

EXHIBITOR RULES AND REGULATIONS

TERMS, GUIDELINES, & PAYMENT RULES OF EXHIBIT

These rules and regulations governing the exhibits under the auspices of California IT in Education (herein referred to as CITE) are part of the agreement for the space. Failure to complete and comply with this contract will result in the loss of your booth registration. **CONTRACTS MUST BE COMPLETED WITHIN 30 DAYS OF RECEIPT.**

TERMS & CONDITIONS

Exhibitors agree to abide by all terms and agreements set forth in this contract, which forms an agreement between the exhibitor and CITE. Failure to abide by show regulations may result in removal of the exhibit and/or exhibitor from the tradeshow floor and/or prohibition from attending future CITE events. No changes or modifications to this contract will be accepted, no exceptions. To learn more, visit our [CITE Terms and Conditions page](#).

EXHIBIT SPACE LOCATION & ASSIGNMENT

Booth spaces are available on a first come, first served basis. Payment via credit card is **REQUIRED** at time of booking unless the exhibitor is a Corporate Affiliate Program (CAP) sponsor. Full payment or intent to pay must be received with or before the signed exhibitor contract to reserve a space. All requests for booth space changes must be received via email and are permitted on a case-by-case basis. CITE reserves the right to modify the floor plan, booth locations, and spacing as needed and will work with exhibitors to secure a similar space if needed.

GENERAL GUIDELINES: PARTICIPATION

Participation in the CITE annual conference constitutes a requirement that the software, services, products, or hardware offered by the exhibitor is/are in line with the show standards. Exhibitors **MUST** service the K-12 Educational Technology industry. **CITE reserves the right to prohibit any vendor from purchasing a booth and exhibiting.** Any registrant that does not fit with the show standards will have their registration canceled and access to future CITE conferences revoked. CITE is not responsible for expenses incurred beyond the booth purchased. Refunds will be provided at the discretion of CITE staff.

Exhibitor registration includes:

- Access to the Expo Hall
- Access to the Monday Welcome reception (RSVP required), Tuesday Expo Hall Reception, Wednesday Coffee & Snacks, and Wednesday Lunch.

For access to sessions and keynotes, separate affiliate tickets must be purchased.

OFF-SITE EVENTS & HOSPITALITIES

Exhibitors that choose to host an off-site event, meeting or hospitality for attendees must schedule the event outside of CITE hosted sessions, receptions, events, etc. These include but are not limited to the Monday Welcome Reception, Tuesday Expo Hall Opening Reception, and any pre- or post-conference activities. Failure to move an event will result in the loss of exhibiting privileges for a period of time determined by the CITE staff.

NON-PROFIT ROW

The purchase of a Non-Profit space includes a 6-foot draped table, 2 chairs, and power. Space is limited to the 6-foot table and behind, no stand-up displays will be permitted in front of or next to the table. The exhibitor **MUST** be a 501c3 or 501c6 organization as defined by the IRS or a small business with fewer than 20 employees and less than \$2 million in income. Proof of eligibility is required.

EXHIBIT SPACE SPECIFICATIONS & PRICING

Booths are either a table with two chairs (startup/nonprofit tables), Kiosks, 10ftx10ft (regular) booth, 10ftx20ft (double) booth, 20ftx10ft (at the aisle end) booth, or 20ftx20ft (extra-large) booth. All booths come with pipe and drape (excluding 20x20 booths and nonprofit/startup tables) and a predefined number of booth staff badges. See the specifications below. Floor covering, electrical, and furniture are not included unless stated otherwise.

Booth Type	Price	Pipe & Drape	Included Show Badges*
Startup Table***	\$1,500	No	2
Kiosk	\$4,200	No	3
10x10	\$4,200 \$4,600**	Yes	3
10x20	\$10,800 \$11,800**	Yes	8
20x20	\$14,550 \$16,000**	No	10

*Additional booth staff passes can be purchased for \$150 each.

**Front Row Premium pricing

All booths include access to event-supplied wireless internet, which is acceptable for checking email but cannot stream video content.

CITE does not allow exhibitors to either combine smaller booths to create a larger space, nor sublease booth space to another exhibitor.

