

NORTH AMERICA  
**SMART  
ENERGY**  
WEEK

**September 23-26, 2019**

Salt Palace Convention Center  
Salt Lake City, UT

**#NASEW19**

# EXHIBITOR MANUAL

FEATURING:



POWERED BY



# NORTH AMERICA SMART ENERGY WEEK



Dear 2019 Exhibitor,

Welcome to North America Smart Energy Week, Monday, September 23 – Thursday, September 26, 2019, at the Salt Palace Convention Palace. It's going to be a big year for solar and storage and we are pleased that you are joining us!

This manual serves as your exhibitor kit for the show. You may access this information in this document and online through both the 'Exhibitor Service Kit' link located in the [Exhibitor Dashboard](#) and directly from the [Exhibitor Resources](#) page at any time. This manual was designed to help you effectively plan and prepare for the North America Smart Energy Week. Please review it carefully and completely.

We would like to emphasize that taking the time to plan and prepare for North America Smart Energy Week 2019 early will save you both time and money. As you read through this manual, please pay close attention to the pages that include [important checklists](#), [show information](#) and [deadlines](#) as well as the [targeted move-in and move-out floor plans](#). You may want to print these pages out and use them as a guide for ordering your rental items, planning for marketing opportunities, and packing for the show.

At Solar Power Events, our main goal is to provide our exhibitors with the tools they need to have a successful show. If we can assist you in any way, please let us know by emailing [exhibitorservices@sets.solar](mailto:exhibitorservices@sets.solar). For specific questions regarding the exhibit hall, freight docks, and freight doors, please contact our General Services Contractor, GES, at (800) 801-7468.

We look forward to working with you, now, and for many years to come!

At Your Service,

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## CONTACT INFORMATION

**GES:** (800) 801-7648  
International: (702) 515-5970  
Monday - Friday 6:00 am - 5:00 pm pacific

Show Management: [exhibitorservices@sets.solar](mailto:exhibitorservices@sets.solar)

## EVENT INFORMATION

### Event Location

Salt Palace Convention Center  
100 S W Temple  
Salt Lake City, UT 84101

**Exhibitor Service Desk Location:** Hall 5

\*Specific questions regarding the exhibit hall, freight docks, and freight doors should be directed to GES at (800) 801-7648.

### Exhibit Hall Hours

**Exhibit staff may enter the hall at 7:00 am each morning to set up their booth, but only those who are wearing an Exhibitor Booth Personnel or Exhibitor Full Conference badge will be permitted early access to the hall.** All other attendee types will not be permitted to enter the hall until it officially opens. Show management approval is required to access the exhibit hall outside the below hall hours and before 7:00 am. **All exhibits must be staffed during the following times.**

- Tuesday, September 24, 10:00 am – 6:00 pm (exhibitor-only access starts at 7:00 am)
- Wednesday, September 25, 9:00 am – 6:00 pm (exhibitor-only access starts at 7:00 am)
- Thursday, September 26, 9:00 am – 2:00 pm (exhibitor-only access starts at 7:00 am)

For your planning purposes, the Opening General Session, followed by the Welcome Networking Event, will start at 5:00 pm on Monday, September 23; however, the Exhibit Hall will not open Tuesday, September 24. General Session is open to all attendees. The Welcome Networking Event is included in Full Conference registration or you may purchase tickets.

### After-hours Parties and In-booth Hospitality Events

Exhibitors are welcome to host receptions in their booths on Wednesday, September 25 from 6:00 pm – 8:00 pm only. If you would like to host an After-hours Party, you must notify SPI show management in advance. Please fill out the [After-hours Party Form](#). Power is turned off for all exhibitors at 6:00 pm. Exhibitors that are hosting after-hours parties can [extend their power](#), at their expense, through GES.

## LOGISTICS

### Move-in

SPI is a targeted show, which means that **you are assigned a specific day and time for move-in and move-out**. For your assigned target times, please refer to the [Target Move-in and Move-out Maps](#). You may be charged a fine if you move in outside your target window, so please double-check this information. Any exhibitor requiring entry to the exhibit hall outside the scheduled 8:00 am – 5:00 pm hours must obtain written permission from show management the day prior. Due to labor rules, additional labor charges may apply.

**Inbound carriers must check in at the Marshalling Yard by 2:00 pm on the day of their targeted move-in** to be guaranteed same day unloading. Loading docks become busy and cannot always accommodate late afternoon arrivals due to heavy congestion.

All exhibits must be set and all empty crates **must be removed by 5:00 pm on Monday, September 23**. After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Exhibitors may lose their right to exhibit if they do not adhere to this schedule.

**Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel are permitted in the Exhibit Hall during move-in and move-out.** No one under the age of 18 is permitted on the show floor at any point during the show. All of the above persons **must wear a wristband** at all times during move-in and move-out, which they will receive from security. All exhibitor appointed contractors (EACs) must be submitted to General Service Contractor via the [Notice of Intent to Hire an EAC Form](#) by Friday, August 16.

## Request for Target Change

**All move-in change requests must be submitted to the general service contractor, GES,** via the [Target Variance Request Form](#) in the [GES Service Kit](#). Submission does not guarantee a target move-in change, as there are many considerations, such as proximity to freight doors, size of booth, and booth location. This is an application, and it must be approved by GES via the Target Variance Request Form. You must be able to provide a copy of your approval onsite, if asked. Permission granted by a GES Customer Service representative will not be accepted, as all requests must go through the [Target Variance Request Form](#) and approved by the appropriate persons on our SPI's account team. In order to be considered, the form must be submitted by **Tuesday, September 3, 2019**, as indicated in the [GES Service Kit](#).

## Move-out

This year, there is a tight turnaround for move-out. **All exhibits must be moved out by their [assigned target move-out times](#), no exceptions.** In order to accommodate the short move-out schedule, the show will close on Thursday, September 26 at 2:00 pm.

**Exhibitors may not dismantle any portion of their booth before 2:00 pm on Thursday, September 26. All boxes/cartons are to remain out of sight until the Exhibit Hall is closed.** Exhibitors may lose their right to exhibit at SPI in the future if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until the close of the show.

Please refer to the [Target Move-out Map](#) for your required move-out deadline. **Outbound carriers must check in at the Marshalling Yard by their outbound target day and time.** Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. **Due to the tight turnaround, we will not be able to wait for carriers to show up if they do not arrive on time to meet your targeted move out deadline.** If your carrier is not on time, GES will force your freight either to the GES Warehouse or via GES Logistics shipping, at the exhibitor's expense. Exhibitors will be required to select one of the aforementioned options on their Outbound Bills of Lading (OBOL) and must turn in their OBOL to the GES Service Desk onsite. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the GES Warehouse or via GES Logistics shipping at the exhibitor's expense. In order to save time,

you can [prepare your OBOL in advance](#).

**Empty crates and containers will be delivered starting approximately 90 minutes after the hall closes**, after aisle carpet has been removed. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. **You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.**

## Electric and House Lights Schedule

During show days (Tuesday - Thursday), house lights and power will be turned on 60 minutes prior to hall open and will be turned off at hall close. During move-in, full house lights will be turned on at 10:00 am on Monday, September 24, so exhibitors can focus their booth lighting. Exhibitors can [order 24-hour power from GES](#). If you are hosting an [after-hours party](#) on Wednesday, we recommend you extend your power service.

## Shipping/Freight

**We encourage you to read Appendix E: Shipping and Move-in 101** for more information. Below is a highlight of the details for 2019.

**For inbound shipments**, be sure that your onsite staff have copies of all Bill of Lading (BOL) and/or tracking information. It is very difficult to trace a shipment without proper references. When filling out your shipping labels, please remember to list your booth number to avoid any miss-delivered freight.

SPI encourages exhibitors to use GES - the preferred show carrier. GES offers a **10% discount on material handling/drayage fees** for exhibitors that utilize their shipping services.

**We highly recommend you send your shipment and if nothing else, your carpet, advance-to-warehouse.** GES will deliver your shipment and/or your carpet to your booth by 8:00 am on the morning of your target move-in date. If you do ship anything direct-to-show, this allows for your carpet to be installed while those shipments are being unloaded. More information about shipping can be found [here](#).

Exhibitors must turn in their OBOL to the GES Service Desk onsite before your carrier will be allowed access to the loading docks. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the GES Warehouse or via GES Logistics shipping at the exhibitor's expense. In order to save time, you can [prepare your OBOL in advance](#).

