



GENERAL RULES OF PARTICIPATION

NO SOLICITING OUTSIDE THE CONFINES OF YOUR BOOTH

PCHAlliance is committed to the success of all exhibiting companies. Our intent is to have a professional and balanced marketplace during the 2018 Connected Health Conference. **Therefore, all exhibitors are expected to adhere to all rules and regulations stated in this service manual and on the Terms & Conditions of your space contract.** Objectionable activity will be reviewed by CHC management and may be ceased or changed at any time during the course of the exhibition.

Demonstrations & Marketing Activities

Exhibitor demonstrations and all marketing/promotional activities must be conducted within the confines of your booth space. Exhibitors are permitted to having demonstrations or promotional activity within their booth, as long as they are set back a minimum of five feet (5') into the booth, does not obstruct the aisles, and does not prevent access to nearby booths. **Any activity that results in the obstruction of aisles, or prevents ready access to nearby exhibitors' booths, or produces sound levels that exceed 75 decibels, will result in a loss of exhibitor points after the first warning.** Please plan accordingly if you plan to have continuous demonstrations. If you intend to conduct any activity that will attract large numbers of attendees, you must purchase enough booth space and orient your booth structures so that the crowd can be accommodated within your booth space.

- Distribution of pamphlets, brochures, etc. must take place within your booth space only.
- **NEW!** All giveaways/tchotchkes need to have the company logo on them and **cannot** have a lithium battery in them
- Orders may be taken during the normal activity on the exhibit floor but retail sales are **not** permitted.

Sideshow Tactics

The use of megaphones, loudspeakers or sideshow tactics is prohibited. A sideshow tactic would consist of clowns, flash mobs, dancing, acrobatics, bungee jumpers or any circus like activity and is not allowed in your booth.

Sound/Noise

The decibel level of sound emitting from your booth must not exceed 75. Excessive noise and RF interference will be grounds for interruption of electrical power to the offending booth.

- Db and RF levels will be monitored on the floor throughout the show, any objectionable noise will be reviewed, and the exhibitor may be required to turn the levels down or off according to the decision of show management.
- Speakers must face into the exhibit booth itself and not into the aisles or into neighboring exhibits.
- Live music or musical instruments is prohibited in the exhibit hall. The use of whistles, horns, crickets and other similar noise devices is prohibited.
- The use of megaphones, loudspeakers, or public address systems by exhibitors is prohibited.
- **PCHAlliance reserves the right to determine at what point sound constitutes interference with other exhibitors and it must be discontinued.**

Announcements

Show Management reserves the right to make public address announcements in the exhibit hall for conference sessions, meetings and other official events, or in the event of an emergency. No unauthorized announcements or advertisements will be allowed.

Exhibitor Behavior

Exhibiting companies, and their officers, directors, employees, agents, and others working on the exhibitor's behalf are expected to conduct themselves in a professional manner at all times. Exhibiting companies, and their officers, directors, employees, agents, and others working on the exhibitor's behalf that are found within the confines of another exhibitor's booth or marketing outside booth will lose a portion of their exhibitor points.



Solicitation

Exhibitors are required to remain in their own booth space during exhibit hours. Solicitation outside your booth in any way is strictly prohibited.

- All special talent must remain in confines of booth. Special talent is not allowed to walk show floor.
- No soliciting on convention center property (Lobbies, show floor or outside)
- No soliciting at any of the hotels that are within the CHC housing block
- Wearing and/or carrying attention gathering items outside booth is strictly prohibited. (For Example: flashing lights on person, advertising sandwich board on person, carrying product/service through show floor, etc)

Meetings In Your Booth Can be Held:

- One hour before the exhibit hall opens (Friday).
- One hour after the exhibit hall closes (Thursday).
- A representative from your company will need to meet attendees at one of the entrances into the exhibit hall to escort them onto the show floor during the non-show hours.
- **PLEASE NOTE:** All attendees and booth personnel must have a badge to enter the exhibit hall.

Housing

We recommend that you use the Connected Health [housing block to reserve your hotel room.](#)

Move-out/Dismantling

No move-out or dismantling is permitted before the close of the show on Friday, October 19 at 4:30 pm. Early move-out will result in a loss of exhibitor points.

Subletting

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from CHC. Exhibitors must show goods or services manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates imprint, or trademark under which same is sold in the general course of business.

Unpaid Booth Balances

Final booth payment is due no later than September 7, 2018. On September 10, unpaid booth spaces will be released. Any company with an unpaid balance will have their freight refused by CHC, badges withheld, will not be allowed to set up their booth and will forfeit all associated monies. If your freight is denied due to your failure to pay the balance on your booth, Freeman or CHC cannot be held responsible.

Lighting

No lighting, fixtures, or overhead lighting are allowed outside the boundaries of the booth space, and should not project onto other exhibits or the aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with the facility rules and be approved in writing by show management. Lighting that spins, rotates, pulsates, and other special lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Utilities

All utilities are provided by the Seaport World Trade Center.

Age Limit

No persons under the age of 18 are allowed on show floor at any time.



Animals

Live animals or pets are not allowed on the show floor and may not be displayed as part of the exhibit booth. However, Seeing Eye dogs for the vision and/or hearing impaired are permitted.

Cameras:

Cameras or video equipment is not allowed on CHC show floor. Any exhibiting company found taking pictures inside the exhibit hall of any booth, other than their own, without special permission from CHC will lose priority points.

Balloons

NO helium balloons are allowed on the show floor. This is a CHC rules and not the Convention Center.

Catering

Seaport World Trade Center has exclusive rights to all catering in the facility. Menus can be found in the online service manual.

Security

Boston is a major city with the inherent security risks of any major metropolitan area. Most tradeshow thefts are a crime of opportunity and occur during move-in and move-out hours when there are hundreds of individuals on the exhibit floor: exhibitor appointed contractors, exhibit staff, union workers, etc. Although CHC has retained the services of an excellent security firm to roam the exhibit hall during these times, it is your responsibility to make sure that all of your items are accounted for at all times. We highly recommend that a representative from your company be present during your move-in and move-out times to ensure that each crate and box arrives to its destination.

- Please DO NOT leave valuables such as laptops, PDAs, purses, briefcases, plasma screens and cell phones unattended in your booth at any time. If you will be leaving valuables in your booth overnight, we highly recommend that you retain the services of the official security company to guard your booth.

Please note that if any rules and regulations stated in this service manual as well as the back of your exhibit space contract are violated, a loss of exhibitor points will occur.



SHOW RULES AND REGULATIONS REVIEW

The following are exhibit floor rules and regulations. These rules and regulations apply to exhibit booth construction and design.

BOOTH HEIGHT SPECIFICATIONS

The following rules will guide you through your planning process. Please read all booth guidelines very carefully.

- Inline booth-
 - A booth that is 10' deep and not on a perimeter wall of the building – Maximum height of 8' 3".
- Island booth-
 - Minimum island booth size is 20' x 20', aisles on four sides – Maximum height for any structure is 14'.
 - **ALL exhibitors occupying Island Booths are required to submit a floor plan to vgeoghegan@CHC.org by September 8, 2017.**

Consideration of the adjacent booths in booth design and noise levels is mandatory. CHC staff and contractors will be monitoring setup, tear down and show hours.

We look forward to working with you. Should you have any questions or need further clarification please don't hesitate to contact:

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