EXHIBITOR STAFF & REPRESENTATIVES

CITE maintains sole control over admission policies at all times. A maximum of two (2) booth staff are allowed at a startup or nonprofit table unless an additional booth staff badge is purchased up to a maximum of three (3) booth staff per startup or nonprofit table. A maximum of three (3) booth staff are allowed in a 10 ft x 10 ft booth or 3.5 ft x 8 ft kiosk space unless an additional booth staff badge is purchased up to a maximum of five (5) booth staff per 10 ft x 10 ft or 3.5 ft x 8 ft kiosk space. A maximum of eight (8) booth staff are allowed in a 10 ft x 20 ft booth space unless an additional booth staff badge is purchased up to a maximum of ten (10) booth staff for a 10 ft x 20 ft space. A maximum of ten (10) booth staff are allowed in a 20 ft x 20 ft booth space unless an additional booth staff badge is purchased up to a maximum of twenty (20) booth staff for a 20 ft x 20 ft space. Exhibitors are not allowed to share badges.

Any exhibitor found wearing a badge not assigned to them will be subject to removal from the conference and remaining events and potential banning from future CITE events. Additional booth staff badges can be purchased for \$150 each up to the maximums listed above. Exhibitors will provide CITE with booth staff information on or

before November 10, 2026, via the event registration system. Failure to provide booth staff information will result in a \$150 charge onsite for a booth staff pass. No exceptions.

DATA PRIVACY AND PROTECTION

CITE complies and will continue to comply with all applicable data protection laws and has the consent of the individuals and households whose data it will transfer to the exhibitor. For purposes of this section, “data protection laws” mean any law and/or regulation applicable to the processing of Personal Data under the Agreement enacted by a recognized government, governmental or administrative entity for the purpose of protecting the privacy and data protection rights of natural persons or households, all as may be amended or replaced from time to time, including but not limited to, when applicable, the California Consumer Protection Act (CCPA) and California Privacy Rights Act (CPRA). CITE represents that only the data of U.S. residents shall be transferred to the exhibitor. CITE agrees to promptly notify the exhibitor if it reasonably believes that it has or will be transferring the personal data of a resident who is not the U.S. CITE agrees to promptly notify Sponsor if it breaches such data protection laws and shall indemnify the exhibitor for any actual losses incurred in connection with such breach. In addition, the parties agree to enter into a Data Protection Agreement to be mutually agreed upon by both parties if the scope of the engagement so requires.

FAILURE TO OCCUPY

Any exhibitor who fails to occupy their booth by 12:00 pm Pacific Time on November 17th, 2026, may be replaced with a wait-listed exhibitor or other structure as determined by CITE. Subject to the cancellation policy, no refund will be issued to the exhibitors who fail to occupy their booth space. Failure to occupy with no advance notice to CITE or TriCord Tradeshow Services may result in the loss of booth privileges at future CITE events.

CANCELLATION

Cancellations must be received in writing via email and will be controlled by transmittal dates. In the event an exhibitor must cancel, the following refund policy applies: On or before 11:59 PM October 1, 2026 – full refund; between October 2nd and 11:59 PM on October 26th, 2026 - 50% refund; on or after 11:59 PM October 27, 2026 - refunds granted at the sole discretion of CITE. Any space not paid for in full within twenty-one days may be assigned to another exhibitor unless prior arrangements have been made. Downsizing of the contracted exhibit space will be subject to the same refund schedule. For extenuating circumstances beyond your control, please email exhibit@cite.org.

USE OF SPACE AND BOUNDARIES

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Any proposed alteration (e.g., endcaps, vertical displays, etc.) must be submitted to TriCord for review and approval prior to setup. For booth display regulations, please refer to TriCord Exhibitor kit. Compliance with the display regulations is mandatory. Site lines must be maintained. Exhibitors who fail to comply with site line restrictions may be restricted from exhibiting at future events or asked to tear down or modify their display onsite to meet site line requirements. No latex (e.g., balloons) in décor due to participants with severe latex allergies. All decoration materials must be flame-retardant, including live trees. Exhibit hall fire exits, and safety equipment must be always left accessible and in full view. Aisle space may not be incorporated as part of an exhibitor’s space. Exhibitors are expressly prohibited from “Brief casing” (handing out promotional materials of any kind anywhere outside of your booth or sponsored space, including aisle space). Exhibitors must refrain from selling outside of their booth space. Mascots must remain within your booth space. The sound of amplifying systems that extend beyond the booth space are prohibited. Any projected visuals (e.g., projector displaying company logo onto walls or ceilings) are disallowed without previous notification and approval by CITE and will be turned off or removed during the show.