## Registration

**Location:** Salt Palace East Registration

**Convention Data Services (CDS)** is our official registration provider. Even though you booked your booth, you still need to register the individuals who will be attending the event. Once you log into the registration system, you will see the number of complimentary passes allotted based on your booth size. Once you use all of your complimentary passes, all other staff working or attending the event must purchase a pass at the regular rate. **Prices increase after June 19, 2019.**

If you have questions, contact Convention Data Services via email at [SPI@xpressreg.net](mailto:SPI@xpressreg.net) or by phone (Toll Free) 800-748-4736 (International) 508-743-8522, Monday – Friday, 6:00 am – 2:00 pm pacific.

## Housing and Transportation

Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Monday, September 2, 2019 at 11:59 pm MST**, or when the block sells out, whichever comes first.

**Orchid Event Solutions** is our official housing provider. Booking within the housing block will provide the best rates at conference hotels. We encourage you to book early to secure your preferred hotel. Please be advised that Orchid Event Solutions is the **ONLY** housing company authorized to use the Solar Power International name and/or logo and it is the only company allowed to represent itself as a Solar Power International housing partner.

**Note about Housing Poachers:** Companies other than Orchid Event Solutions may solicit you and imply or indicate an affiliation with SPI, claiming to have hotel rooms available at supposedly significant discounts, some even at the same hotels in our official block. This is untrue, as SPI-designated hotels have guaranteed that SPI rates are the lowest rates being offered over our meeting dates. Unfortunately, in the past some exhibitors and attendees have fallen prey to these companies and have either lost significant deposits or have not received the hotel rooms they originally booked. Only Orchid Event Solutions can guarantee the best rates for housing at SPI, and safe transactions. All companies, other than Orchid, are **NOT** affiliated with SPI in any way and therefore you put yourself at financial risk if you provide them your credit card information. They often have hidden costs, charge your credit card in full at the time of reservation, and may not provide the hotel reservations promised. Reservations made through any agency other than Orchid Event Solutions will be at your own risk.

Contact Orchid Customer Service via email at [help@orchideventsolutions.com](mailto:help@orchideventsolutions.com) or by phone (Toll Free) 888-665-1373 (International) 801-505-5262, Monday – Friday, 6:00 am – 5:00 pm pacific.

## SHOW REQUIREMENTS

### Mandatory Forms

Below is a list of **MANDATORY** forms that every exhibitor must submit. **The deadline to submit forms is Friday, August 16, 2019 unless otherwise noted. Please review the full list of deadlines in Appendix C.**

- [Onsite Contact Information Form](#) (required for all)
- [Exhibitor Liability Insurance Form](#) (required for all)
- [Booth Diagram and Hanging Sign Form](#) (required if 400+ sq. ft.)
- [After-hours Party Form](#) (required if planning to host an after-hours party on Wednesday)
- [GES Freight Service Questionnaire](#) (required for all; Due Date: Tuesday, September 3, 2019)



- [GES Credit Card Form](#) (required if ordering anything from GES; Due Date: At time services ordered)
- [Notice of Intent to Hire an EAC](#) (required if using anyone other than GES labor)
- [GES Electrical Layout Form](#) (required if ordering electrical)  
*\*It is mandatory that all exhibitors with electrical submit a FINAL, accurate electrical layout prior to arriving at show site. GES is the exclusive electrical provider for this show.*

## Exhibitor Floor Plan and Search Tool

**MapYourShow** is the official provider for the event floor plan and exhibitor search tool. Please [log in](#) and **update your company profile**, as this information is already public to attendees and will be included in the mobile app and the printed guide.

If you have questions, contact Map Your Show via email at [help@mapyourshow.com](mailto:help@mapyourshow.com) or by phone (Toll Free) 888-527-8823 (International) 513-527-8823, Monday – Friday, 6:00 am - 1:30 pm pacific.

## Liability Insurance

**SPI requires ALL EXHIBITORS to carry commercial general liability insurance and to [submit a copy to show management](#). Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance.**

Please see the **Exhibitor Liability Insurance Requirements and Sample (Appendix D)** for details and to ensure you submit the correct information the first time.

Solar Power International, SMG, Salt Lake County, Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Solar Energy Trade Shows (SETS), the General Service Contractor (GES), and their agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, the aforementioned parties will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor, and the exhibitor shall indemnify and hold harmless the aforementioned parties from all liability which might ensue from any cause whatsoever. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due. The exhibitor understands that none of the organizations or sponsors maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

Additional insurance and/or fire marshal approval may be necessary for certain booth sizes or equipment. For details, please refer to the **Exhibitor Rules and Regulations (Appendix G)** and the [Fire Regulations](#).

## Carpet and Drape

**Professional floor covering in your booth is MANDATORY but not included with your booth purchase.** If you are not providing your own floor covering, you must rent it from GES. Linear Booths are equipped with complimentary 8 ft. (2.44m) high blue back-drape and 3 ft. (1.22m) high gold side-drape.



You may order, at your own expense, carpet or a different color of drape via the [GES Service Kit](#).

## Labor and Union Regulations

Each city has different union regulations and labor laws. For details, please refer to the [Show Site Work Rules](#) or contact GES at (800) 801-7648.

## Security

Security guards will be stationed at the exhibit hall entrances and selected docks, during non-show hours, beginning with move-in. All reasonable precautions will be taken to protect your equipment and displays during installation, show hours, and dismantling. Show management, the General Service Contractor, and the exhibit facility management are not responsible for the safety of property from theft, damage by fire, accident, or other causes. All property of the exhibitor is understood to be under exhibitor control in transit to, from, and/or within the exhibit hall. Exhibitors are responsible for their own property and should lock or remove any equipment after-hours. If you wish to arrange for dedicated security within your booth, the form can be found under the **Vendor Order Forms** tab in the [Exhibitor Service Kit](#).

## VENDORS AND ORDER FORMS

**General Service Contractor:** GES (*Discount Deadline: September 3 at 5:00 pm PT*), [Order >>](#)

- Material handling / Drayage (exclusive provider) *\*Save 10% if you ship roundtrip through GES Logistics*
- Audio/Visual
- Carpet (mandatory)
- Shipping
- Electrical
- Booth setup
- Booth furnishings
- Custom booth design
- Signage
- Rigging
- Cleaning

**Air, Water, and Gas:** Salt Palace Convention Center, [Order Form](#)

**Business Center Services:** Salt Palace Convention Center, [Order Form](#)

**Catering:** Utah Food Services, [Menu](#) and [Order Form](#)

**Exhibitor Liability Insurance:** Showguard, [Order >>](#)

**Freight Forwarder:** Kuehne + Nagel, [Order >>](#)

**Internet and Telecommunications:** Salt Palace Convention Center, [Internet Services Available](#) and [Order Form](#)

**Lead Retrieval:** XPress Leads, [Order >>](#)

**Photography:** Convention Photo by Joe Orlando, Inc., *Coming soon - see Exhibitor Kit for updates*

**Plant & Floral:** *Coming soon - see Exhibitor Kit for updates*

**Security:** [Order >>](#)

**Special Transportation Services:** CMAC, [Order >>](#)

**Temporary Staff:** The CALPRO Group, Book by August 26 to receive discounted rate [Order >>](#)

## APPENDIX A – SHOW AT A GLANCE

# NORTH AMERICA SMART ENERGY WEEK



**WHEN:** September 23 – 26, 2019

### SHOW AT A GLANCE

**WHERE:** Salt Palace Convention Center  
100 S W Temple  
Salt Lake City, UT 84101

**GENERAL CONTRACTOR:** GES  
7000 S Lindell  
Road Las Vegas,  
NV 89118  
Phone: 1 (800) 801-7648

**HOUSING:** The official Solar Power International (SPI) and Energy Storage International (ESI) hotels are listed on the [SPI website](#). The deadline to make a reservation is Monday, September 2 at 11:59 9m MST.

**NOTE: Orchid Event Solutions is the only verified housing vendor for SPI 2019**

**BOOTH DIAGRAM SUBMISSION**  
(Any booths over 400 sq. ft.) Friday, August 16, 2019

**CERTIFICATE OF INSURANCE DUE:** Friday, August 16, 2019

**ADVANCE SHIPMENT DATES:** Begins Tuesday, August 20, 2019 at 8:00 am, and must be received at the warehouse by Wednesday, September 18, 2019 by 4:00 pm.

