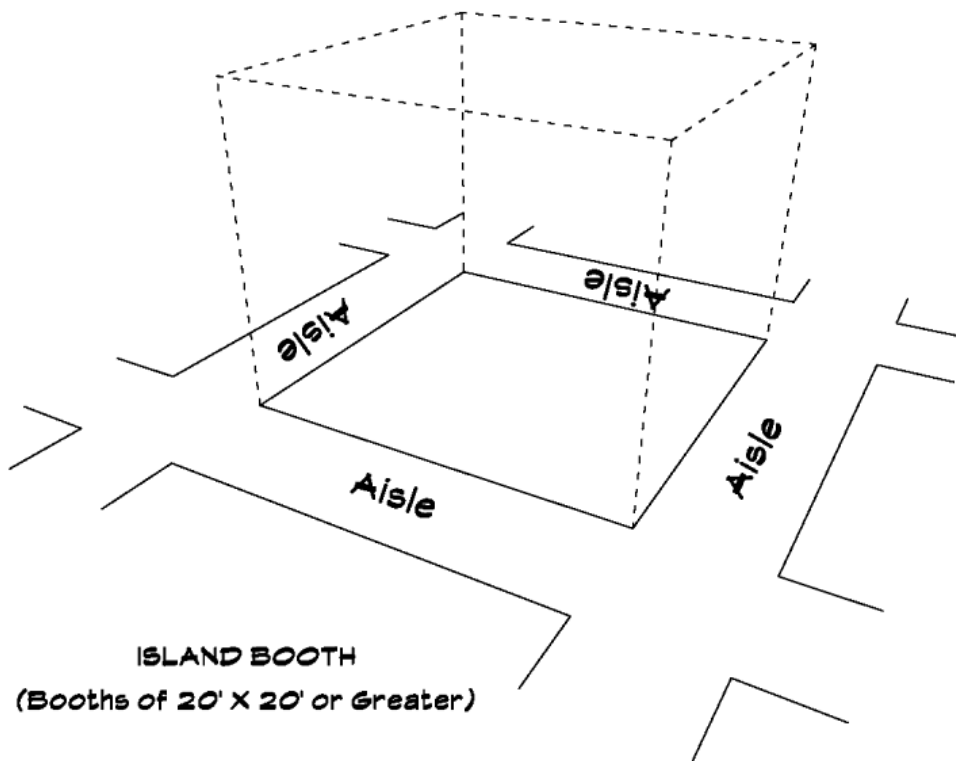
An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

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.

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 Anaheim 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 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 2016 will be in compliance with the Americans with Disabilities Act 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 disabled person(s) affiliated with Exhibitor who may be attending EDUCAUSE 2016 and specify the special needs of such person(s) should they exist. Such notice shall be given as soon as Exhibitor learns such person(s) will be attending EDUCAUSE 2016.

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 dismantling, 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 30 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 section 5 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. 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 section 5 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 dates, 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 insureds. A certificate evidencing such policy, its coverage, and indicating the additional insureds as required herein may be requested by EDUCAUSE. Failure to provide such a certificate constitutes grounds for EDUCAUSE to cancel the 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 Service Kit. Please review the Safety Policies of the City of Anaheim and the Anaheim Convention Center. The following does not encompass all of the Anaheim fire codes; however, it does provide basic rules governing exhibits during EDUCAUSE 2016:

Booth Requirements

All exhibit booths shall be constructed with non-combustible or limited-combustible materials. Wood booths must be ¾ inch thick or greater. Covered ceiling structures or enclosed rooms, including tents or canopies shall have one smoke detector placed on the ceiling for every 900 square feet. Electrical appliances and cords must be U.L. approved. All temporary electrical wiring will stay accessible and be free from debris and storage materials. Hardback booths must be at least 9 inches from rear booth boundary line.

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 1-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.

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. A copy of the California State Fire Marshal flame proof certificate must be provided to the Anaheim Fire Department. If a California State Fire Marshal flame proof certificate is not provided, a sample of the material or product must be submitted to the Anaheim Fire Department for fire testing. 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. Furniture in sprinkler areas shall meet TB 117 requirements. Furniture in unsprinklered areas shall meet TB 133 requirements.

