



DESIGN AUTOMATION CONFERENCE

Design Automation Conference Exhibition Operating Rules and Regulations

This document details the rules and regulations governing the exhibition and exhibitor conduct for the Design Automation Conference. By signing the Exhibit Space Application/Contract the “exhibitor” agrees to be bound by the rules and regulations contained herein.

1. PURPOSE AND ARRANGEMENT OF EXHIBITS

The main purpose of the DAC is educational and the exhibits together with the technical sessions are vital elements of this process. The Management and the exhibitor agree that the purpose of the Exhibition is educational, and will conduct them accordingly. Attendee surveys have consistently shown that attendees want exhibitors to present detailed content and live demonstrations to illustrate the capabilities of their products rather than simple overview presentations of their products. The exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations should be submitted to The Management before construction is ordered.

Licensed Space: Exhibitor is licensed to use exhibit space which includes the following exhibit equipment: 8' high backwall drape, 36" high side rails, suite walls and carpet according to the schedule on the contract, plus a 7" x 44" sign featuring the exhibitor's name and booth number (for linear booths only). Aisle carpeting, general guard security and general aisle cleaning are provided. However, The Management accepts no liability for losses or damages of any kind sustained through the Exhibition. The parties to this Contract agree that this agreement is a license to use exhibit space and not a lease or sublease of real property. All exhibit space must be licensed in 10' increments.

Linear Booths: (10' x 10', 10' x 20', 10' x 30') smaller linear booths with a common backwall touching an aisle may have a full backwall (standard height is 8', maximum is 16') and the sidewalls must drop to 48", 5' from the aisle. Every exhibitor shall be allowed a backwall of at least 10' wide. Suite usage in linear booths must have approval of The Management.

Crossover Area Displays: Crossover area displays will not be permitted. Crossover displays consist of two booths from the same company divided by an aisle where the dividing aisle could be used as “de facto” exhibit space.

Two Story Exhibits: The Management prohibits the use of 2 story exhibits defined as those in which activity takes place on platforms at a height level of greater than 6' and/or arranged in such a fashion that booth traffic may pass under the platform.

Island Exhibits have four open sides: Split-Island Exhibits are open on three aisles. The common backwall for this type of exhibit may be a full backwall from aisle-to-aisle, however, the backwall may not exceed 10'.

Height Limit: All exhibit materials, equipment, walls or other display items may not be higher than 16' in height.

Hanging Signs: Exhibitors may hang signs over their exhibit. Hanging signs may not exceed 25' in height and may not be attached to any part of the exhibit or suite material.

Finished Surfaces: All exposed areas of the exhibit must be finished or draped surfaces including the back and sides. No graphics, logos or print facing into another exhibit will be allowed. All such material must face into the aisle or into the exhibitor's own space. Any part of any exhibit needing a finished surface at 3:00pm the day prior to show opening will be draped at the expense of the exhibitor. Show Management will decide whether such drape is needed.

2. INSTALLATION AND DISMANTLING OF EXHIBITS

Exhibits must be completely installed and finished prior to show opening and must remain in place and staffed until the show closes. Information for installation and dismantling of exhibits will be sent to you in ample time to prepare for these activities.

3. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and the necessary fire precautions will be taken by the exhibitor.

No children under the age of fourteen (14) shall be allowed in the exhibit hall at any time. Aisles surrounding the Exhibitor's space must be kept clear. Exhibitors are expected to construct booths in such a manner that will accommodate expected attendees within the confines of their licensed exhibit space.

4. UNION LABOR

Exhibitor must comply with all union regulations applicable to installing, dismantling and display of the exhibits.

5. FILM, SOUND DEVICES AND LIGHTING

Exhibitors wishing to video on the DAC floor must have Management approval in advance of the event. If video is used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Taking of photographs or recording within the exhibit area is prohibited without the permission of the company being recorded. The recommended show photographer is exempt from this rule. Offenders may have their film/recordings/media confiscated and/or may be removed from the show floor.