**SHOW SITE SHIPMENT DATES:** Freight will be accepted at show site beginning Saturday, September 21, 2019.

**TARGET VARIANCE DATE:** Tuesday, September 3, 2019

**EXHIBITOR MOVE-IN:**

Saturday, September 21, 2019	8:00 am – 6:00 pm
Sunday, September 22, 2019	8:00 am – 6:00 pm
Monday, September 23, 2019	8:00 am – 6:00 pm

**NOTE: Please reference Targeted Move-in Floor Plan for your specific date & time. Carriers MUST be checked in by 2:00 PM to be guaranteed same day unloading.**

**EXPO HOURS:**

Tuesday, September 24, 2019	10:00 am – 6:00 pm
Wednesday, September 25, 2019	9:00 am – 6:00 pm
Thursday, September 26, 2019	9:00 am – 2:00 pm

**NOTE: Please reference Targeted Move-out Floor Plan for your specific date & time. Carriers MUST be checked in by 2:00 PM. All exhibitor materials must be removed by 8:00 PM.**

**EXHIBITOR MOVE-OUT:**

Thursday, September 26, 2019

2:00 pm – 10:00 pm

Friday, September 27, 2019

7:00 am – 4:00 pm

**NOTE: Please reference Targeted Floorplan for your specific dates & times. Carriers MUST be checked in by 8:00 PM. All exhibitor materials must be removed by 11:55 PM.**

**SHOW COLORS:**

Aisle carpet will be blue jay; booth drape will be blue.

## APPENDIX B– EXHIBITOR CHECKLIST

- Immediately – Log in and update your exhibitor profile.** This information is public-facing via the Exhibitor Search tool and Floorplan on the event website. Your company name and description, as you enter it, will be used in the mobile app and in the printed guide. Please pay special attention to grammar, spelling, punctuation, etc. [Update profile.](#)
- Immediately – Review the Booth Rules and Regulations** on page 19 of this document.
- Immediately – Review the Important Move-in/Move-out Dates, Policies, and Deadlines on this [webpage](#).**
- Monthly – Read the Exhibitor Solar Current Newsletter** for important updates and reminders. Add [exhibitorservices@sets.solar](mailto:exhibitorservices@sets.solar), [exhibit@sets.solar](mailto:exhibit@sets.solar), and [service@mapyourshow.com](mailto:service@mapyourshow.com) as safe senders to ensure you receive our emails.
- Register booth staff.** Your complimentary pass allotments are automatically added to the exhibitor registration system based on your booth size. All other staff working the event must purchase a pass at the regular rate. **Prices increase after June 19. [Register.](#)**
- Invite customers.** Customer pass allotments are automatically added to the exhibitor registration system based on your booth size. A customer pass is a complimentary exhibit-hall only pass. You can send customer invitation letters via the [Exhibitor Registration Portal](#). **Customers must register prior to the event and invites cannot be redeemed onsite.**
- Book housing.** Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Monday, September 2 at 11:59 pm MST**, or when the block sells out, whichever comes first. [Book housing.](#)
- Submit mandatory forms.** See page 5 for a complete list of required forms. **The deadline for all forms is Friday, August 16 unless otherwise noted.**
- If you're not using GES labor, submit the [Notice of Intent to Hire an EAC](#) and the required insurance.
- Plan your advance outreach early.** Your best leads will come from those intentionally seeking out your services and products. The [Exhibitor Marketing Toolkit](#) includes various sizes of pre- designed banners, pre-written social media posts, and a customer invitation letter.
- Increase your visibility and **purchase a sponsorship.** [View sponsorship opportunities.](#)
- Buy ad space** in the SPI Insider, Onsite Guide, or Exhibitor Brochure. [View advertising opportunities.](#)
- Host an After-hours Party.** Make sure to let us know in advance. [Submit >>](#)
- Order items for your booth.** See page 7 for a list of vendors.

## APPENDIX C – IMPORTANT DATES & DEADLINES

### Exhibitor Directory Listing (Print Copy)

Friday, July 26

### Registration

- Early Bird Rates begins Friday, March 1
- Standard Rates begins Thursday, June 20
- Cancellation (Full refund minus \$50 fee) ends Monday, May 27
- Cancellation (50% refund) ends Wednesday, July 17
- Cancellation (No refund) begins Thursday, July 18

### Housing

- Cancellation (\$95 penalty + cost of one night) begins Wednesday, September 4
- Cancellation (\$95 penalty) begins Wednesday, May 15
- Cancellation (no penalty) ends Tuesday, May 14
- Reservation Deadline Monday, September 2

### Mandatory Forms Due:

Friday, August 16

- GES Credit Card Form (if ordering from GES; due at time order place)
- GES Freight Service Questionnaire
- After Hours Party Form (if hosing after-hours party on Wednesday)
- Booth Diagram & Hanging Sign Form (if 400+ sq. ft.)
- Exhibitor Liability Insurance Form
- Onsite Contact Information
- Notice of Intent to Hire an EAC

### Discount Deadline for Orders

Tuesday, September 3 at 5:00 pm

## APPENDIX D – EXHIBITOR LIABILITY INSURANCE REQUIREMENTS

### Required Coverage

As an exhibitor, you are required to carry commercial general liability insurance including products and completed operations, contractor's personal injury, and blanket contractual liability insurance at limits of at least \$1,000,000 per occurrence. Coverage should begin from your first move-in day and last through your final move-out day.

Exhibitors must name the following entities as additionally insured: Solar Power International 2019, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), SMG (Salt Palace Convention Center), and Salt Lake County for all aspects of the show dates, **9/21/19 - 9/27/19** (includes installation and dismantle) in Salt Lake City, Utah, at the Salt Palace Convention Center. **See sample certificate of insurance on the next page.**

**Exhibitors must name Solar Power International 2019 as the Certificate Holder.**

Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance. See below for more information.

### What You Need to Send Us

Liability Insurance is **MANDATORY** for all exhibitors. Separate insurance is also required if you hire an Exhibitor Appointed Contractor (EAC).

**Exhibitor Liability Insurance:** All exhibitors must carry liability insurance and submit a copy of their policy to show management via the [Exhibitor Liability Insurance Form](#).

**Exhibitor Appointed Contractor Insurance:** All exhibitors who hire labor other than GES, the official show contractor, must submit a [Notice of Intent to Hire an EAC](#) and a [Certificate of Insurance for EACs](#) via the [Exhibitor Service Kit](#). These forms can be found on the Exhibitor Appointed Contractors (EACs) and Third Parties tab. Exhibitor Appointed Contractors who have not been approved by GES will not be permitted by security to enter the exhibit hall during setup and breakdown times, and you may be required to hire GES labor at your own expense.

### How to Purchase Liability Insurance if You Do Not Already Have It

If you do not have a preferred insurance vendor we have made arrangements with [ShowGuard](#) to make an inexpensive policy available to exhibitors who need it. **If you choose to purchase your policy with [ShowGuard](#) you are still required to submit a copy via the [Exhibitor Liability Insurance Form](#).** This policy has all the coverages you need to meet the obligations in your space contract. Please buy your insurance using the same name you gave us on your exhibit space contract. **Note that this insurance option is included solely as a convenience and is not an endorsement for ShowGuard.**



Client#:

<b>ACORD. CERTIFICATE OF LIABILITY INSURANCE</b>		DATE (MM/DD/YYYY) 04/27/09
<b>PRODUCER</b> Wachovia Insurance Serv-AT, GA 4401 Northside Pkwy, Suite 400 Atlanta, GA 30327-3078 770 850-0050		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.
<b>INSURED</b>  COMPANY NAME ADDRESS CITY, STATE, ZIP		<b>INSURERS AFFORDING COVERAGE</b> INSURER A: Liberty Mutual Fire Insurance Compan 23035 INSURER B: North River Insurance Company 21105 INSURER C: INSURER D: INSURER E:

COVERAGES						
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE. ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO THIS INSURANCE MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	INSRT	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	DATE (MM/DD/YY)	LIMITS
A		<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> BI/PP Ded:25000  GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO. AGT <input type="checkbox"/> LOC	EB265	04/19/09	04/19/10	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$500,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/CP AGG \$2,000,000 Gen Agg Cap \$10,000,000
A		<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	AS265	04/19/09	04/19/10	COMBINED SINGLE LIMIT (Ea accidnt) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - FA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ ACC \$
B		<b>EXCESS/UMBRELLA LIABILITY</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE  DEDUCTIBLE \$ RETENTION \$	55305	04/19/09	04/19/10	EACH OCCURRENCE \$1,000,000 AGGREGATE \$1,000,000 \$ \$
A		<b>WORKERS COMPENSATION AND EMPLOYER'S LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below	WC265 WA265	04/19/09	04/19/10	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000

Minimum \$1,000,000

SAMPLE

**DESCRIPTION OF OPERATIONS/LOCATIONS:**

Solar Power International 2019, Solar Energy Trade Shows (SETS), Solar Energy Industries Association (SEIA), Smart Electric Power Alliance (SEPA), Global Experience Specialists (GES), SMG, and Salt Lake County are named as additional insured under General Liability for all aspects of the Show Dates, 9/21/19 - 9/28/19 (includes installation and dismantle) in Salt Lake City, Utah, at the Salt Palace Convention Center.

