

The Media Insights & Engagement Conference

SHOW RULES & REGULATIONS

AIR WALLS

Airwalls in the meeting rooms, ballrooms and exhibit hall are to be moved by hotel staff only. No rigging, hanging, taping or affixing items to the airwalls or their tracks.

AISLE SPACE

Exhibitors shall not solicit business and distribute literature in the aisles or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship. If your company is interested in sponsorship opportunities, please contact your sales representative. Rolling bags and luggage are not allowed on the exhibit floor during expo hours.

ATTENDEE RESTRICTIONS

The conference is open to the trade only. No one under 18 years of age will be allowed on the show floor at any time. No one will be allowed on the show floor without a proper badge.

BANNERS

All banners and signs that are flown or hung overhead in a common area of the hotel require hotel approval and must be constructed of vinyl or cloth fabric. Hard material of any kind cannot be suspended overhead in any public area of the hotel. This applies to the surface material, top or bottom battens or rods, or any stiffening device. Hotel rigging staff will attach soft wooden battens to the top of the banner or sign using short staples for hanging purposes. Velcro is not acceptable as a means of attaching a banner to any structure or to other flown material.

BOOTH REPRESENTATIVE

All company representatives shall wear badge identification furnished by Show Management at all times.

BOOTH ACTIVITY & NOISE

Booth activity, including sales presentations, product demonstrations, entertainment, celebrity appearances, etc., must be confined within the exhibitor space contracted for so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits.

Sound: Public address systems, sound projections and other sound producing devices may be used within the confines of your booth provided they meet applicable safety regulations and are installed in a workmanlike manner. Please be respectful to other exhibitors by not creating floor disruptions while conducting business.

Exhibit Hall: The Sound Pressure Level permitted in the exhibit hall is 85 dBA, as measured from the center of the adjoining aisles. Loudspeakers should be directed into the booth. No speakers should be placed facing into the aisles or neighboring booths.

Hand-outs: Circulars, catalogs, magazines, folders, promotional, educational, or other giveaway matter may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden and exhibitors must confine their exhibit activities to the space for which they have contracted.

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No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of show management.

Only literature published or approved by show management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual displays) or on transportation provided by show management. Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained show management approval.

CABLES

Cables cannot cross doorways, aisles, or walkways. All cable placement and pathways must be approved by the hotel prior to installation.

CHARACTER OF EXHIBITS

It is the exhibitor's responsibility to create an attractive display area. Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the Show. Exhibits must be in good taste as determined by Show Management.

DANGEROUS WEAPONS / ACTS

A dangerous weapon is any object or device designed or intended to be used to inflict serious injury upon persons or property. The possession of a dangerous weapon is prohibited in the hotel. All concealed weapons are strictly prohibited in the hotel. Dangerous weapons include, but are not limited to firearms, explosives, stun guns, handcuffs, brass knuckles, sticks, clubs, batons, martial arts instruments, pepper spray, tear gas, knives, etc. Guests found in possession of the above-mentioned items will be asked to remove the item from the hotel or dispose of it. Guests who refuse to comply will be removed from the building and may be subject to arrest. Fighting, physical violence, creating a disturbance, horseplay, disorderly conduct, or the use of abusive language is a violation of hotel policy and will result in immediate removal of the individual from the premises and possible legal action.

EARLY MOVE OUT/ DISMANTLING

All exhibitors must stay on the show floor until the show floor closes on the last day. Early dismantling is not allowed. Any exhibitor who does not comply may not be allowed to exhibit at MI&E 2027. **This policy will be strictly enforced.**

EMERGENCY EQUIPMENT

No equipment, booths, signs, displays, or other items can block or obstruct any emergency phones, alarms, sprinkler valves, or hose connections. The hotel is equipped with alarm and sprinkler systems. Fire extinguishers and other emergency equipment are strategically located in all areas of the building. It is imperative that all fire hose cabinets, strobes, and fire extinguishers be kept clear, accessible, and free of obstructions at all times. The fire hose cabinets, strobes, and fire extinguishers are permanent fixtures of the facility and cannot be moved.

