

## GENERAL RULES OF PARTICIPATION

### NO SOLICITING OUTSIDE THE CONFINES OF YOUR BOOTH

All exhibitors are expected to adhere to all rules and regulations stated in this service manual and on the back of your exhibit space contract. Objectionable activity will be reviewed by HIMSS management and may be ceased or changed at any time during the course of the exhibition.

#### **No Tolerance Rule**

If you are not following the sound/noise rule (mentioned below) or soliciting outside your booth you will be given a warning by HIMSS Staff. This will be your only warning. HIMSS strictly prohibits exceeding the decibel level of 75 decibels during the show. If HIMSS staff has to come over to your booth a second time

- You will lose up to 100 exhibitor priority points.
- If a second violation has to be written up the following day, you could lose up to an additional 100 exhibitor priority points.
- We highly recommend that you have your onsite staff sign off on a waiver that they understand this rule to avoid any issues at show site.

#### **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, but not limited to clowns, flash mobs, dancing, acrobatics, bungee jumpers or any circus like activity would not be 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 week, any objectionable noise will be reviewed, and the exhibitor may be required to turn the levels down or off according to the decision of HIMSS floor managers or HIMSS show management.
- HIMSS on-site Floor Managers have the sole authority to make a judgment call as to whether a sound system is too loud. Decibel readers will not be required and exhibitor & A/V staff must adjust levels accordingly. Failure to make the requested adjustments, and to keep the levels at the agreed upon levels, will result in the loss of exhibitor priority points
- Speakers must face into the exhibit booth itself and not into the aisles or into neighboring exhibits.
- Live music or musical instruments are 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
- **HIMSS 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.



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### **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 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 HIMSS 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**

If you plan to use your booth to conduct meetings before or after official show hours, you must:

- Show Management reserves the right to have the exhibitor hire security personnel for any event held on the show floor during non-show hours.
- PLEASE NOTE: All attendees and booth personnel must have a badge to enter the exhibit hall.

### **Housing**

All exhibitors that are not local to Las Vegas must utilize the official housing company (onPeak) for all hotel reservations. Failure to do so will result in the loss of exhibitor badges and refusal of freight to exhibit booth. If your freight is denied due to your refusal to abide by HIMSS housing policy, Freeman cannot be held responsible.

### **Move-out/Dismantling**

No move-out or dismantling is permitted before Thursday, March 8 at 4:00 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 HIMSS. 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 9, 2017. On September 10 unpaid booth spaces will be released. Any company with an unpaid balance will have their freight refused by HIMSS, 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 HIMSS 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.

The exhibit floor will be at 50% lighting during move-in and move-out days. Full lighting will begin at 8:00 am on Monday, March 5. **If there is an overhead light above your booth that you would like turned off, please contact OCCC utility service center prior to show or onsite. Any costs incurred will be at the exhibitor's expense. If there is a light in question (shades out a portion of the aisle), it will need to be approved through HIMSS.**

### **Utilities**

Electrical & Plumbing is provided by Sands Expo

Telephone & Internet is provided by Sands Expo

Hanging Sign is provided by Freeman & Sands Expo (see hanging sign rules for further details)



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### **Age Limit**

No persons under the age of 21 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 are not allowed on HIMSS show floor. Any exhibiting company found taking pictures inside the exhibit hall of any booth, other than their own space, without special permission from HIMSS will lose priority points.

### **Balloons**

**NO** helium balloons are allowed on the HIMSS18 show floor. This is a HIMSS rules and not a Convention Center rule.

### **Catering**

Sands Expo has exclusive rights to all catering in the facility. Menus can be found in the online service manual under the Service Providers section.

### **Security**

Las Vegas 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 HIMSS 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 anytime. If you will be leaving valuables in your booth overnight, we highly recommend that you retain the services of the official security company guard your booth.

### **Floor Managers**

All issues or questions must be resolved on show site. To aid in the resolution, there will be five floor managers onsite. Each company will be:

- Notified of their assigned floor manager, their exact location, and how to reach them.
- Freeman and other official contractors will have a desk set up for your convenience on show site in the service center.
- These desks will be available during installation, show hours, and dismantle.
- Review any invoices you may have while on show site, and then settle accordingly.
- Show management reserves the right to address and resolve any matters not specifically covered in these rules and regulations.

**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.**



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## **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"
- **Perimeter booth –**
  - Standard booth located on the outer-perimeter wall of the exhibit floor – Maximum height of 12'
- **Split Island booth-**
  - Minimum booth size 20' x 20', aisles on three sides – Maximum height for any structure is 16', Maximum height of hanging sign or hanging graphic is 24'.
  - **ALL exhibitors occupying Split Island Booths are required to submit a floor plan to HIMSS**
- **Island booth-**
  - Minimum island booth size is 20' x 20', aisles on four sides – Maximum height for any structure and/or hanging sign or hanging graphic is 24' if not in Venetian Ballroom or Hall G.
  - **ALL exhibitors occupying Island Booths are required to submit a floor plan to HIMSS**

Consideration of the adjacent booths in booth design and noise levels is mandatory. HIMSS staff and contractors will be monitoring set up, tear down and show hours and will have exhibit floor managers on the floor to assist you if you have any questions.

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

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