**Certificate Holder:**  
 Solar Power International  
 Solar Energy Trade Shows, LLC  
 225 Reinekers Lane, Suite 680  
 Alexandria, VA 22314

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.  
 AUTHORIZED REPRESENTATIVE  
 For WIS by: *Dagon Carney*

## APPENDIX E - SHIPPING AND MOVE-IN 101

We know that shipping can be a confusing part of exhibiting at a trade show, which is why we have outlined some important information and tips below. For full information, visit the [Exhibitor Service Kit](#) and read the information under the **Shipping, Drayage, and Material Handling** tab. If you have any questions, contact the [GES National Service Center](#).

SPI is a targeted show, which means that **you are assigned a specific day and time for move-in and move-out**. For your assigned target times, please refer to the [Target Move-in and Move-out Maps](#). You may be charged a fine if you move in outside your target window, so please double-check this information.

### What is Material Handling / Drayage?

Material handling / drayage is the unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading of your shipment at the close of the show. This service is not included in the cost of your booth space. Avoid unexpected costs at show site and pre-order this service below with GES, the exclusive material handling provider for the show. Shipping and logistics costs are separate and are not included in material handling rates. We recommend you [estimate your material handling costs](#) in advance to avoid any surprises. [Click here](#) for detailed information about material handling.

### Step 1: Complete Your Freight Service Questionnaire

**All exhibitors are required to fill out a [Freight Service Questionnaire](#) by Tuesday, September 3, 2019.** The purpose of this questionnaire is to provide GES with the information necessary to determine labor and equipment needs for exhibitors, which will result in a smooth and efficient move-in for all concerned. If you have any exhibit materials that require a crane or large lift for unloading or loading, **please contact Bob Joneck by Tuesday, September 3, 2019 at (702) 604-4442.**

### Step 2: Select a Shipping Vendor

You have the option to select an outside carrier for your shipping needs. Select a carrier with experience in handling exhibition materials. Make sure to give your carrier explicit information as to where and when to check in. Delivery and pick up times are often out of the range of normal delivery hours. Make sure your carrier is committed to meeting your target dates and times. While making shipping plans to the show, also plan for the return shipment. GES Logistics is also available for your shipping needs. **You receive a 10% discount on drayage, if you use GES to ship your exhibit items. [Get a quote >>](#)**

### Freight Forwarder

Using the services of non-official freight forwarders or customs brokers is permitted. However, there are special service advantages and overall cost savings by using Kuehne + Nagel, the Official forwarder:

Preparing the correct documents can avoid problems and delays in clearing U.S. Customs. Kuehne + Nagel ensures that all documents are completed correctly and filed on time.

Consolidating shipments reduce costs, save time and minimized shipment handling. Kuehne + Nagel provides air

and sea freight consolidations direct to Salt Lake City, Utah.

Shipments to exhibitions are much more likely to be selected for a security examination. Kuehne + Nagel works with exhibitors to establish a shipping schedule to minimize potential security delays, and quickly coordinate any required exams.

It is very difficult to obtain information after hours or on weekends from non-official forwarders if there is a shipping problem or delay. Kuehne + Nagel dedicates multiple staff to handling and monitoring North America Smart Energy Week imports around the clock, and providing timely updates to exhibitors.

For more information about Kuehne + Nagel, please [view the Brochure](#) or contact Robert Rodriguez at 310-258-8149.

### **Step 3: Pick a Shipping Option**

**Advance-to-Warehouse** – This is the recommended option. Your items will arrive at the GES warehouse and will be delivered to the exhibit hall by the GES freight team.

#### ***Advance-to-Warehouse Benefits***

- Storage of materials for up to 30 days prior to your show. Some convention centers and hotels do not have facilities for receiving or storing freight
- Delivery of shipment to your booth by 8:00 am on your targeted move-in day which saves valuable set-up time
- GES can confirm receipt and delivery of your items when you use this option, whereas if you ship with a different vendor, tracking is done solely through that vendor

#### ***Advance-to-Warehouse Logistical Details***

- Advance freight can arrive **on or between Tuesday, August 20 and Wednesday, September 18, 2019**
- Late to warehouse charges if shipment arrives **after Wednesday, September 18, 2019**
- Address: C/O GES  
Solar Power International  
(Your Company Name & Booth Number)  
1701 South 5350 West  
Salt Lake City, UT 84104 USA
- Receiving Hours: Monday – Friday, 8:00 am to 4:30 pm Mountain Standard Time; closed 12:00 - 12:30 pm and holidays. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

#### ***Advance-to-Warehouse Steps***

- Remove all old shipping and empty storage labels
- Print Advance Shipping labels
- Order Material Handling/Drayage
- Remember to confirm receipt of your shipment prior to leaving for the show

- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise
- Certified weight tickets must accompany all shipments
- Take the time to ensure that your display and products are packed neatly and securely
- Do not ship uncrated materials to warehouse

**Direct-to-Show** – Your items will be shipped directly to show site. Note, that when you select this option, your shipment is not guaranteed to be in your booth at the start of your targeted move-in time. Your shipment will arrive to your booth based on when the carrier checks in and it depends on the wait-time at the marshaling yard.

#### **Step 4: Print Shipping Labels**

Shipping labels are available in the service kit for both advance-to-warehouse and direct-to-show. Make sure to clearly note your booth number. [Print shipping labels >>](#)

#### **Step 5: Provide Information to Your Carrier**

**Make sure your carrier has the following information, as they will need to provide it to GES upon check-in:**

- Exhibitor Name / Booth Number / Show name
- Shipper's Bill of Lading (documentation)

**Make sure your carrier has the following information if you are doing a direct-to-show shipment:**

- This show has special handling surcharges. [Learn more](#) about material handling charges.
- This is a targeted show. See below for more details. Note that target dates and times are not appointments.
- Carriers should expect to wait in Marshaling Yard. See below for more details.

**Make sure you have record of the following information for tracking onsite:**

- Tracking numbers or pro-numbers
- Carrier name
- Contact name and number for shipping company
- Piece count and shipping origin

#### **Step 6: Make Sure You Submit Your EAC Information (if applicable)**

**Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel** are permitted in the Exhibit Hall during move-in and move-out. All exhibitor appointed contractors (EACs) must be submitted to General Service Contractor via the [Notice of Intent to Hire an EAC Form](#).

## Step 7: Arrange for Your Outbound Shipment

This year, there is a tight turnaround for move-out. **All exhibits must be moved out by their [assigned target move-out times](#), no exceptions.** In order to accommodate the short move-out schedule, the show will close on Thursday, September 26 at 2:00 pm.

Please refer to the [Target Move-out Map](#) for your required move-out deadline. **Outbound carriers must check in at the Marshalling Yard by their outbound target day and time.** Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. Make sure your carrier checks into the GES Marshalling Yard with the same name that you have listed on your BOL and that they know your booth number, company name, and outbound destination.

**Due to the tight turnaround, we will not be able to wait for carriers to show up, if they do not arrive on time to meet your targeted move out deadline.** If your carrier is not on time, GES will force your freight either to the GES Warehouse or via GES Logistics shipping, at the exhibitor's expense. Exhibitors will be required to select one of the aforementioned options on their Outbound Bills of Lading (OBOL).

Shipping information, outbound forms, and labels will be available at the onsite GES Service Desk. Exhibitors selecting non-official carriers will need to make their own arrangements for pickup. Make sure that someone from your company will be onsite to oversee the outbound shipment of your display and product.

Exhibitors must turn in their OBOL to the GES Service Desk onsite. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the GES Warehouse or via GES Logistics shipping at the exhibitor's expense. In order to save time, you can [prepare your OBOL in advance](#).

Exhibitors planning to dispose of booth properties, furniture, floor coverings, etc. at the end of the show should **PRE-ORDER** this service as it is not automatic. In the event that materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials and charged to the exhibiting company.

## Request for Target Change

**All move-in change requests must be submitted to the general service contractor, GES, via the [Target Variance Request Form](#)** in the GES Service Kit. Submission does not guarantee a target move-in change, as there are many considerations, such as proximity to freight doors, size of booth, and booth location. This is an application, and it must be approved by GES via the Target Variance Request Form. You must be able to provide a copy of your approval onsite if asked. Permission granted by a GES Customer Service representative will not be accepted, as all requests must go through the Target Variance Request Form and approved by the appropriate persons on our SPI's account team. In order to be considered, the form must be submitted by **Tuesday, September 3, 2019**, as indicated in the [GES Service Kit](#).