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

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

No food or beverage (including alcohol) is allowed in exhibit booths for the duration of the event. Abundant food and beverage for breaks, lunch, dessert, and the Wednesday reception is provided in the exhibit hall by EDUCAUSE. Food and beverage functions in the exhibit hall are available for sponsorship.

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 fees 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 Marshall Robinson & Associates, Inc.(MRA) to provide general perimeter exhibit area surveillance, and MRA 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 MRA, and a form for such use is included in the Exhibitor Service Kit.

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 at what point sound constitutes interference with other Exhibitors.

Shipping Instructions

Information on shipping methods and rates will be provided to all exhibitors in the Exhibitor Service Kit. 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).

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 aware of all guidelines and deadline dates, and to forward service kits, forms, and promotional materials to third parties.

Exhibitor Conduct

Any aggressive or threatening behavior, whether verbal or physical, directed toward attendees, fellow Exhibitors, or any event staff is strictly prohibited. EDUCAUSE reserves the right to expel or refuse admittance to any Exhibitor or booth personnel whose conduct is, at EDUCAUSE's sole discretion, not in keeping with the character and/or spirit of EDUCAUSE 2016.

Ancillary Meetings and Activities

EDUCAUSE allows exhibitors, sponsors, and corporate partners 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. For more information, please contact corp@educause.edu.

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**. Penalties apply.

Promotional Materials and Marketing Activities

Exhibitor/Sponsor agrees that the use and distribution of promotional materials at or immediately prior to and during EDUCAUSE 2016, including but not limited to flyers, circulars, and souvenirs, are subject to approval by EDUCAUSE, and these materials must be distributed within the limits of assigned booth space. Prior to EDUCAUSE 2016, Exhibitor/Sponsor may send one (and one only) print mailing of promotional materials to registered attendees. Exhibitor/Sponsor must formally request the list of attendee mailing addresses 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. Except for contacts of Exhibitor's/Sponsor's prospective or current clients independently developed before EDUCAUSE 2016 or during the conference, e.g. using contact information voluntarily provided by the attendee, **no e-mail, telephone, or other electronic distribution is allowed at any time**. *Use of the online conference registration list or the general EDUCAUSE membership directory for harvesting contacts, populating prospect databases, and/or soliciting by any electronic means is strictly prohibited*. Furthermore, Exhibitor/Sponsor agrees that 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 and are limited to EDUCAUSE Platinum Partners.

Sales

EDUCAUSE 2016 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. Any activity that might lead to profit or political advantage for any single organization is discouraged. Because of this ruling by the IRS regarding trade show income for associations, companies participating in EDUCAUSE 2016 must not take orders for products or services during EDUCAUSE 2016 conference activities.

Smoking

Smoking is prohibited at all EDUCAUSE 2016 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. Any violations in this document may result in the following penalties:

- 1st Violation: Verbal or written warning
- 2nd Violation: Loss of 10% of this year's points
- 3rd Violation: Loss of 25% of accrued priority dollars
- 4th Violation: Loss of 50% of accrued priority dollars

A more severe penalty, including refusal of the exhibit, may be levied at the discretion of EDUCAUSE without following the above sequence. EDUCAUSE reserves the right to restrict and/or dismiss any exhibit it deems undesirable.

Exhibit Space

2017 Exhibit Space Reservation

Initial assignment of booth space for EDUCAUSE 2017 in Philadelphia, PA, will take place on-site during EDUCAUSE 2016 in Anaheim, CA. Booth selection appointments will be scheduled based on EDUCAUSE's priority point system, and those appointment times will be communicated in advance of EDUCAUSE 2016 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 2016, and such decision shall be binding on Exhibitor.

These Rules and Regulations are subject to change. Please refer to the EDUCAUSE Exhibitor Service Kit, posted at <http://events.educause.edu/annual-conference/exhibitors>, to ensure you have the most current version.