

We21

The World's Largest Conference for
Women Engineers and Technologists

OCTOBER
21-23
2021

Indianapolis, IN

.....
INDIANA
CONVENTION CENTER

aspire *to* INSPIRE

STAY STRONG

0-1-0-1-0-1-0-1-0-1-0-1-0

SPEAK OUT

RAISE THE BAR

0-1-0-1-0-1-0-1-0-1-0-1-0

TAKE CHARGE

0-1-0-1-0-1-0-1-0-1-0-1-0

**WE21 EXHIBITOR
SERVICES MANUAL**

WE21.SWE.ORG

#WE21



aspire
to INSPIRE

$$1/\sqrt{b} = 4.07109 (\operatorname{Re}\sqrt{b}) - 0.60$$

NEVER STOP LEARNING

$$x_0, x_1 (f(x_0) f(x_1) < 0)$$

BE HUMBLE

$$x_n = x^* - f(x^*)(x^* - x^*) / f(x^*) - f(x^*)$$

$$\partial^2 \phi / \partial x^2 + \partial^2 \phi / \partial y^2 = -p/\tau$$

RAISE THE BAR

$$\phi(0,y) = 0, \phi(1,y) = 0, \phi(x,0) = 0, \phi(x,1) = 0$$

ACHIEVE GREATNESS

$$\partial C_A / \partial t = D_{AB} \partial^2 C_A / \partial x^2$$

Thank you for exhibiting at WE21!

We've designed this **Exhibitor Services Manual** to assist you in the planning process and to provide all necessary details to ensure your successful participation in the expo portion of the event. Even if you are a returning exhibitor, please read this manual carefully as we have changed some information from previous years.

We are pleased to continue to work with Shepard, our official general service contractor. Shepard will assist exhibitors with a variety of exhibition services, including ordering booth furnishings, labor, services, and shipping information.

Each year, we strive to produce an inclusive, professional, and well-organized event. We greatly appreciate your cooperation in following all rules and regulations. If you have any Career Fair & Interview Booth related questions, please contact SWE's Sales Manager, Strategic Partnerships, Judy Burke at judy.burke@swe.org, or SWE's Exhibits Manager, Sergio Camargo at sergio.camargo@swe.org.

We look forward to seeing you in Indiana Convention Center & Lucas Oil Stadium!

Click here to download
Shepard Order Forms

Click here to access
Shepard Order services

GENERAL INFORMATION

LOCATION

Indiana Convention Center & Lucas Oil Stadium, 100 South Capitol Ave.
(317) 262-3400. www.icclos.com

WE21 CAREER FAIR/INTERVIEW BOOTHS

Career Fair (Halls A-E)
Interview Booths (Hall F-H)

WE21 EXHIBITOR SCHEDULE

Exhibitor Move-in/Set-up Hours

Tuesday 10/19 12:00 pm–5:00 pm
Wednesday 10/20 8:00 am–5:00 pm
Thursday 10/21 8:00 am–10:00 am
**All exhibits must be fully installed by 10:00 am on Thursday, 10/21 - no exceptions.*

Event Hours

The Career Fair and Interview Booths will be open during the following times:

Thursday 10/21 2:00 pm–4:00 pm
Professional and Collegiate Members Only
4:00 pm–6:00 pm
All Registrants
Friday 10/22 10:00 am–11:00 am
Professionals Only, Members & Non-members
11:00 am–2:00 pm
Professional and Collegiate Members Only
2:00 pm–4:00 p.m
All Registrants

We recommend you schedule your first interviews each day to start 30 minutes after the Interview Booths opens to allow enough time for candidates to pass through badge security at the entrances and to find their interview locations.

EXHIBITOR EARLY ACCESS HOURS

Thursday 10/21 8:00 am–2:00 pm
Friday 10/22 8:00 am–9:30 am
**Only booth staff with exhibitor badges will be allowed into the Career Fair and/or Interview Booths during these hours.*

EXHIBITOR MOVE-OUT/DISMANTLE HOURS

Friday 10/22 4:00 pm–10:00 pm
Saturday 10/23 8:00 am–*11:00 am
**All exhibit materials must be removed from exhibit halls by 11:00 am on Saturday, 11/9.*

EXHIBITOR LISTS AND FLOOR PLANS

Click the following links to view the most current exhibitor lists and floor plans.