## Marshalling Yard

In order to ease congestion near the show facility and to better utilize the available dock space at the convention center, SPI will be utilizing a [Marshalling Yard](#). If you are shipping direct-to-show with a freight company, the truck will have to check in at the Marshalling Yard.

Please make sure your freight company knows your [target move-in/out dates and times](#).

- Address: 120S. West North Temple, Salt Lake City, UT 84116
- Yard opens at 8:00 am every day during move-in
- Carriers must check-in by 2:00 pm to guarantee unload for that day

### **The Marshalling Yard process is as follows:**

- All carriers and privately-owned vehicles must check into the [Marshalling Yard](#) prior to delivery.
- All inbound shipments will be weighed at the Marshalling Yard to obtain the gross or heavy weight.
- All inbound shipments must be accompanied by a certified weight certificate and Bill of Lading.
- At the Marshalling Yard, drivers will be assigned a number and will be dispatched to the appropriate dock as space is available. Waiting time at the Marshalling Yard should be anticipated by your carrier. Every effort is made to keep this waiting time at a minimum. However, the waiting time depends on many factors, including the number of vehicles, the weight and types of loads, etc.
- After unloading, all vehicles must return to the Marshalling Yard with a completed copy of the GES Receiving Report to be weighed to obtain the light weight. This determines the total weight of your shipment. Drivers who fail to return to weigh-out will be billed at the heavy weight.
- All drivers are expected to adhere to the GES policies and procedures with respect to the loading and unloading of trailers.

### **Storing Empty Containers during the Show**

Properly labeled empty shipping cartons will be picked up, stored, and returned after the show. Labels are available at the GES Service Desk, or from your GES Service Executive, and are for empty storage only. Do not store any items in crates marked "empty." GES has no liability for damage to crates or items sent to empty storage in crates.

Empty crates and containers will be delivered starting approximately 90 minutes after the close of the exhibit hall, after aisle carpet has been removed. Loose cartons and fiber cases will be returned first. Wooden crates and skids will be delivered next.

Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.

### **Cost-saving Tips**

- Give your shipping company adequate lead-time. Try to schedule your pickup far enough in advance that it can be shipped via ground transportation, so you can avoid costly airfreight bills.
- Save on material handling (drayage) costs by shipping your items to arrive on straight time. The best option is to ship advance-to-warehouse. If you ship your freight directly to the convention center and can get it brought into (and back out of) the hall between 8:00 am and 4:30 pm, you'll avoid paying overtime labor charges. Be sure your driver checks in before 12:00 pm to help to guarantee offloading on straight time. Contact GES or show management if you are unclear about material handling fees



and/or times.

- Be sure all your cartons are securely banded/shrink-wrapped to a skid/palette. Loose pieces incur “special handling” charges because forklifts can’t quickly remove them from vehicles. Also, be aware that special handling charges can apply in various other circumstances (van lines where freight must be removed from side doors, small-package delivery companies like FedEx, stacked shipments). Contact GES if you have questions about whether your particular shipment might incur special handling charges.
- Advise your freight carrier to load all pieces on the truck together, not mixed in with other freight, to avoid special handling charges.
- Remove all old shipping labels.
- Ensure your carrier has experience servicing trade shows. Unlike other shipments, exhibit material is time-sensitive.
- Specify what type of delivery you desire – a.m., p.m., second day, etc. Provide specific information about when your items should arrive, based on your target move-in time. See the Target Move-in section of this document for more information.
- Schedule your booth installation labor (if necessary) on straight time. If your booth cannot be set by full-time personnel from your company, you’ll need to hire labor from GES or another union trade show contractor. Do your best to schedule your freight to arrive as early as possible in the day so you can get it offloaded and into your booth early, and your laborers can complete work before overtime rates begin at 4:30 pm. Do the math on the labor order form rates – it might save you money to incur an extra hotel night and come in a day early if it means you can pay all your labor straight time by setting up in two days instead of one. Make sure to refer to the target map for your move-in date, and if you hire labor other than GES, make sure to submit your EAC information via the service kit, under the EAC tab.
- To save costs on shipping and material handling, consider renting an exhibit (available from GES or another local reputable display house) or switching to lighter weight materials when having your new exhibit built.
- If you require electrical under your carpet, be sure [order electrical](#) well in advance and submit accurate, final diagrams so the power is distributed before GES lays the carpet and/or delivers your freight. If this doesn’t happen, you will incur labor charges to remove and replace your carpet and crates.

### **Late Charges and Additional Fees**

Make sure to follow the details in this document, and in the service kit, to avoid additional fees and charges. Some of the ways you may incur late charges and additional fees include:

- If advance freight is received before or after the published deadline date for shipments to arrive at the warehouse. See Material Handling/Drayage for details.
- Freight shipments sent to the show after it has opened
- Freight shipments that are received at show site that do not meet their targeted date and time.
- Shipment Surcharges - A surcharge will be incurred per shipment for those that are received with incomplete information on shipping labels identifying company name and booth number and/or shipments that are left on the show floor at the end of the show with no labels and no bill of lading turned in.
- Labor and equipment for uncrating, unskidding, positioning, leveling, dismantling, re-crating, and reskidding machinery and/or equipment must be ordered separately. Place your order for this labor



using [In-Booth Forklift Labor](#). If your material requires specialized rigging equipment, please notify us promptly so that we can make arrangements. When possible, supply your own rigging equipment with shipments and pre-rig your material.

- Exhibitors planning to dispose of booth properties, furniture, floor coverings, etc. at the end of the show should PRE-ORDER this service as it is not automatic. In the event that materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials at the Exhibitor's expense.

### Hand-carry Policy

Exhibitors may "hand carry" materials to their booth provided they do not use material handling equipment including carts and dollies. Hand carried freight consists of lightweight materials that can be hand carried into the exhibit hall by exhibit personnel. When exhibitors choose to hand carry materials, they will not be permitted access to the loading dock/freight door areas, and **they must bring all materials through the front entrance of the exhibit hall**. Exhibitors must check in with security and **show proof of ownership in order to obtain a Personal Property Hand Carry Waiver** which can be obtained from security. Exhibitors are **required to show the waiver to security when removing materials from the exhibit hall during move out**. The use of carts, dollies, wheeled containers, mechanical equipment of any other material handling equipment is strictly forbidden.

### Show Site Work Rules

In Salt Lake City, full-time company personnel can set up your booth, but they will need to show proof of employment, such as a pay stub, company insurance card, etc. For full information, read the [Show Site Work Rules](#).

## APPENDIX F – SUSTAINABILITY TIPS

Solar Power Events is committed to environmental stewardship in all facets of our event planning. [See what SPI and ESI are doing to make the conference a green event.](#)

Exhibitors are encouraged to proactively participate and support our commitment by following these best practices suggestions.

### Exhibitor Display/On-site

- Develop reusable rather than disposable booth displays or rent a modular display from the General Service Contractor.
- Design booths with environmentally responsible materials and incorporate indoor air quality principles.
- Use energy efficient lighting.
- Turn off lights and electronic equipment when not in use.
- Make use of recycling facilities provided by at the convention center.

### Promotional Materials

- Minimize paper handouts and use double-sided printing.
- Choose certified chlorine-free paper (PCF coded) which meets the EPA standards for post-consumer waste recycled content and comes from Forest Stewardship Council (FSC) certified forests.
- Use vegetable or soy-based inks.
- Avoid printing dates on materials so reuse them.
- Bring only what you need. Either ship or recycle leftover collateral or print copies only “as needed” on-site.
- Give attendees the option of receiving exhibitor information electronically by offering USB flash drives or provide online downloads.
- Use electronic card scans for capturing attendees’ profiles.

### Giveaways

- Consider reusable items or items made from recycled or biodegradable materials.
- Try and use recycled products that are not a threat to endangered species.
- Avoid over-packaging. Bring only what you need.
- Order items in bulk to reduce packaging and shipping. Either ship or recycle leftovers.
- Use reusable packaging materials (wood or recycled plastic crates) for transporting your booth structure and supplies.
- Use recyclable, biodegradable shipping and packing materials.
- Participate in recycling cardboard, freight boxes, and plastic wrappings during set-up and teardown.
- Minimize packaging materials.
- Reduce the environmental impact of transportation costs by having collateral printed locally in the event area or have your printer contact [carbonfund.org](http://carbonfund.org) to offset carbon emissions from shipping.

