

7 EXHIBIT REGULATIONS

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CES Exhibit Space Package

What is included in your exhibit space?

Security

Perimeter exhibit hall and Hotel security provided.

Cleaning

Parthenon Ballroom aisle carpet will be vacuumed and wastebaskets emptied (if placed by the aisles) each night of the show. Additional cleaning can be ordered from GES. *Alexis Park Suites* will receive daily house keeping service as requested.

Floor Managers

On-site floor managers for your assistance in Suite 2109.

Registration

Advance and on-site exhibitor registration. Each exhibiting company is eligible to receive five complimentary badges per 100 square feet of exhibit space (minimum of 10 badges).

Buyer Invitations

Upon request, CES will send you Buyer Invitations imprinted with your company name.

Press Room

CES provides a staffed press room in Suite 2551.

Shuttle Buses

CES offers complimentary express shuttle service every 15 minutes between the Las Vegas Convention Center and Alexis Park 8:00 a.m.-6:30 p.m. Thursday-Saturday, January 6-8 and 8 a.m.-4:30 p.m. Sunday, January 9. Shuttle bus service is also available to all official CES hotels from the LVCC.

Updates

The Exhibitor's Source, CES' online exhibitor newsletter is available monthly at www.cesweb.org/exhibitors/newsletter.

Directory

The CES Directory and Exporting Exhibitor Program upon receipt of the appropriate forms.

Website

Link from www.CESweb.org

QUESTIONS? Please contact CES Operations as follows:

Furniture removal Suite Cleaning Suite Questions Alexis Park Meeting Room Reservations	Jeri Willingham CES Operations	(319) 367-5787 (319) 367-0234 fax jbwillingham@lisco.com
Promotional Opportunities	Liz Tardif CES Promotional Opportunities	(401) 849-9300 (401) 849-0366 fax ltardif@ce.org
Catering Electrical Telephone/Internet	Diana Takai Alexis Park Convention Services	(702) 796-3323 (702) 796-6502 fax dianat@alexispark.com
Sleeping Room Requests	Tiffany Majors Alexis Park Group Rooms Coordinator	(702) 796-3394 (702) 796-6502 fax tmajors@lexispark.com
GES Order Forms and Labor	GES National Service Center	(800) 475-2098 (866) 329-1437 fax Servicenter@gesexpo.com
Shipping	Imelda Trevino GES Exposition Services 950 Grier Drive Las Vegas, NV 89119	(702) 263-1584 (702) 263-1502 fax cesfreightoperations@gesexpo.com

Booth Display Types

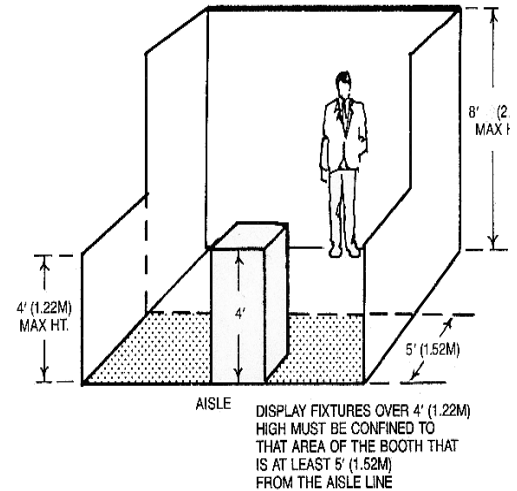
There are four types of Booth Displays: The Standard/Linear Booth, The Perimeter Wall Booth, The Peninsula Booth and The Island Booth. Please refer to the following regulations, which apply to your space type. *The following booth display rules will be strictly enforced.*

A **Standard/Linear Booth (10' depth)** is any booth that shares a common back wall and abuts other exhibits on one or two sides.

Maximum height is 8'. This 8' height may be maintained on the sidewall of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.

See diagram for details. →

Please Note: Hanging signs are not permitted over Standard/Linear Booths.