CAREER FAIR

www.expocad.com/host/fx/swe/we21cf/exfx.html

INTERVIEW BOOTH

www.expocad.com/host/fx/swe/we21ib/exfx.html

IMPORTANT DATES/DEADLINES

Register your exhibit booth staff for name badgesNow

Make hotel reservations for your exhibit staff at WE21 discounted ratesNow

Advance shipping/receiving to Shepard's warehouse available9/21/21

Deadline for receiving pricing discount on Shepard's products and services9/30/21

Deadline for submitting Exhibitor Appointed Contractor (EAC) Notification Form9/21/21

Deadline for submitting Vehicle Display Form9/21/21

Deadline for advance shipping/receiving to Shepard's warehouse10/12/21

ADA ASSISTANCE

We want everyone to be a part of WE21. We are happy to provide assistance to attendees and or exhibitors who may require special accommodations. Please contact SWE in advance to arrange for ADA accommodations/assistance at WE21.

CHILD CARE

WE21 provides complimentary childcare for all attendees for children aged 0 to 12 years (space limited). View information about booking child care on the WE21 website.

EXHIBITOR APPOINTED CONTRACTORS (EAC) WRISTBANDS FOR MOVE-IN AND MOVE-OUT

You do not need to register your Exhibitor Appointed Contractors (EACs) for name badges. However, exhibitors who use EACs need to communicate the following regarding EAC admittance to the show floor. Upon arrival, EACs must check in with security and sign in to receive a work wristband.

SWE will provide your EACs with wristbands on a daily basis. You may use these wristbands for booth builders, designers, and EACs associated with your booth who are solely working during move-in and move-out.

GENERAL INFORMATION (continued)

INSURANCE REQUIREMENTS

We require all exhibitors and their Exhibitor Appointed Contractors (EACs) at WE21 to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. This insurance must be in force during the lease dates of WE21: October 19-23, 2021. This includes move-in and move-out days. The exhibitor and its Exhibitor Appointed Contractor agree to carry required insurance to cover these risks along with public liability insurance against injury to the person or property of others. All exhibitors, even who are self-insured, must be able to provide evidence of such insurance to SWE, Shepard Exposition Services, and/or the Indiana Convention Center & Lucas Oil Stadium upon request.

Exhibitors who want to use an EAC are required to submit the [Exhibitor Appointed Contractor's Notification Form to Shepard for approval by September 9, 2021.](#)

All Exhibitor Appointed Contractors (EACs) are required to submit a copy of their certificate of insurance.

At its own expense, the exhibitor and its Exhibitor Appointed Contractor must maintain insurance in effect throughout WE21, including move-in and move-out days as outlined above. The exhibitor's and their Exhibitor Appointed Contractor's certificates of insurance must show that there is in effect:

Commercial General Liability insurance coverage of not less than \$1,000,000 single occurrence/\$2,000,000 aggregate combined limit for bodily injury and property damage, including coverage for personal injury, broad form contractual liability, operation of mobile equipment, product and liquor liability (where applicable), and automobile liability insurance coverage of not less than \$1 million combined single limit for bodily injury and property damage, including coverage for non-owned and hired vehicles, including loading and unloading operators, in which SWE, Shepard Exposition Services, and the Indiana Convention Center & Lucas Oil Stadium are named as additional insured.

Additional Insured:

Society of Women Engineers (SWE)

130 E. Randolph Street, Suite 3500
Chicago, IL 60601
(312) 596-5223

Shepard Exposition Services

1531 Carroll Drive NW
Atlanta, GA 30318
(404) 720-8600

Indiana Convention Center

100 South Capitol Ave,
Indianapolis, IN 46225
(317) 262-3400

The exhibitor and its Exhibitor Appointed Contractor also agree to obtain and maintain in effect throughout WE21 workers' compensation and employers' liability insurance in such minimum amounts as are required by law or are otherwise consistent with prudent business practice. You agree to waive the right of subrogation of their insurance carrier against the SWE, Shepard Exposition Services, and the Indiana Convention Center & Lucas Oil Stadium to recover loss sustained for real and personal property.

PROPERTY INSURANCE

SWE, its contractors, and the Indiana Convention Center & Lucas Oil Stadium do not maintain insurance policies covering exhibitors' property. We highly recommend that you take appropriate steps to ensure your products and displays from the time they leave your place of business until their return after the event. This Property Insurance is different and separate from the required Commercial General Liability Insurance policy. Exhibitors should obtain adequate insurance coverage, at their own expense, for any property loss or damage.

OBTAINING INSURANCE

You may choose to either add riders to your existing insurance policies or purchase new policies for either the required Liability Insurance or the recommended Property Insurance coverage.

INSURANCE PROVIDERS

There are many insurance carriers offering Exhibitor Liability and/or Exhibitor Property Insurance policies, and a quick search on the internet can help you find one that best suits your needs. Some offer only Exhibitor Commercial General Liability insurance and others offer both the Commercial General Liability and Property insurance policies. SWE does not endorse or recommend any specific insurance provider.