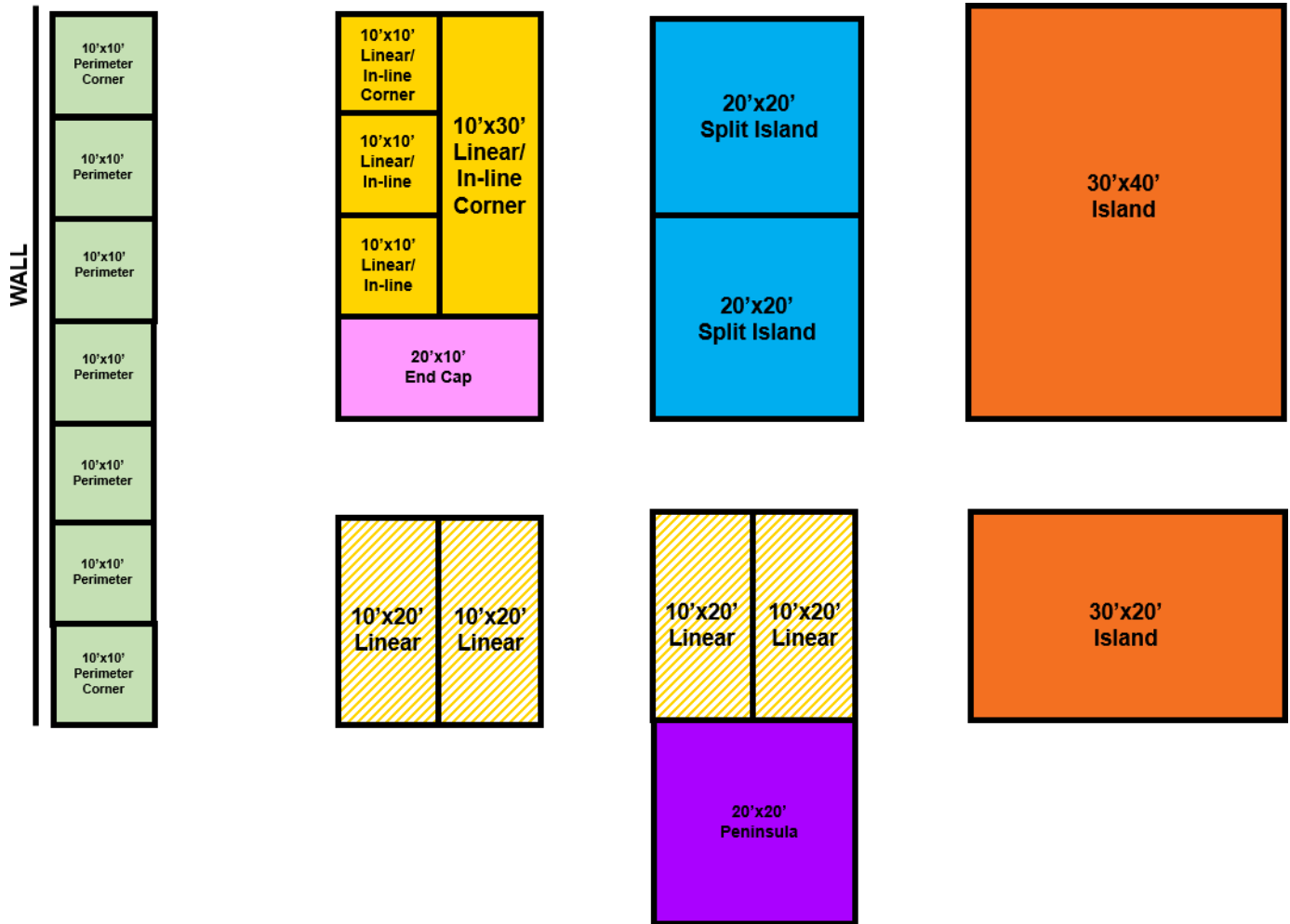
## APPENDIX G - BOOTH RULES AND REGULATIONS

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Solar Power International (SPI) has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Your display products must fit within the confines of your booth area and must be arranged in such a manner to not obstruct neighboring exhibits. Anything that does not comply with the SPI Booth Rules and Regulations will be removed at the exhibitor's expense. 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.

## Types of Booths



**Linear / In-line (yellow):** Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Linear Booths are most commonly 10ft. (3.05m) wide and 10ft. (3.05m) deep.

**Perimeter (green):** A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. See “Linear / In-line” for guidelines.

**End-cap (pink):** An End-cap configuration is essentially an In-line (Linear) Booth placed in the position of a Peninsula or Split Island and is exposed to aisles on three sides.

**Peninsula (purple):** A Peninsula Booth is exposed to aisles on three sides, and is a minimum of 400 sq. ft. (37.21sqm). A Peninsula Booth backs up to Linear Booths.

**Split Island (blue):** A Split Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth.

**Island (orange):** An Island Booth is any size booth exposed to aisles on all four sides.

## Use of Space - Linear / In-line (yellow)

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Linear Booths are most commonly 10 ft. (3.05m) wide and 10 ft. (3.05m) deep, with a maximum back-wall height limitation of 10 ft. (3.05m).

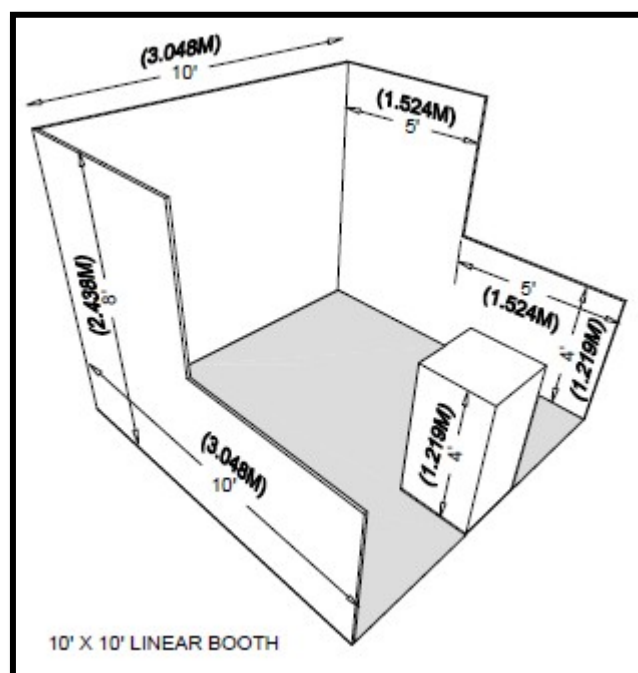
A **Corner Booth** is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

A **Perimeter Booth** is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum height of the display in the rear half of the booth is 12 ft. (3.66m).

### Use of Space:

- **Maximum height of display in rear half of booth is 10 ft. (3.05m)**
- **Maximum height of display in the front half of the booth is 4 ft. (1.22m)**
  - When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. (1.22m) height limitation is applied only to that portion of exhibit space, which is within 10 ft. (3.05m) of an adjoining booth. Materials must be arranged in the booth so they do not obstruct sight lines of neighboring exhibitors.
  - The 4-ft. height restriction does not apply to Linear Booths that are set up like a split island. See the yellow striped booth example on the previous page.
- Display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors.
- **No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.**
- Hanging signs and trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

**Note – drape is 8 ft. tall. Your display can go up to 10 ft., but all graphics and branding must face into your booth.**