EXHIBITOR LIABILITY

Neither CITE, TriCord Tradeshow Services, or the Anaheim Convention Center shall be held liable to an exhibitor for any damage, loss or destruction of an exhibit or the property of an exhibitor, or that of a third-party attendee of which they are hurt or have property damage, due to the negligence of the exhibitor. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save meeting sponsor, Exhibit Management, convention and hotel facilities, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's negligence which includes installation, removal, occupancy, or use of the exhibition premises or a part thereof any operations involved as an exhibitor at the event, except a claim due to the negligence of CITE. In addition, the Exhibitor acknowledges that that is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses to the Exhibitor.

PRE & POST-SHOW MAILING LISTS

The purchase of a booth at the CITE Annual Conference includes access to three attendee lists. They are posted on the Exhibitor Portal in the following intervals: three weeks pre-conference, one-week preconference, and within one-month post-conference. Should you utilize the lists provided to you for marketing purposes by CITE, you are agreeing to the following: "I understand that the CITE mailing list is only for the purpose of promoting the CITE Annual Conference and agree not to retain or reproduce the list in any form. I understand the use of the list is monitored." The lists contain only the attendees who have opted into the list with the information they have agreed to provide. You may send up to **two electronic** communications before the show and **one** electronic communication within three weeks of our sending the post-conference list. All communications must include required opt-out/unsubscribe links.

TRADESHOW SERVICES & SHIPPING

TriCord Tradeshow Services, (831) 883-8600, info@tricord.net is the exclusive general services/tradeshow services coordinator for the 2026 CITE Conference. Space furnishings, carpet, electrical requirements, additional signage, wired internet, and labor to set up and dismantle displays are to be ordered from or delivered to TriCord Tradeshow Services directly via the exhibitor kit. Exhibitors may, if they wish, set up and dismantle their own displays and must adhere to established times. Any display over 10' requires union labor installation. For 10' booths, the set-up **MUST** be completed within 30 minutes or union labor will be required to help. Any and all shipments must be coordinated through TriCord Tradeshow Services. Under no circumstances are exhibit show materials to be sent to the CITE office or Sacramento SAFE Credit Union Convention Center. Any shipments to the CITE office will be refused.

EXHIBIT SCHEDULE

Exhibitors are required to work with TriCord Tradeshow Services on booth setup and dismantling. Please see the exhibitor kit provided by TriCord Tradeshow Services located on our website for more details on schedules, shipping regulations, setup, and dismantling. The exhibitor kit will be available by the end of Spring 2025.

Inspection by CITE/TriCord Tradeshow Services

Tuesday, November 17, 2026, 1:00 PM–2:30 PM

EXHIBITOR FOOD & BEVERAGE REQUIREMENTS

ARAMARK is the exclusive caterer for all food and beverage services for the 2026 CITE Annual Conference. No outside food or beverage (including bottled water and wrapped cookies) is allowed on the exhibit floor without contacting ARAMARK ahead of time. Wrapped candies, gum, mints are acceptable. Exhibitors are encouraged to

offer food and/or drink during the show. Alcohol can only be served during the opening expo hall reception on Tuesday, November 17, 2026.

NON-OFFICIAL/THIRD PARTY CONTRACTORS

Non-official contractors are subject to the same rules and regulations as all exhibitors and official contractors. Non-official contractors are required to submit the applicable form and proof of insurance as stated in the exhibitor service kit and must comply with the TriCord staffs' requests.

SECURITY

CITE will exercise reasonable care for the protection of the exhibitors' materials and equipment. Neither CITE, the show facility, nor any officers, director, or staff member thereof will be responsible for the safety of the property or exhibitor personnel from any cause. The exhibitor is to provide TriCord Tradeshow Services with a copy of all insurance and/or policy riders to cover booth contents.