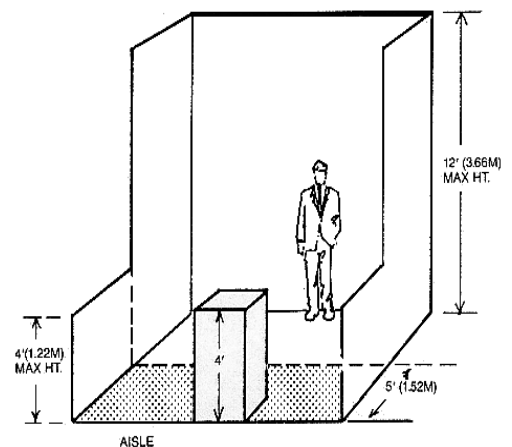
Perimeter Wall Booth (10' depth)

A **Perimeter Wall Booth** is a Standard/Linear booth found on the perimeter walls of the exhibit floor.

The maximum height is 12'. This 12' height may be maintained on the sidewalls of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.

See diagram for details. →

Please Note: Hanging signs are not permitted over Perimeter Wall Booths.



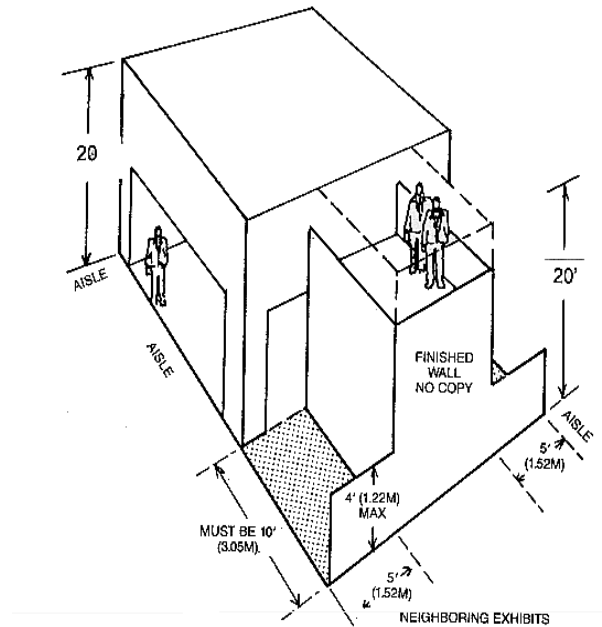
Peninsula Booth

A **Peninsula Booth** is any exhibit 20' x 20' or larger with a depth from the common back wall to the aisle of at least 20' and with aisles on three sides.

For a Peninsula Booth backed by a row of Standard/Linear Booths, the back wall may be no higher than 4' for a distance of 5' from either side aisle and 20' high in the center of the back wall. These height restrictions must be maintained for a distance of 10' from the back wall.

See diagram for details. →

Where two (2) Peninsula Booths share a common back wall with no Standard Booths in between (also referred to as a "Split Island"), the maximum height may be 20' in all areas of the booth, including the back wall (same as *Island Booth* rules, below).



For all Peninsula Booths, the exterior of the back wall must be plainly finished and may not contain booth identification, logos or advertisements.

Hanging signs ARE permitted over Peninsula Booths.

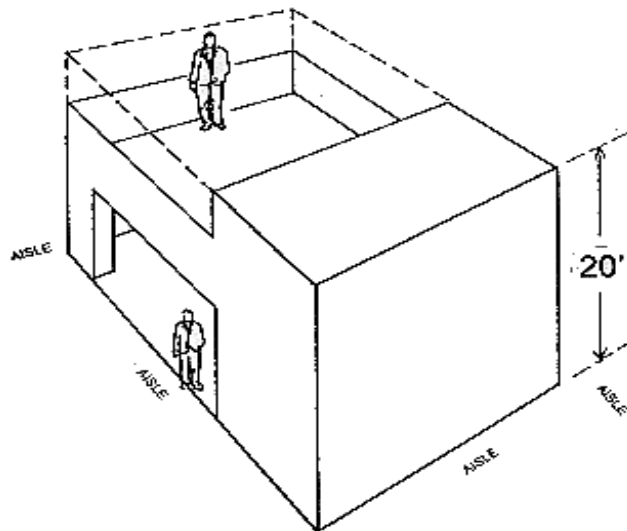
Island Booth

An **Island Booth** is any exhibit 20' x 20' or larger and is surrounded by aisles on four sides.