### Pipe and Drape:

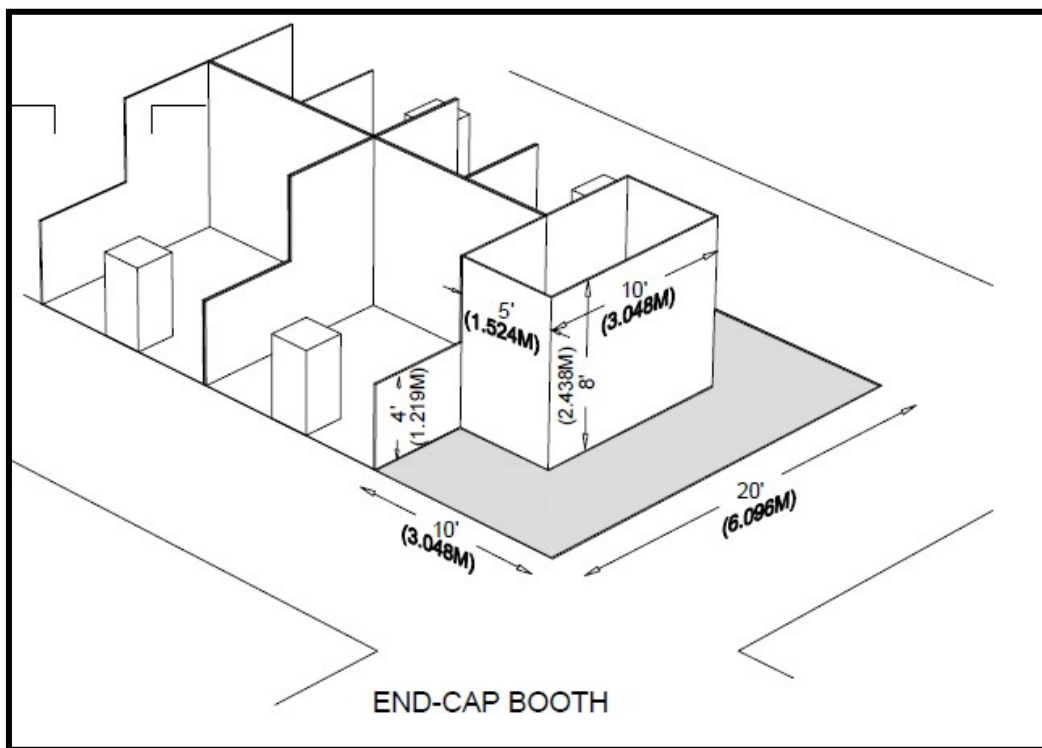
Linear Booths are equipped with complimentary 8 ft. (2.44m) high blue back-drape and 3 ft. (1.22m) high blue side-drape. Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed. You may order a different color drape via the [Exhibitor Service Kit](#).

## Use of Space - End-cap (pink)

An End-cap configuration is essentially a Linear Booth placed in the position of a Peninsula or Split Island. End-cap Booths are generally 10 ft. (3.05m) deep by 20 ft. (6.10m) wide and back up to Linear Booths.

### Use of Space:

- **Maximum width of back-wall is 10 ft. (3.05m) and maximum height of back-wall is 10 ft. (3.05m)**
- **Within 5 ft. (1.52m) of the two side aisles, maximum height is 4 ft. (1.22m)**, permitting adequate line-of-sight for the adjoining Linear Booths.
- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **No company logos, branding, or signage may face into an adjoining booth.**
- Hanging signs and trusses are prohibited
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

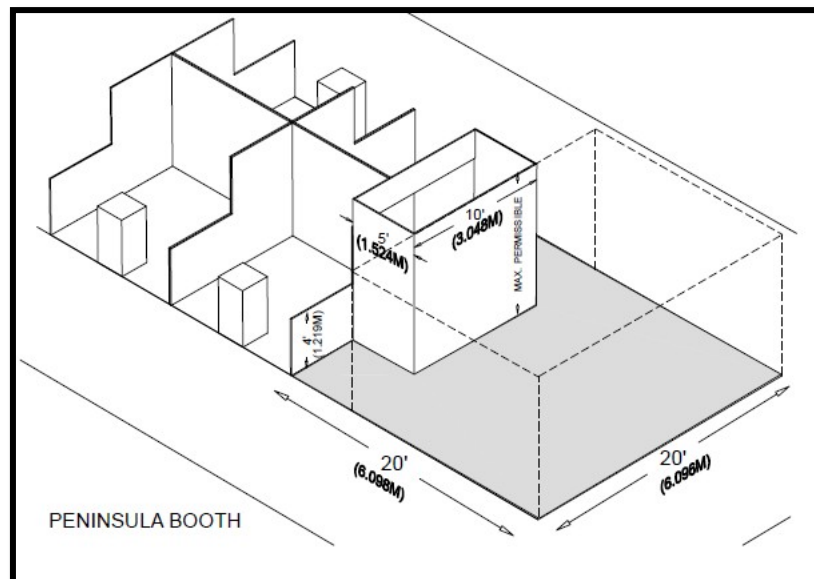


## Use of Space - Peninsula (purple)

A Peninsula Booth is exposed to aisles on three sides, and is a minimum of 400 sq. ft. (37.21sqm). A Peninsula Booth backs up to Linear Booths.

### Use of Space:

- **Maximum width of back-wall is 10 ft. (3.05m)**
- **Maximum height of back-wall is 16 ft. (4.88m)**
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
  - Maximum height dimension of hanging sign is 6 ft. (1.83m)
  - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
  - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Within 5 ft. (1.52m) of the two side aisles, maximum height is 4 ft. (1.22m),** permitting adequate line-of-sight for the adjoining Linear Booths.
- **Hanging signs are allowed, only in the front half of the booth.** All hanging signs must be submitted to show management for approval **by Friday, August 16.** Please refer to page 28, for more information about hanging signs.
- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.





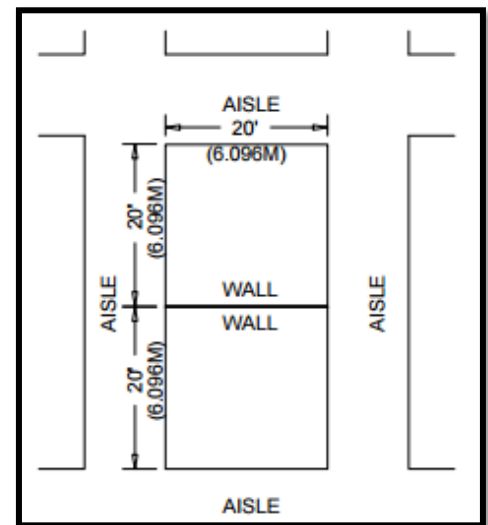
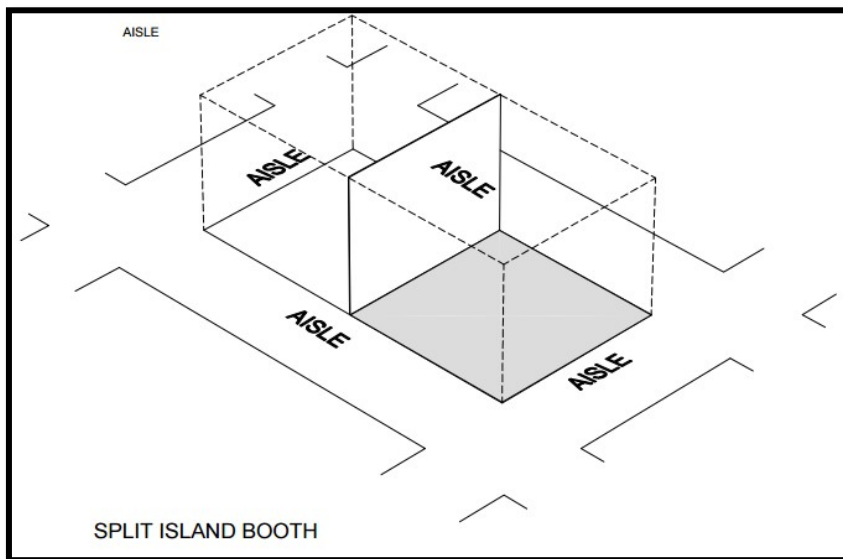
## Use of Space - Split Island (blue)

A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth.

\*Split Island booths must adhere to all rules for Island booths (see next page) **AND** the rules listed below.

### Use of Space:

- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please refer to page 28, for more information about hanging signs.
- Hanging trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Two-story split island booths are prohibited.

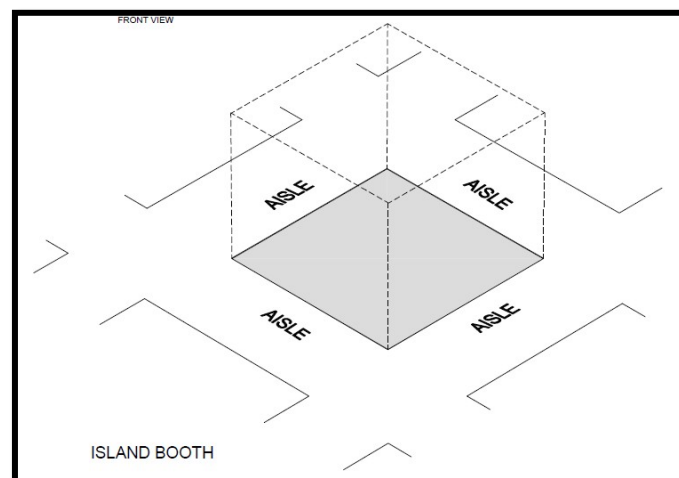


## Use of Space - Island (orange)

An Island Booth is any size booth exposed to aisles on all four sides, and is a minimum of 400 sq. ft. (37.21sqm).

