

APEC Expo Operating Guidelines

to Supplement the posted APEC Policies & Procedures

The following are “policy” decisions made by the Exposition Co-Chair(s), consistent with the APEC Policies & Procedures or supported by a majority vote of the Steering Committee (ref. P&P Section 20).

PRE-SHOW

> Exposition Directory

- Multiple company listings: Up to one for each purchased booth spot is included; additional company listings are \$2,000 each.

> Seminar Assignments

Order of preference

1. Partner companies get their choice first if they submit a request
2. Show points - companies are assigned preference in order of booth points the higher the points their choice in order of availability
3. Timeliness of submission
4. Technical merits of the submission

DURING THE SHOW

> Alcohol

Any exhibitor may contract with the official APEC caterer to serve alcohol from its booth during Expo hours on Monday (when the conference is hosting open bars), and/or during the last hour of the Expo on each of the other days. Only alcohol served by the caterer is allowed in the exposition hall, and show management reserves the right to terminate distribution of alcohol by any exhibitor if they judge it detrimental to the show.

- The catering company would be serving (maybe in the booth) but they have the bartender who is bonded and has training.

> Commercial Meetings

New Section 12.4 of the APEC Policies & Procedures

APEC does not host commercial meetings, but it is understood that APEC attendees and Exhibitors may desire to host private meetings in rented facilities at or near the conference. Exhibitors may hold such meetings at their own expense provided they do **not** overlap with the Plenary Session and do **not interfere with APEC activities**. The Conference Committee may set specific guidelines in this regard. Attendees and Exhibitors are encouraged to contact program management if there is doubt that a commercial meeting may interfere.

Additional guidelines. Commercial meetings are permitted with the following restrictions, to be arranged between exhibitors & the conference venue on a first-come first-served basis for space not contracted for the conference, or through SmithBucklin for excess contracted space.

1. Only exhibitors (& partners) may hold commercial meetings at APEC. "This excludes meetings such as university research reviews and standards groups not directly affiliated with a conference sponsor."
2. None during the plenary session
3. During exposition hours, no more than 8 non-host attendees may attend at any time, to prevent significant reduction of traffic on the show floor. Meetings during exposition hours must be private, by invitation only, and not openly advertised to conference attendees. (No "open houses" or demonstration trailers during exposition hours.)

Mobile demonstration units (trailers) may be open only during the time reserved for exhibitor private events, Tues. eve. after the Rap Sessions. Otherwise they conflict with APEC activities.

An exhibitor may arrange with the venue to operate a mobile demonstration unit only during the time reserved for exhibitor events, Tues. eve. beginning at 6:30 p.m. Otherwise they would conflict with APEC activities, violating Section 12.4 of our P&P. [esp. drawing traffic off the show floor & reducing the size of the booth they might rent]

> **Failure to Occupy a Booth ("No-shows")**

- Unused exhibit space is defined as booth space that appears to a reasonable person to be unused, unfilled, devoid of display materials, unstaffed for prolonged periods, and/or would not be considered a functional display offering products and services for sale. Unused exhibit space detracts from the show & unfairly displaces other prospective exhibitors who would occupy the space.
- Exhibitors who reserve space and then fail to occupy it---creating unused exhibit space---immediately lose all show points, and at the discretion of the Exposition Chair(s), may be prohibited from exhibiting in future year(s).

> **Recording**

- It is okay for an exhibitor to record their own exhibitor seminar. (Policy & Procedures requires General Chair permission)

POST-SHOW

> **Attendee list** for exhibitors

- Contains only name, affiliation & complete postal address---no phone or e-mail.
- Not advertised; sent upon request only to cos. who exhibited that year.