A maximum height of 30' in all areas of your booth is allowed in North Halls 1-4 and Central Halls 3-5. A maximum height of 20' in all areas of your booth is allowed in Central Halls 1-2. A maximum of 22' in all areas of your booth is allowed in South Halls. There are no limitations on the number of solid walls for your Island Booth.

See diagram for details. →

Hanging signs ARE permitted above Island Booths.



Ceiling Heights

The ceiling height in Alexis Park suites is 7' 9". Sprinkler heads and fluorescent lighting units drop down four (4) inches, where located. The Parthenon Ballroom ceiling height is 18'

Exhibit Booth Display Regulations

*These regulations are an integral part of the Exhibit Space Contract signed with CES, which is included in the back of this section. Adherence is essential to having an orderly, fair and safe show. **Please read this information carefully** as it is important that exhibitors are aware of these regulations and comply with them.*

- Smoking is prohibited in all CES Show Locations.
- The fire & safety regulations listed below are very important. You must comply with the rules that apply to your exhibit.
- Any portion of a display that extends above or beyond that of the booth adjoining to the rear or side must be finished with paint or drapes at the expense of the exhibitor. Any portion of your booth facing an aisle must be finished.
- No signs or decorating materials may protrude into the aisles or encroach upon neighboring exhibits. All materials must be contained within the booth and may not be posted or distributed anywhere in the show facilities.
- CES Operations reserves the right to remove any exhibit, at the expense of the exhibitor, if the display does not meet the specifications set forth in this manual.
- If an exhibit interferes with the rights of other exhibitors or does not conform to prevailing standards of good taste, CES Operations may require immediate changes.
- Except where noted, all exhibits must be completely installed by 3:00 p.m. on January 5, 2005.
- No live animals are permitted under any circumstances.
- No balloons of any type (including helium or motor operated) are permitted.
- No stickers of any type are allowed on property.
- Any exhibitor who begins to dismantle or pack part of the exhibit before the close of the show may lose priority points or be denied participation in future shows.
- All exhibits must be freestanding and self-supporting. Booth configurations cannot be designed to obstruct the view of nearby exhibits, exits or doorways.



Signage



New this year! CES strives to be fair and offer support to all of its exhibitors. Concerns about exhibitors hanging banners and signage at the Alexis Park outside of their contracted space were voiced at the 2004 Alexis Park Exhibitor Debriefing. Consequently, at the 2005 International CES, any banners, signage or other promotional items found outside of an exhibitor's officially contracted area, or in a public area, will be immediately removed by CES Operations.

In our continued effort to create the best possible experience for exhibitors, CES has created a special promotional opportunity program to help High Performance Audio exhibitors maximize their presence throughout the Alexis Park. For further information on signage/banner locations, rates and availability, please contact Liz Tardif with CES Promotional Opportunities at (409) 849-9300 or via email at ltardif@ce.org.

As allowed in previous years, signs and banners are permitted to hang outside the exhibit suite on the railing only. Dimensions of the signage for the railing are not to exceed a 15' length or 3' height.

Each exhibit suite has a window adjacent to the front door. You may use this window to display a sign from the interior or exterior of the window as long as it is affixed to the glass in an acceptable manner. The sign must be limited to the dimensions of the window which measure overall 32" x 54" (the window is a double, sliding window, each section measures 15" x 54", with a 2" overlap).

Some suites do not have access to the railings. Please contact Jeri Willingham to verify. For more information on dimensions, regulations or if your suite has a railing please contact Jeri Willingham with CES Operations at (319) 367-5787 or via e-mail at jbwillingham@lisco.com.

Union Jurisdictions/Exhibitor Rights

Full-time personnel of an exhibiting company may perform booth construction activities and set-up of product with the following exceptions.