RESTRICTIONS

The primary purpose of this event is to educate technology professionals working in education about the products and services of the industry. CITE reserves the right to prohibit any display or exhibit, or any part of a proposed exhibit including marketing materials and giveaways, that it deems not suitable or in accordance with the accepted business standards and the accepted professional ethics of its members. Materials and displays must not negatively mention another exhibitor and/or CITE member by individual or organization name. Materials and displays may be subject to advance review and approval by show management. CITE will not be responsible for associated costs incurred by the exhibitor should materials or display not be approved.

All Expo staff are expected to dress in business and/or business casual attire. Exhibitors should ensure that the attire of all staff they deploy at their booth (whether the exhibitor's direct employees or their contractors) be considered appropriate in a professional environment. Attire of an overly revealing or suggestive nature is not permitted. Examples of such attire may include but are not restricted to:

- Tops displaying excessive cleavage.
- Tank tops, halter tops, camisole tops or tube tops.
- Miniskirts or minidresses.
- Shorts.
- Lycra (or other Second-Skin) bodysuits.
- Objectionable or offensive costumes.

These guidelines are applicable to all booth staff, regardless of gender, and will be strictly enforced. We reserve the right to request that individual booth staff change their attire or leave the premises immediately if we feel their appearance might be offensive to other exhibitors or attendees.

TRADESHOW ACCESS POLICY

No individuals will be granted access to the exhibit show floor without a badge or access pass. Anybody who needs access to the tradeshow prior to the Expo Hall Opening Reception for booth setup either needs to have their conference badge or receive a temporary access pass from the conference registration desk.

EXHIBITOR PRIZES/RAFFLE

Because of e-Rate gifting requirements, many CITE Conference attendees are public employees and as such cannot accept gifts from exhibitors. CITE does not allow live in-booth raffles. Exhibitors may not give away tickets to hold a raffle or raffles at designated times. This type of event disrupts the traffic flow and creates issues for surrounding



exhibitors. Exhibitors may collect attendee information for the purpose of a promotional giveaway or giveaways, but the attendee maintains the right to refuse the giveaway.

Due to public employee gifting rules, CITE suggests exhibitors donate prizes to the official CITE raffle held immediately after the show closes. All raffle prizes must be donated to CITE, and shipments must be coordinated with TriCord Tradeshow Services (831) 883-8600, info@tricord.net or dropped off to Kymber Leigh at the registration desk before 2 PM PST on Wednesday November 18, 2026, for inclusion in the drawing. Raffle items are subject to a value minimum of \$25.00. Prizes delivered onsite must weigh less than 50 pounds and must be of a size that will allow winners to reasonably transport the item home. Any raffle items that are of excessive size must be shipped at the exhibitor's expense. Your prize must be registered with CITE prior to the raffle for inclusion in the drawing. CITE reserves the right to deny inclusion of any prize deemed inappropriate for its members and/or the event. Items for raffle may include your logo if you are not an e-Rate vendor.

DIGITAL MEDIA/PHOTOGRAPHY CONSENT

Registration/Participation in the CITE annual conference constitutes an agreement by the registrant to allow CITE use and distribution (both now and in the future) of the registrant's image or voice in photographs, videos, electronic reproductions, and audio recordings of such events in activities.

SMOKE FREE POLICY

CITE has a smoke-free policy for all sponsored events. The Anaheim Convention Center is a smoke-free building. Violators will be prosecuted per CA Assembly Bill 13, Section 6404.5.

HEALTH AND SAFETY

CITE considers the safety of all those onsite at the 2026 Annual Conference as our top priority. By attending the CITE 2026 Annual Conference, exhibitors and their staff agree to abide by and engage in certain health-and-safety beneficial conduct while attending the event if mandated by local or state government.

CANCELLATION POLICIES

If the event cannot be held due to government orders, exhibitors will be given 100% refunds as soon as possible. No booth reservations will be allowed to carry over to the 2026 conference.

Company: _____

Name: _____

Signature: _____

Date: _____