Audio is permitted if tuned to conversational level (75dB max) and if not objectionable to neighboring exhibitors. Sound will be checked with a decibel meter. Operating equipment that emits excessive noise must be run before or after exhibit hours for specific demonstrations only.

The Management reserves the right to restrict or prohibit the use of glaring lights, objectionable lighting effects, excessive or bothersome noise, or other effects which are offensive or otherwise distract from the Exhibition as a whole.

6. SUBLICENSING OF SPACE

The exhibitor shall not assign, sublicense or permit the whole or any part of the exhibit space licensed to exhibitor or to have representatives, equipment or materials from any other firms than their own in the exhibit space without the written consent of The Management. Only one company shall be considered as the exhibitor, and no other company is licensed to use the space unless said company or unit is a subsidiary or affiliate of the exhibitor.

7. EXHIBITOR'S PERSONNEL AND OTHER CONSIDERATIONS

The Management reserves the right to prohibit an exhibit or part of an exhibit including promotional materials and graphics that in its judgment may detract from the character of or may be considered objectionable to the Exhibition as a whole. The following guidelines will be strictly enforced:

- Distribution of advertising matter and souvenirs must be confined to exhibitor's spaces.
- The use of games or contests in your booth must be approved by The Management.
- Balloons are inappropriate and prohibited.
- Exhibitors are prohibited from having live animals on the exhibit floor including fish or other tank confined displays.
- Undignified methods of attracting attention will not be permitted. Booth activities, costumes, or presentations, which are undignified, tasteless, racist or sexist, are prohibited.
- Tampering with another exhibitor's booth or equipment will not be tolerated. The offender will be immediately removed from the exhibit floor (at the exhibitor's own expense) and will be restricted from future participation.
- Prices may not be displayed on equipment or in the booth.
- Professional Dress Code: Models, demonstrators, hosts/hostesses and other employees and personnel in the exhibit hall must be attired in a businesslike, professional, tasteful manner. The use of costumes is limited to theater presentations only. Failure of an exhibitor to meet these requirements is grounds for immediate removal of the offending person from the exhibit hall.
- Exhibits must be staffed at all times during the show hours.
- Booths are open to ALL REGISTERED ATTENDEES; registration badge and company ID should match. If any exhibitor does not welcome any properly badged attendee, the booth will be closed. Suite space is exempt from this rule. Access to suites is at the sole discretion of the exhibitor. Fellow exhibitors should act courteously and not crowd other company's booths.
- All booths, regardless of size, must have display material, signs, etc. professionally produced. Any display deemed unprofessional in appearance (at the discretion of The Management) will not be permitted. All promotional plans must be submitted to The Management for approval.
- Exhibitors are prohibited from promoting, advertising or otherwise displaying information or invitations to seminars, meetings, or events that may be construed by Management to be conflicting with or contradictory to the exhibition as a whole.
- Exhibitors agree to obtain Management approval for advertisements and promotions in the vicinity of the Convention Center as defined in Section 8 of this document. Vehicles, vans, trailers or any other vehicles used for advertisement and display may not be parked on the exhibit property or any property contiguous to or abutting on the exhibit property.
- Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.
- Personnel recruiting in any form is not permitted.

Exhibitors violating these rules will be given a single official warning. If the violation continues appropriate action will be taken, which may range from reduction in space selection status to cancellation of contract, forfeiture of payments, and removal from the exhibit floor. The Management has sole and complete authority in the interpretation of this policy.

8. CONVENTION CENTER AND HOTEL PUBLIC SPACE

Exhibitors must have permission of The Management in order to reserve and use any meeting rooms, hospitality suites, convention space, ballrooms and other public space in the convention center and official DAC hotels (defined as those hotels with which DAC has a room contract and is listed as a "participating hotel".) Management reserves the right to charge exhibitors a fee for access to or use of the convention center or hotel meeting space.

