

Booth Regulations and Guidelines Checklist

The following rules are set in place for the maximum visibility plus for the safety and security of all our exhibitors, their booths, the attendees, RoboBusiness, and the convention center. Exhibitors will be held responsible if they do not adhere to the booth guidelines and will be required to promptly adjust their booth properties to fit within regulations at their own expense.

- Determine who will be working in your booth and who will be attending the conference sessions and register them for their badges before the March 14th deadline.
- Determine whether your exhibit is a booth or table top display and what the height limitations are for structures or signage within your booth. *For more details, see pages 1-2 of this section.*
- I have read and understand the Local Union Guidelines located in the Move-in/Move-out section of this manual.**
- Perform a "dress rehearsal" of your demonstration to ensure the volume does not inhibit normal conversation for your neighboring exhibitors. If excessive noise from your demonstration prohibits normal business activity in neighboring booths, you will be required to immediately lower the volume of your demonstration. (If the volume is not adjusted you will be required to cease your demonstration.)
- "Themed Exhibits" Please make sure your exhibit theme does not involve costumes or props that may be deemed dangerous or offensive. If your theme is deemed objectionable by others, show management has the authority to require you to alter or cease demonstrating your theme at any time, and at your expense.

HOW DO I REGISTER MY EXHIBIT BOOTH STAFF AND SIGN UP FOR CONFERENCE PASSES?

Exhibitor registration is available online for your convenience. Badge allotments are directly related to booth size. The registration deadline is Friday, March 14. Badges and badge holders will be mailed to the main contact at your company. If you register your booth staff after March 14, you will need to pick up your badges on-site at an Exhibitor Registration counter.

Exhibitors and all of their sub-contractors wishing to gain access to the show floor prior to the opening of the show must display their badge in order to gain access. Booth personnel without badges can obtain a set-up/tear-down wristband for the purpose of gaining access for set-up and tear-down only. These wristbands will be available at the entrance to the exhibit hall throughout set-up and tear-down.

- Determine your company's exhibitor badge allotment.
- Determine who from your company will be working as booth personnel, needing to get onto the exhibit floor during set-up and tear-down, as well as before the show opens (during show days).
- You should have received an email with your login information. If you do not have this information, your password is your company's primary contact's initials and zip code (example: ar01701).
- Determine your company's conference pass allotment (see sponsorship level eallottment designations below)

-->REGISTER online at <http://www.regonline.com/robobusinesexreg>

Please remember that your company is allotted a designated number of badges according to your sponsorship level.

- Founding Sponsors: 15 Conference Passes & 5 Booth Staff Passes
- Gold Sponsors: 7 Conference Passes & 3 Booth Staff Passes
- Silver Sponsors: 2 Conference Passes & 3 Booth Staff Passes
- Table Top Sponsor: 1 Conference Pass & 2 Booth Staff Passes

FOUNDING SPONSOR

iRobot Corporation

PREMIER SPONSOR

The Technology Collaborative

GOLD SPONSORS

Coroware

Kaira

SILVER SPONSORS

Advanced Motion Controls

AUVSI

Braintech, Inc.

CCS Robotics

c-Link Systems, Inc.

Elmo Motion Control

Foster-Miller

Galileo Mobility Instruments

GEMCITY Engineering & Manufacutring

GOSTAI

Hagisonic

IZRobotics Co. Ltd.

Jetro/The City of Osaka

KAIRA

Microsoft

National Instruments

re²

SCHUNK

Vecna

TABLE TOP SPONSORS

ATI Industrial Automation

Bayer Material Science LLC

OceanServer

List as of 1/25/08

If you have any questions regarding your sponsorship level or badge allotments, please contact Amy Reddington at 508-663-1500 x247 or by email areddington@ehpub.com.

Booth Descriptions & Rules

Booth height and configuration limitations vary according to the size and location of the exhibit space rented. If you have questions regarding these regulations and restrictions, please contact Amy Reddington at 508-663-1500 x247, areddington@ehpub.com.

