

# EXHIBITOR RULES AND REGULATIONS



## 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 reservation.** CONTRACT MUST BE COMPLETED WITHIN 30 DAYS OF RECEIPT.

## TERM & 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.

## EXHIBIT SPACE LOCATION & ASSIGNMENT

Booth spaces are available on a first come first serve basis. Payment via credit card is **required** at time of booking unless prior arrangements have been made to pay via check, ACH, or direct deposit. Full payment or intent to pay must be received with or before the signed exhibitor contract in order 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 be in 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 cancelled 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.

## OFF-SITE EVENTS & HOSPITALITIES

Exhibitors that choose to host an off-site event or hospitality for attendees must schedule the event outside of time of CITE hosted receptions, events, etc. These include but are not limited to the President's Reception, Expo Hall Grand Opening Reception, and any post-conference activities. Failure to reschedule an event at the request of CITE staff will result in the loss of exhibiting privileges for a period determined by CITE. A schedule of events will be publicly available.

## NON-PROFIT ROW

If available, the purchase of a Non-Profit space for \$500.00 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

Size	Badges	Power	Graphics	Other
3.5x8 ft Kiosk	3	Yes	Yes	1 stool
10x10 Regular	3	No	No	
10x20 Double	6	No	No	
20x10 Endcap	8	No	No	
20x20 Large	10	No	No	
Add Badges	\$120.00			

## EXHIBITOR STAFF & REPRESENTATIVES

CITE maintains sole control over admission policies at all times. 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 six (6) 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 eight (8) booth staff are allowed in a 20 ft x 10 ft booth space unless an additional booth staff badge is purchased up to a **maximum of fifteen (15) booth staff for a 20 ft x 10 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.** Additional booth staff badges can be purchased for \$120 each up to the maximums listed above. **Exhibitor will provide CITE with booth staff information on or before October 24<sup>th</sup>, 2021 via the event registration system.** Failure to provide booth staff information will result in a **\$120 charge onsite for a booth staff pass. No exceptions.**

## FAILURE TO OCCUPY

Any exhibitor who fails to occupy their booth by 12:00 pm Pacific Time on November 17<sup>th</sup>, 2021 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

# EXHIBITOR RULES AND REGULATIONS



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 10, 2021 – full refund; between October 11 and 11:59 PM on November 5, 2021 - 50% refund; on or after 11:59 PM November 6, 2021 - refunds granted at the sole discretion of CITE. **Any space not paid in full by 11:59 PM on August 31, 2021 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 [treasurer@cite.org](mailto:treasurer@cite.org). Booths purchased after August 31, 2021 must be paid for immediately via credit card.

## 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. **No latex 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 left accessible and in full view at all times. Aisle space may not be incorporated as part of an exhibitor's space. Exhibitors are expressly prohibited from "briefcasing" (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. 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 Sacramento 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, Exhibitor acknowledges that that is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses of 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 sent via email from the domain "@CITE.org" in the following intervals: three weeks pre-conference, one-week pre-conference, 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.

## TRADESHOW SERVICES & SHIPPING

TriCord Tradeshow Services, (831) 883-8600, [info@tricord.net](mailto:info@tricord.net) is the exclusive general services/tradeshow services coordinator for the 2021 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, 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. Any shipments to the CITE office will be refused.**

# EXHIBITOR RULES AND REGULATIONS



## 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 and located on <https://cite.org/2021expo> for more details on schedules, shipping regulations, setup, and dismantling.

## Inspection by CITE/TriCord Tradeshow Services

Wednesday, November 17th, 2021 1:00 PM–2:30 PM

## EXHIBITOR FOOD & BEVERAGE REQUIREMENTS

Centerplate is the exclusive caterer for all food and beverage service for the 2021 CITE Annual Conference. No outside food or beverage (including bottled water and wrapped cookies) is allowed on the exhibit floor without contacting Centerplate ahead of time. Wrapped candies, gum, mints are acceptable. Exhibitors are encouraged to offer food and/or drink during the show.

## 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 staff 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. Exhibitor is to provide to TriCord Tradeshow Services a copy of all insurance and/or policy riders to cover booth contents.

## RESTRICTIONS

The primary purpose of this event is to educate Educational Technology professionals to 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 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.** Additionally, no individuals without an exhibitor badge will be granted access to the show floor before the opening reception on Wednesday November 17th, 2021 at 5:00 PM. This includes exhibitor personnel who are on-site expressly for setting up the booth and do not plan to be at the show itself.

## 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 of 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 either mailed to the CITE office at 1540 River Park Drive, Ste. 112-A Sacramento, CA 95815 by November 1st, 2021 or dropped off to the registration desk by noon on November 18, 2021. 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

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must be registered on [this form](#) for inclusion in the drawing. CITE reserves the right to deny inclusion of any prize deemed inappropriate for its members and/or the event.

## DIGITAL MEDIA/PHOTOGRAPHY CONSENT

Registration/Participation in the CITE annual conference constitutes an agreement by the registration 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 Sacramento Convention Center is a smoke-free building. Violators will be prosecuted per CA Assembly Bill 13, Section 6404.5.

## COVID-19 HEALTH AND SAFETY

CITE considers the safety of all those onsite at the 2021 Annual Conference as our top priority. By attending the CITE 2021 Annual Conference, exhibitors and their staff agree to abide by and engage in certain health-and-safety-beneficial conduct while attending the event. This may include, but is not limited to, submitting to daily temperature checks, wearing a mask at all times in public areas, engaging in appropriate physical distancing and not attending the event if you are ill or have been recently exposed to COVID-19. These guidelines will be updated as additional government guidance is provided. Participation in the CITE conference requires adherence to the event COVID-19 guidelines that will be revised and released in September 2021. These may include more restrictive guidelines than current government or venue policy (e.g., verification of vaccination status, required mask wearing during certain activities, etc.).

## COVID-19 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 carryover to the 2022 conference.

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_