Teamsters

- GES is the sole provider and operator of all motorized vehicles and equipment.
- Teamsters control all freight, banners and decorating.



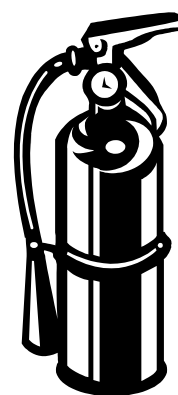
Exhibitors

- Exhibitors may hand carry their shipment if contained to one (1) trip. Use of dollies are not permitted other than small, two-wheel luggage type.
- Exhibitor's full-time personnel may place their own product.
- Exhibitors choosing to use full-time company personnel must notify CES Operations in writing in accordance with policy and must furnish proof of insurance, both general liability and worker's compensation insurance.
- Exhibitors may use small power tools such as drills and electric screwdrivers.

This is a brief guide to common labor situations. Further information can be received from GES Exposition Services by calling (800) 475-2098 or sending an email to servicenter@gesexpo.com.

Fire & Safety Regulations

- Smoking is strictly NOT permitted in CES show locations at any time.
- Materials used in construction and decoration of an exhibit must be certified as flame retardant. Fabrics must be certified flame retardant or a sample must be available for testing. Materials that cannot be treated to meet the requirements may not be used. A flame-proofing certificate should be available for inspection.
- Flammable or combustible liquids are prohibited inside of buildings, except as approved by the hotel. Flammable thinners, solvents and paints, including aerosol cans, are strictly prohibited within the buildings.
- All exits and aisles must be kept clear and unobstructed. No furniture, signs, easels or displays may protrude into aisles.
- Fire hose racks, fire extinguishers and emergency exits must be visible and accessible at all times. This includes fire protection equipment located within exhibits. Exits and exit signs must not be covered by drapes or obscured from view by exhibit components.
- 110-volt extension cords shall be grounded three-wire, #14 or larger AWG, copper wire. Connectors must not be supported by cords. Two wire "Zip Cords" are not permitted other than factory installed appliance connectors: these may not exceed 6' in length and must be UL approved with built in over-load protectors.
- Cube tap adapters are prohibited (uniform fire code 85.107). Multi-plug adapters must be UL approved and have built-in overload protection. Connectors must not be used to exceed their listed ampere rating.
- Electrical work under carpets must be done or supervised by the Official Contractor's electricians. All wiring on the floor must be Type "SO" cord, insulated to qualify for "extra hard usage", must be No. 12 AWG or larger, and must be protected against injury. All temporary wiring must be accessible and free from debris and storage materials. Hard backed booths must be at least 9 inches from rear booth lines and 18 inches between hard walls.
- No storage of any kind is allowed behind booths or near electrical service. Materials necessary to the exhibit must be stored within the exhibit. Electrical cords and connectors must be accessible and shall not be covered. Areas enclosed by solid walls and ceilings must be provided with approved smoke detectors. Materials for handouts must be limited to a one-day supply and must be stored neatly within the booth. All storage must be kept clear of electric cables or junction boxes.
- Designated NO FREIGHT aisles and hotel hallways must be maintained clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the hallways and to expedite freight and empty crate moving.
- All empty cartons or crates must be labeled and removed for storage or they will be removed as trash. Crates or raw flammable materials are not to be used as exhibit supports.



Cash and Carry Prohibited

CES policy prohibits over-the-counter sales (i.e.: cash, check, or credit card). Only bona fide business orders for future delivery are permitted. **CES reserves the right to close down booths in violation of this regulation.**

CES Staff and Floor Managers, representatives from the Clark County Business License office will be walking the show floors on show days looking for exhibitors violating this policy. Should any exhibitors be found in violation of this policy, CES will take the following actions:

First Warning

- Violating exhibitor will be given a written notification of the warning.
- Booth power may be turned off for one hour.

Second Warning

- Violating exhibitor will be given a written notification of the 2nd warning.
- Booth power may be turned off for one day.