GENERAL REGULATIONS

- Booth displays and equipment shall not extend into the aisles. Fire Marshal regulations prohibit demonstrations to be held in the aisles. Refer to the booth regulations in this section for design restrictions.
- Booth personnel (exhibitors), including models, hostesses, and any other hired help are not allowed to distribute promotional materials of any kind outside of their contracted exhibit space, unless previously arranged through RoboBusiness.
- The aisles within the RoboBusiness exhibit hall will be covered with 'black' colored carpet. For safety reasons, we **require** that the entire floor of your booth be covered in carpet or an alternative floor covering, so that attendees do not trip when walking between your booth and the carpeted aisles.
- All exhibitors must also abide by the regulations of the David L. Lawrence Convention Center which can be found in this section.
- All food and beverage is provided exclusively by the in-house Food and Beverage provider, Levy Restaurants at the David L. Lawrence Convention Center. Please contact Nina Lunardi the at Levy Restaurants for additional information regarding these services at nlunardi@pittsburghcc.com or 412-565-6000.
- Booth displays must be fully constructed and occupied by Tuesday, April 8, 2008 at 10:00 a.m.

ISLAND BOOTH

Definition: An island booth has all four sides exposed to aisles.

Booth Approval: All 20'x20' booths and larger must submit a booth approval form with drawings indicating structure heights and dimensions. *See Booth Approval Form in this section.*

Booth Design: There is no 8 foot draping provided for island booths. Walls may be installed in any portion of the booth. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors and attendees. Covered booths are permitted; however, you must notify RoboBusiness Show Management in advance and you must adhere to all David L. Lawrence Convention Center Rules and Regulations (see following pages for details). The entire cubic content of the space may be used up to the maximum allowable height of 20'. We recommend that you design your booth to allow for a 3 foot clearance from the aisle to accommodate interaction with products. *See Booth approval form in this section.*

Hanging Signs/Structures: Are not permitted in island booths.

Booth Descriptions & Rules

LINEAR BOOTH

Definition: One or more standard booths (10x10) in a straight line. (8' high back drape is included)

Booth Dimensions: All linear booths have a maximum dimension of 10 feet in depth and a minimum of 10 feet in length.

Back Wall: All back walls, including fixtures and signs, shall not be higher than 10 feet. If your booth is against the building wall, then your back wall can be 12' high. These heights apply to all displays including light-blocking canopies.

Displays and Side Panels: All side panels and displays higher than 4 feet shall not extend more than 7 feet from the back wall. The remaining 3 feet of your side panel or display shall not be higher than 4 feet. This is to ensure that the line of sight into your linear booth is not obstructed by your neighbor. In addition, all signs and graphics over 8' high and placed within 3 feet from the back wall of your booth, must not display logos or any corporate signage on their back side. This is to ensure that the exhibitor who shares your backwall does not have their company logo positioned directly over the back of your booth.

Height: No structure shall be higher than 10 feet in linear booths back to back with other linear booths. Show management written approval must be obtained for all structures over 8 feet high.

Hanging Signs: Are not permitted in linear booths.

TABLE TOP DISPLAY

Definition: A table top display consists of a dedicated area with a six foot table along the aisle.

Displays: Items not on display on the table must be behind the table and not exceed the length of the 6' table.

Height: No structure shall be higher than 8 feet in the table top display area.

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

LIGHTING

Exhibitors must adhere to the following suggested minimum guidelines when determining booth lighting:

- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Booth Descriptions

SOUND/ MUSIC

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Exhibitors who disregard this regulation will be required to cease sound demonstrations. If show management needs to ask more than three times to lower the volume of your demonstration, power may be cut to your booth.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Per your exhibit space contract, each exhibitor is responsible for obtaining appropriate licenses for music played in their booth.

VEHICLES

Vehicles are not allowed on the exhibit hall floor. A vehicle can be defined as "a conveyance moving on wheels, runners, tracks, or the like, as a cart, sled, automobile, or tractor."

AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from website www.usdoj.gov/crt/ada/infoline.htm



Booth Approval Form

Deadline: March 7, 2008

How to Complete this form:

1. Fill out this form if you have a 20'x20' booth or greater
2. Make sure your booth is in compliance with the rules and regulations found in this section
3. Complete the information fields below
4. Fax the completed form with drawings of your booth with height and dimensions of your booth structures
*Please include the exact height, width and location of your structure as well as which areas will have print or graphics.

Questions? Contact Amy Reddington at 508.663.1500 ext. 247, areddington@ehpub.com

Deadline: March 7, 2008

Fax: 508.663.1595 (Attention: Amy Reddington)

EXHIBITOR INFORMATION:

Company: _____ Date: _____

Contact: _____ Booth #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

STRUCTURE INFORMATION

Height: _____ Width: _____

Please submit details for each structure within your exhibit on a separate sheet. Attach drawings as needed.

Brief Description: _____

SHOW MANAGEMENT USE

Date Received: _____ Reviewed by: _____

Approved by: _____