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EXIT DOORS

At no time shall an exit door be locked, blocked, tied open or obstructed in any way. This includes placement of signage, screens, vehicles, barricades, storage, tables, carts, curtain walls or other convention related materials that may impede the path of egress from an exit door.

FIRE REGULATIONS AND LIFE SAFETY

Compliance with all federal, state, and local fire and building codes is required for all group activities. All emergency equipment, exits, aisles and walkways must remain unobstructed. Curtains, drapes, or decorations shall not visually or physically obstruct exit doors, exit signs, fire alarms, audio/visual devices, hose connection cabinets, standpipes, fire extinguishers or fire extinguisher cabinets, or other life safety equipment at any time. If the permanent exit signs are obstructed from view, additional temporary exit signs shall be provided indicating the route to the exit door. Exit paths shall remain clear of obstructions. This includes the service corridor and pre-function areas. A minimum of eight feet is required to be always clear in the service corridor to all exit stairways. The pre-function area shall have a minimum of one half (1/2) of the floor space clear with a clear path of travel to all exits. Special permits are required for events or exhibits that involve pyrotechnics, cooking, covered or multi-level exhibits or other potentially hazardous situations (e.g. vehicles, open flame use or demonstration of equipment using liquid fuel inside of building). Permit information can be obtained through your Event Manager.

FIRE SAFETY

The use of welding equipment, open flames, decorative candles, or smoke emitting devices or material is prohibited. The use of burning fluids, oils, camphene, liquid oxygen, ethylene, kerosene, gasoline, or anything else of the like is discouraged in the facilities. If your event absolutely requires the use of hazardous materials, maximum limits and controls will be placed on use of such materials. Those maximum limits and controls include our reserved right to curtail the use of the materials. Fire Marshal approval is required. Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators and aisleways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves and fire hose cabinets must be kept clear at all times.

FLAME PROOFING

All materials used in the convention center must be non-flammable or flame retardant. A certificate of flame proofing is required for tents, awnings, drapes, and all decorations.

FOOTWEAR

All booth staff in the hall during set-up and tear-down are required to wear closed toed shoes for safety purposes. Any exhibitors found not to be complying will be asked to leave the hall.

HAZE/FOG/SMOKE MACHINES

The use of haze or smoke/fog machines must be approved through your Event Manager. Fire watch is required for all times when the haze/fog or smoke machines are used, including rehearsals. Fire watch personnel will be arranged through your Event Manager and the Hotel's Safety and Security department at the prevailing rate. A schedule of rehearsal and show times must be submitted no later than three (3) weeks in advance. Only water-based machines are permitted.

INDEMNIFICATION

It is understood and agreed that neither Show Management, nor the owners, nor the leasers of the property which serves as the exposition hall, nor the management of these properties, can or will be responsible for the safety of exhibits, exhibitors, or their

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employees against robbery, burglary, theft or damage by fire or any other cause. Show Management will provide perimeter security for the limited protection of property during hours when the exposition is closed. In all cases the Exhibitor is advised to insure its property against damage or loss and insure itself against public liability at its own expense. The Exhibitor waives all claims of any kind against Informa, Media Insights & Engagement, Show Management, or any of their directors or employees, arising from the conduct of the exposition and agrees that none of the parties referred to above shall be liable for any loss, damage or destruction of property belonging to the Exhibitor, its agents or its employees, while on the premises, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Exhibitor's business by reason of failure to hold the conference and/or exhibition, or failure to provide space for an exhibit or the removal of an exhibit, for any action of Management and the owners and leasers of the exposition areas of the Hotel, harmless from claims by the Exhibitor's agents or employees or by any other persons arising out of any act or omission connected with the Exhibitor's participation in the conference and/or exposition, whether negligent or not.