Third Warning (Final)

- Violating exhibitor will be given a written notification of the 3rd warning.
- Up to five (5) priority points will be deducted from the exhibitor.

Please be sure to share this information with those staffing your booth on-site. We appreciate your attention to the serious nature of this policy, and ask all exhibitors to adhere to this important regulation.

Good Neighbor Policy



Any exhibitor using audio or video content in their booth or suite for the purpose of demonstrating equipment or otherwise hereby agrees that such content shall be appropriate for a general audience, and agrees to refrain from using content that may be considered offensive to such an audience. In the event of a complaint from any person regarding the content used by an exhibitor, CES will investigate and if, in the sole

discretion of CES such content is determined to be offensive, exhibitor agrees to cease using such content. In the event the exhibitor refuses CES' request, or a subsequent complaint is filed against the same exhibitor, CES reserves the right to shut off the power to exhibitor's booth until the exhibitor complies with CES' request. Repeated violations of this policy can, at CES' discretion, result in expulsion from the Show.

Product Demonstrations

A maximum noise level of 85 dB will be maintained on the exhibit floor, a standard which is endorsed by the International Association of Exposition Managers (IAEM).

Product demonstrations are permitted. Please abide by the following regulations:

- In booths 10' deep, demonstrations must be set back a minimum of 3' into the booth. Booths greater than 10' in depth, the demonstration must be set back a minimum of 10'. This allows room for the viewing attendees to be contained within the booth limits.
- CES has instituted a "No Tolerance" policy. Demonstrations found to be objectionable due to noise level or vibration level (dB or SPL) or blocking traffic flow may be closed down at the discretion of CES Operations.
- Exhibitors shall be responsible for supervising the actions of all visitors and employees operating display equipment in their area.
- All product demonstrations must be contained wholly within the purchased exhibit space.

FCC Requirements



Most electronic equipment that uses radio frequency energy must meet Federal Communications Commission (FCC) regulations limiting such emissions and must receive a grant of the appropriate equipment authorization from the FCC prior to being manufactured, imported or marketed. Equipment requiring such an authorization, which is displayed at CES must either have already received the necessary FCC authorization or must be accompanied by the following notice conspicuously displayed:

"This device has not been approved by the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased until the approval of the FCC has been obtained."

Radio frequency devices that could not be granted an equipment authorization or operated legally, may not be advertised, displayed or sold. Failure to follow these guidelines, as well as other appropriate FCC rules, is a violation of federal law (47 U.S.C. Section 302(b)). It is anticipated that FCC investigators will attend CES looking for such violations.

For further information regarding the types of equipment that require FCC authorization, see the FCC Rules at 47CFR Section 2.803, or contact the FCC Laboratory headquarters at (301) 362-3041.

Sound Restrictions

The CES noise abatement policy is as follows:

- Exhibitors demonstrating audio equipment in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits. Loudspeakers of any kind must be directed toward the interior of the demonstrator's exhibit space. Speakers may not face aisles or other exhibitors' booths.
- When demonstrating audio equipment within an enclosed demonstration room, position subwoofers away from walls that abut neighboring exhibitors. Sonic vibration and SPL nuisance complaints will be acted upon by CES Operations; if situations are not rectified by the offending party, CES Operations reserves the right to shut down exhibits.
- While demonstrating audio equipment contained in a vehicle on display in the exhibit area, the vehicle's doors and windows must be closed.
- Demonstrations found to be objectionable due to *noise or sound pressure/vibration level* will be closed down.
- Exhibitors shall be responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area. Exhibitors must make every effort to respond to neighboring exhibitors' complaints concerning noise, sound and/or vibration nuisances.

A maximum noise level of 85 dB will be maintained on the exhibit floor, a standard which is endorsed by the International Association of Exposition Managers (IAEM).

CES Operations will intervene if necessary, and reserves the right to shut down exhibits deemed objectionable. Floor managers in each show location will rove through the exhibit areas monitoring the decibel level during show hours. Measurements will be taken at a distance no greater than 10' from the offending display. After measuring a continuous decibel level of greater than **85 dB**, following a complaint being registered by a spectator, a neighboring exhibitor or personal observation by a roving designate, the following procedures will be strictly enforced as follows:

First Warning:

- Violating exhibitor will be given a written notification of the warning.
- Booth power may be turned off for one hour.