Exhibitors may not use equipment (computers, software, functioning product) in approved meeting space for product demonstrations without the permission of The Management.

Exhibitors may not to hold any meeting, seminar, or other promotional activity July 26-31, 2009 within a 25 mile radius of the Moscone Center without the written permission of The Management.

Exhibitor Code of Conduct

The EDA Consortium considers any and all demonstrations and presentations that occur in the public areas of a booth to be open to any show attendee. If an attendee is from a competing company they are expected to conduct themselves in the following manner:

1. Not to interfere with any public demonstration or presentation.
2. Limit questions to one or two, or ask questions off-line.
3. Not to ask questions that are embarrassing, disruptive, or of a sensitive nature.
4. Not to engage in inappropriate, disruptive, or unprofessional behavior.
5. Not to stand in the front of a demonstration or presentation in order to block the view or interaction of others.
6. To leave if the booth or demonstration/presentation area becomes crowded.

Requests for an attendee to leave if they violate the above code of conduct must be handled in a professional, non-disruptive manner and reported to the attendee's company representative at the show.

DAC Sound Reinforcement System Guidelines

The following guidelines are for exhibitors using reinforced or amplified sound in their booth presentations. These guidelines have been developed in an effort to balance the exhibitors' ability to present product information to interested attendees and with the need to maintain noise levels that do not interfere with exhibitors' abilities to conduct business in the suite areas.

- The playback level for loudspeakers utilized for speech reinforcement is limited to the A-weighted sound level of amplified signal not greater than 75 decibels. Presentations volume should be set at a level above the ambient level only to a point that is intelligible to the listeners, and in any case, may not be greater than 75 dB.
- Theaters and presentation area loudspeakers must be situated within each booth so that sound is directed inward toward the center or interior of the booth. Speakers may not be pointed toward an aisle or neighboring booth.
- Loudspeakers may not be positioned higher than eight (8) feet above the floor. This gives two feet of acoustic shielding between any loudspeaker and the top of the suite walls, which allows an additional sound barrier.
- Loudspeakers must be pointed down at a 45-degree angle. This angle can be adjusted where appropriate, but should never approach parallelism with the floor.
- Theaters and presentation areas should utilize audio coverage from several loudspeakers in a distributed array rather than a single loudspeaker source. Multiple sources closer to the audience allow the reproduced level to be much lower than a single source further away that requires much higher levels to cover a greater distance. If possible, loudspeakers should be located at distances not greater than 15 feet from the furthest receptor.
- We recommend that systems used to reproduce musical content be filtered so that the signal is rolled-off or reduced at a minimum of 12dB per octave below 200 Hz. This can be fairly easily accomplished using a standard equalizer in the playback electronics. This would affect only the low frequency content of music, but have little effect on speech.
- Loudspeakers should not be located directly adjacent, or attached to, the walls of suites.

46th DAC RULES AGREEMENT

The exhibitor hereby acknowledges receipt of the “DAC Exhibition Operating Rules & Regulations”, “46th DAC Exhibition Rule Changes”, and “Exhibit Space Application/Contract” (collectively herein referred to as “Rules”). The exhibitor expressly consents to abide by the rules and to comply with Management’s enforcement of the rules. The exhibitor further agrees to submit all promotional plans for pre-approval.

If Management, in its sole discretion, determines an exhibitor has violated the rules, the violating exhibitor, after receiving a single official warning and failing to correct the violation, shall incur a severe and appropriate penalty until the exhibitor comes into compliance to the reasonable satisfaction of The Management.

Exhibitor

Representative’s Name

Title

Company Name

Date

By signing my name above, I expressly represent that I am an authorized agent for the company, and that the company is bound by the rules and code of conduct.



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5405 Spine Rd., Ste. 102, Boulder, Colorado 80301
T 303.530.4333 F 303.530.4334



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