### Use of Space:

- **Maximum height of structure is 16 ft. (4.88m) if you have a hanging sign. If you opt for no hanging sign, you may include a tower-like structure in your design up to 20 ft. (6.1m).** You may have one tower per 1,000 sq. ft. (92.96sqm) of booth space. The footprint of the tower may not be larger than 10 ft. (3.05m) wide x 10 ft. (3.05m) tall.
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
  - Maximum height dimension of hanging sign is 6 ft. (1.83m)
  - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
  - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please refer to page 26, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



## Use of Space – Two-Story Booths

Two-story/double decker booths, must be exposed to aisles on all four sides, and be a minimum of 400 sq. ft. Two-story booths are prohibited for peninsulas, split islands and all other booths.

- The second level of a two-story booth can only be 60% of the total square footage of the island booth, including the stairwells/steps.
- The height of the second story cannot measure more than 16 feet in height.
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please see below, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Exhibitor must submit (2) drawings, one to the Fire Marshall and one to Exhibitor Services via the [Booth Diagram and Hanging Sign form](#) **by Friday, August 16**.

## Hanging Signs & Graphics

- All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please submit the [Booth Diagram and Hanging Sign Form](#).
- It is MANDATORY that all exhibitors with a hanging sign submit a FINAL, accurate layout prior to arriving at show site. [Learn more >>](#)
- Hanging signs are only permitted in peninsula and island booths greater than 400 sq. ft. (37.2sqm).
- Hanging signs and graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only.
- Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter.
- Drawings and written approval should be available onsite for inspection.
- The maximum size for a hanging sign is 6 ft. (1.83m) from top to bottom, and must remain within the footprint of the contracted booth space.
- Hanging signs must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m) with a 2 ft. (0.61m) break between the top of the structure and the bottom of the sign.

## Tower Signs

- All towers must be submitted to show management for approval **by Friday, August 16**. Please submit the [Booth Diagram and Hanging Sign Form](#).

- A tower is a free-standing exhibit component separate from the main exhibit fixture.
- In lieu of a hanging sign, island booths that are 400 sq. ft. (37.2sqm) and larger may opt for one tower structure per 1,000 sq. ft. (92.96sqm) of booth space, each to have a footprint no larger than 10 ft. (3.05m) x 10 ft. (3.05m). The maximum height of a tower may not exceed 20 ft. (6.10m).

### Carpet/Floor Covering

- **Professional floor covering in your booth is MANDATORY but not included with your booth purchase.** If you are not providing your own floor covering, you must rent it from GES. Booths without floor covering will automatically have carpet installed by the General Service Contractor at the exhibitor's expense.
- Utility connections (electrical or internet wires, air/water/gas hoses, etc.) must be hidden from view, to maintain a high level of safety and professional appearance.

### Furnishing

- Unless explicitly contracted with show management, booth spaces are unfurnished. Please refer to the [Exhibitor Service Kit](#) to rent booth furniture.

### Storage

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.
- 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 unprofessional.

### Trash Policy

- Exhibitors planning to dispose of booth properties, furniture, floor coverings, etc. at the end of the show should **PRE-ORDER** this service as it is not automatic. In the event that materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials at the Exhibitor's expense.

### Sound & Music

- Sound must be contained within, and directed into, the footprint of the contracted booth space.
- Sound must not be at a level that does not disrupt the activities of neighboring exhibitors. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Show management reserves the right to request you to change the volume of the sound in your booth.
- Music played in your booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Please confirm you are in compliance with ASCAP, BMI, and SESAC, three authorized licensing organizations, that collect copyright fees on behalf of composers and publishers of music.

### Lighting / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).

- Drawings must be submitted to the General Service Contractor for approval **by Friday, August 16**. Please find review the [Truss Lighting Packages](#) in the service kit.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth.
- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, flashing, or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by Show 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 event.
- LED lights are recommended. They can be very bright yet generally generate less heat and require less electricity.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with GES.
- Reduced lighting for theater areas should be approved by show management, the utility provider, and the exhibit facility.
- If an exhibitor that is eligible to hang signage wishes to have lighting directed onto the signage from outside of the contracted booth space, the lighting must be hung within 5 ft. (1.5m) of the booth space unless the physical structure of the convention center requires otherwise, in which case the lights must be placed as close as possible. When this approach is used, lighting must be focused onto the signage and may not bleed into neighboring booth spaces. Show management reserves the right to request that such lighting be removed in the event it is determined to have a negative impact on other exhibitors' ability to do business.

## Machinery

- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Machinery is subject to line-of-sight rules and should be placed accordingly in the booth.
- Under no circumstance may machinery, or any part of your display, extend outside the boundary of your contracted booth space regardless of the height clearance from the floor of the item.
- **Please contact GES at (800) 801-7648 if you plan to display machinery that weighs over 4 tons.**

## Vehicles for Indoor Displays

- All vehicles must be submitted to the General Service Contractor for approval **by Friday, August 16** and exhibitors are **required to pay a vehicle permit fee** through Salt Lake City. Please submit the [Vehicle Placement Form](#).

- Vehicles on display from automobile dealers must have a California DMV off Premise Display License. Proof of license must be provided upon request.
- Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors; fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 19L (five gal.) of fuel, whichever is less.
- At least one battery cable shall be removed from the batteries used to start the vehicle engine, and the disconnected battery cable shall then be taped. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
- Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes.
- No battery charging is permitted inside the building.
- Combustible/flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles is prohibited
- Vehicles shall not be moved during exhibit hours.
- 36" of clear access or aisles must be maintained around the vehicle.
- Vehicles must be a minimum of 20 feet from exit of door or exit pathway.
- No leaks underneath vehicles.

### **Balloons (Static and Controlled)**

- Balloons filled with helium or hydrogen are not permitted (tethered or untethered, controlled or stationary).
- Balloons filled with air may be suspended from the ceiling in booths with a minimum size of 400 sq. ft. (36sqm). In this instance, these will be treated as hanging signs. Please refer to hanging sign rules on page 18 of this document for additional information. The display should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.

### **Human Safety**

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses.
- If a booth has a raised floor, yellow and black-striped hazard tape, or an edging of a different color, must be used to increase visibility and minimize a tripping hazard.
- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 ft. (.91m) and/or install hazard barriers as necessary to prevent accidental injury to attendees. Additionally, demonstrations should only be conducted by qualified personnel.
- Hoverboards, Segway, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

## 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 fork lifts.
- Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, chairs, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## Flammable and Toxic Materials

- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere.
- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

## Food Preparation and Sampling

Per the facility guidelines, any food items not directly manufactured by the exhibitor must be purchased from and supplied by the in-house catering provider. All alcoholic beverages must be served by an employee of the in-house catering provider who is a certified bartender.

## Americans with Disabilities Act (ADA)

- All exhibiting companies are required to comply 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 the ADA website at [www.ada.gov](http://www.ada.gov).
- Examples:
  - Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length).
  - Provide the same attendee experience on both levels of a two-story exhibit.
  - Run an audio presentation for people with sight problems.
  - Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.



## Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at Solar Power International. See below for language in contract.

*Exhibiting company may not assign, sublet or re-sell, in whole or in part, contracted exhibit space. Exhibiting companies are allowed one exhibit space on the show floor. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to this exhibitor of record, nor shall the exhibiting company display articles not manufactured or normally sold directly by them.*

## Booth Personnel

Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear business professional attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at SPI by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to SPI show management, the exhibitor will be asked to alter the attire of its staff.

SPI further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or sales person instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.

## Suitcasing/Outboarding

SPI restricts exhibitors from hosting or participating in competing or conflicting events or activities that occur during official SPI show hours. Exhibitors violating this policy will be subject to cancellation of their booth without refund and may not be invited to participate in future Solar Power Events exhibitions.

Booth Personnel are not permitted to promote the exhibiting company outside the contracted exhibit space. All marketing must remain within the contracted exhibit space. Marketing materials may not be placed on conference tables or other areas that are not within the boundaries of the booth, both inside and outside of the exhibit hall. Show management reserves the right to remove individuals or discard display materials that do not comply with these guidelines.

SPI has a zero-tolerance policy regarding suitcasing. Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately.

**What is suitcasing?** Suitcasing is a business practice in which unethical companies will gain access to an

event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry.

**What can you do?** Please report any violations you observe to the Trade Show Operations Manager, other SPI staff, or conference security. The exhibits manager will investigate all complaints of suitcasing.

SPI recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason SPI must be informed of any hospitality suites, and expressed consent must be given prior to the event.