

## **Sponsor, Exhibitor & Contractor Code of Conduct**

SuperReturn is a business-to-business event. To maintain a professional working environment onsite at the Marriott Marquis Times Square throughout build up, show open and breakdown, we request that all sponsors, exhibitors and contractors follow the below code of conduct:

- **Dress appropriately** for a business environment
  - o First impressions mean a lot and the way your staff dress on your stand will reflect on the business. Please ensure that your team, including any temporary staff, are dressed appropriately, in attire they feel comfortable in (provocative and revealing garments are not permitted).
- Act in a **professional and respectful manner** at all times with your staff, fellow exhibitors, visitors and official contractors.
  - o Rudeness and inappropriate behaviour is not acceptable and will not be tolerated by the Organisers.
- Be **considerate and mindful** to your neighbouring Exhibitors.
  - o Loud demonstrations or music may cause a disturbance to the stands around you. Please keep the noise level to a minimum and respect any requests by the organisers to reduce the volume.
- Be **respectful** of the property of your fellow exhibitors.
  - o Damage to the property of others and theft will not be tolerated by the Organisers.
- Be **honest** when promoting your company/products.
  - o Stand graphics and handouts should be reflective of fact, any exhibitor found to be making false claims will be asked to remove any items containing this information from their stand immediately.
- **Respect** the Event Timings
  - o Please do not start to pack away your tabletop until the show has closed and visitors have left the area. Be mindful of the event timings when making your travel plans for the show.
- **Notify** the Organisers of any additional events that you are hosting whilst at SuperReturn
- **Please be aware that children under the age of 16 are not permitted within the event at anytime.**

## BADGE GUIDELINES

- Badges must be worn during show hours.
- Security will be located at the various event entrances during these times, and will not permit entrance without a badge.
- Passes are non-transferable and are for advanced registered staff of sponsors only. Any substitution must be authorized in writing from the original registrant or the participating company.

## SECURITY ADVISORY

**Please note that Show Management cannot assume any responsibility or liability for lost, damaged, or stolen property.**

## IMPORTANT SECURITY GUIDELINES – PLEASE REVIEW CAREFULLY

- Exhibitors are responsible for the security of all items of their display. Show Management, facility personnel and security contractors try to guard against theft or damages, but the ultimate responsibility falls on the exhibitor.
- Do not list the contents of crates or cartons on the shipping label. For example, a label that lists “LCD monitor” is an open invitation to thieves. Use color-coded labels whenever possible.
- Do not store extra products or anything of value in empty crates. Empties may not be stored in a secured area.
- Never display one of a kind items or irreplaceable samples unless someone is present at all times.
- Do not leave your tabletop unattended during the hectic (and heavily trafficked) set up and tear down times. Do not ask neighboring exhibitors to “watch your tabletop.”
- Consider draping your non-valuable items in your exhibit space with some sort of cloth at the close of the exhibit hall each day. This psychological deterrent makes it more difficult for people to handle merchandise or take note of what they would like to steal at a later time.

- Electronics such as laptop computers, mobile phones, and hand-held devices are the items most often stolen. They should never be left unattended in your exhibit space.
- Prepare a detailed inventory of all items slated to be included in your exhibit space. Check this list once your shipments have arrived and again prior to your return shipments at the close of the event. Be sure to include serial numbers and estimated value. In the unfortunate event that a theft or damage does occur, please report it to Show Management and security as soon as possible.
- It is important to obtain your own insurance coverage rider against all contingencies from the time it leaves your property until it returns.

***Informa Connect and SuperReturn are committed to improving diversity, equality, and inclusion in every industry it operates in, through our agendas and specialist programs to encourage a variety of demographics. We expect all of our participants, exhibitors, and sponsors to support this ethos. We ask that all our stakeholders take care when designing their stands, promotions and other communications to ensure that our events contribute to promoting equality in the industry.***