INSURANCE

Liability insurance, property insurance and worker's compensation insurance must be taken out by each exhibitor at its own expense and must comply with state laws. Insurance can be obtained by the exhibitor's insurance company. A rider to existing policies may be taken out providing complete protection for the period of the Show, from move-in to move-out.

INTOXICANTS

The possession or use of intoxicants on the **Loews Coral Gables Hotel** property or job sites is prohibited. Possession or use of illegal drugs is prohibited; only medicine prescribed by the employee's physician may be permitted. Violation will result in immediate removal of the individual from the premises and possible legal action.

MOTORIZED VEHICLES

Motorized vehicles are defined as any vehicle which is propelled by an internal combustion engine using Class-I or Class-II fuel, such as, but not limited to automobiles, trucks, motorcycles, aircraft, and watercraft. All motorized vehicles which are displayed shall have the battery/batteries disconnected at the "HOT" lead. The lead shall be safely secured. All motor vehicle tanks containing fuel shall be furnished with locking type caps or sealed with tape to prevent inspection by viewers. Tractors, chain saws, generators and other such fuel powered equipment shall be safeguarded in a similar manner.

Fueling or de-fueling of vehicles is prohibited on hotel property.

A special permit is required for any vehicle displayed on stage or in any area inside the hotel. Permit application must be made by the Production or Third-Party AV Company to the Local Fire/Rescue Division, Fire Loss Management Department, twenty one (21) days in advance of the show. A copy of the permit must be on file with the Hotel. Vehicles must be positioned in a manner that does not affect means of egress. Vehicles shall not be moved during show hours. Prior to entering, carpet protection plastic must be laid under the place where the vehicle is to be located. The protection must remain under the vehicle for the duration in which the vehicle is in the hotel.

MEETINGS ON THE SHOW FLOOR

Though the show floor will be open for move-in/out, no one will be allowed on the show floor during non-exhibit hours without an exhibitor badge. Therefore, no meetings with the press, clients, or staff without an exhibitor badge may be conducted in your booth, or on the show floor, during non-exhibit hours. The show floor is only available for these types of meetings during show floor hours. If you have a special need for someone without an exhibitor badge to be permitted on the show floor during non-exhibit hours, please contact Show Management.

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OPEN FLAME

Candles are permitted on tables if securely supported on a non-combustible base. Candle flames must be protected using a votive holder or other non-combustible containers, and flame must be 2 inches below the top of the candle holder.

PARKING

All parking (overnight, self, valet, day guest) is billed at the prevailing rates. Self-parking fees do not include privileges for day guests.

PERSONAL PROPERTY

Exhibitors should not leave valuables or personal items (laptops, cell phones, PDA's, purses, cameras, briefcases, etc.) on tabletops, behind booth drape, or in any unsecured areas of the exhibit. Please remove all such items from the building at the close of the show each day. During move-out, please do not leave your booth unattended until all your display materials have been packed and crated.

PHOTOGRAPHY/ VIDEO RECORDING

Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products. Exhibitors are prohibited from photographing or producing audio/video of other displays, products, or materials without prior written permission from show management and the owner of the subject. Security and labor arrangements required for any approved photography, video recordings or live feeds must be made in advance, at the exhibitor's expense.

Only official photographers and audio/video producers appointed by show management are permitted to photograph or record audio/video of the entire event. Exhibitors wishing to use an outside photographer must receive written permission in advance from show management.

SMOKING

The Loews Coral Gables Hotel is a smoke-free environment. Smoking is only permitted outside in designated areas.

STORAGE

Hotel public areas and service hallways cannot be used for storage of supplies or equipment by guests or contractors. Service hallways and service areas are to be kept clear of all empty crates and cases. Empties are to be placed back on trucks. Empties can be stored in the respective production/exhibits "bone yards" with regard of fire exits, egress and ingress. Storage of empty wooden crates, combustible materials, pallets, cardboard, etc. behind your booth inside the hotel is not permitted.