Second Warning:

- Violating exhibitor will be given a written notification of the 2nd warning.
- Booth power may be turned off for one hour.

Third Warning (Final):

- Violating exhibitor will be given a written notification of the 3rd warning.
- Booth power may be turned off for one hour.

Lighting Restrictions



- Neon is acceptable so long as it is in accordance with local neon regulations.
- Small flashing-chaser lights are permitted in a booth to a *maximum* height of 8'.
- Strobe, rotating and garish neon lighting are not permitted.
- Lighting should be directed to the inner confines of the booth space and not project onto other exhibits or show aisles.

Photography Regulations

CES will allow cameras on the show floor. However, media are required to obtain passes/stickers for their camera equipment. Exhibitors and attendees may take pictures within the show for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission of the exhibitor. Many products on display at CES are innovative, one-of-a-kind or prototype items. Exhibitors have the right to report to security any instance of inappropriate photographing of company products or displays.



Age Restrictions To Exhibit Hall

No one under the age of 16 is permitted in the exhibit hall or suites at any time without signing a liability waiver and obtaining a child wristband for \$25.00 per day, from the registration area.

Equipment/Product Removal Pass

Product may be removed from the exhibit floor or suites with a merchandise pass beginning one hour before show closing. A maximum of five merchandise passes are available only to exhibitors who present the proper exhibitor credentials and personal identification. Merchandise passes are available from the CES Operations office in Suite 2109 at Alexis Park.

Only exhibitors, manufacturers and manufacturers' representatives will be permitted to remove merchandise from the show location with the proper pass.

If you are leaving your display with a local retailer, it should be shipped out as freight or hand carried after the close of the show on Sunday, January 9 at 4:00 p.m.

Late Work Permits

Installation will begin on January 4, 2005 at 2:00 p.m. and continue until 7:00 p.m. On January 5, installation and dismantle hours are from 8:00 a.m. - 7:00 p.m. Should you require access to the exhibit hall outside these hours, you must obtain prior approval and Late Work Permits from a CES Operations in Suite 2109 by 2:30 p.m. the day the late work is to occur, and every late-work day thereafter.

Food & Beverages

The Alexis Park has catering services that must be used for all in-house food and beverage; this includes water bottles and food items with your company name or other logo. Exclusive contracts prohibit food and beverage from being supplied by an outside vendor. Please see the section labeled Utilities & Catering for order forms.

Exhibitors planning to distribute food items from their booth (other than candy, fortune cookies, etc.) must have prior approval from both CES Operations and the catering service at the Alexis Park.

Raffles / Games Of Chance



Raffles ARE allowed within your booth. However, Nevada state law prohibits them if money is involved. Exhibitors considering a raffle, game of chance or the use of a slot machine in their booth should contact the Nevada Gaming Control Board at (702) 486-2000.

Literature Disbursements, Giveaways, Surveys

Literature, samples and giveaways must be disbursed from within your booth. Surveys may not be conducted outside of your booth. Corporate greeter sponsorships are available; call Liz Tardif with CES Sponsorship Opportunities at (401) 849-9300 or e-mail ltardif@ce.org.

No "stick-on" decals or other similar adhesive backed promotional items may be distributed or used in the show locations.

No balloons of any kind may be used for giveaway. Any damage to the show locations caused by such unauthorized giveaways will be paid for by the party responsible.

Americans With Disabilities Act

Exhibitors acknowledge their responsibility under the "Americans With Disabilities Act" (ADA) to make their booth accessible to handicapped persons. Exhibitors shall indemnify and hold harmless CEA, International CES, and the show locations against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to have their booth comply with requirements under the ADA.



Information and arrangements for transportation can be made by contacting CMAC at (401) 826-4100 or on-site by contacting their office or CES Operations.