LOCAL VISITOR INFORMATION

For more information about Indianapolis, local dining, and attractions, please visit one of the concierge desks in the convention center or go to...visit indy.org.

BOOTH PACKAGES

CAREER FAIR BOOTH PACKAGES—Included in Exhibit Space, Per 10' X 10' Booth:

NONACADEMIC EXHIBITORS RECEIVE:

- Four (4) full-conference registrations (per 10' x 10' booth space)
- Option to purchase four registrations (Exhibit Floor Passes) for a discounted price
- Complimentary 60-day access to SWE's Online Career Center's candidate database, providing direct access to thousands of women engineers. (30 days prior and 30 days post)

ACADEMIC EXHIBITORS RECEIVE:

- Two (2) full-conference registrations
- Option to purchase two registrations (Exhibit Floor Passes) for discounted prices

10' X 10' PACKAGE:

- 8' High backwall drape & 3' high sidewall drape
- One (1) 6ft. table, two (2) chairs, identification sign, one (1) wastebasket
- Booth carpet show color
- 400 lbs. Booth freight/material handling
- One (1) Standard electrical outlet
- Four (4) Conference registrations (2 for academic rate)
- 60-day Access to SWE Career Center (excluding academic exhibitors)

10' X 20' PACKAGE:

- 8' High backwall drape & 3' high sidewall drape
- Two (2) 6ft. tables, two (2) chairs, identification sign, one (1) wastebasket
- Booth carpet show color
- 800 lbs. Booth freight/material handling
- One (1) Standard electrical outlet
- Eight (8) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)

10' X 30' PACKAGE:

- 8' High backwall drape & 3' high sidewall drape
- Two (2) 6ft. tables, two (2) chairs, identification sign, two (2) wastebaskets
- Booth carpet show color
- 1,200 lbs. Booth freight/material handling
- Two (2) Standard electrical outlets
- Twelve (12) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)

20' X 20' PACKAGE:

- Three (3) 6ft. tables, four (4) chairs, two (2) wastebaskets
- Booth carpet show color

- 1,600 lbs. Booth freight/material handling
- Two (2) Standard Electrical Outlets
- Sixteen (16) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)

20' X 30' PACKAGE:

- Three (3) 6ft. tables, four (4) chairs, two (2) wastebaskets
- Booth carpet show color
- 2,400 lbs. Booth freight/material handling
- Three (3) Standard electrical outlets
- Twenty-Four (24) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)

20' X 40' PACKAGE:

- Three (3) 6ft. tables, four (4) chairs, two (2) wastebaskets
- Booth carpet, show color
- 3,200 lbs. Booth freight/material handling
- Three (3) Standard electrical outlets
- Thirty-Two (32) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)

20' X 50' PACKAGE:

- Four (4) 6ft. tables, eight (8) chairs, two (2) wastebaskets
- Booth Carpet, show color
- 4,000 lbs. Booth freight/material handling
- Three (3) Standard electrical outlets
- Forty (40) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)

INTERVIEW BOOTH PACKAGE

Included in Exhibit Space, Per 10' X 10' Booth:

- 8' Drape (on all four sides of the booth)
- One (1) 6ft. table, two (2) chairs, identification sign, one (1) wastebasket

NOTE: Interview Booth packages do not include electricity and carpeting. Flooring/carpeting is not required in the Interview Booths. Exhibitors may order additional furniture, carpeting, electricity, and other services for Interview Booths on the appropriate order forms contained within this Exhibitor Services Manual.

EVENT SUPPLIERS

OFFICIAL GENERAL SERVICE CONTRACTOR

Shepard Exposition Services (SES) is the official general service contractor for WE21. Please refer to Booth Packages for what is included with your exhibit booth space, i.e., carpet, tables, chairs, electrical, material handling, etc. Exhibitors may order additional furniture, carpeting, and other services on the appropriate order forms contained within this Exhibitor Services Manual. **QUESTIONS? NEED HELP?** Call Shepard Customer Service at (702) 507-5278 lasvegas@shepardes.com

AUDIO/VISUAL

CMI Communications will provide audio/visual services in the Career Fair/Interview Booths at WE21. Exhibitors may order audio/visual equipment services on the appropriate CMI order forms contained within this Exhibitor Services Manual.

Email: tlamphier@cmiav.com, bsmith@cmiav.com
Phone: (888) RENT CMI, 585-424-2000

ELECTRICAL

Electricity is included in the Career Fair booth packages and is provided by Convention Center Electrical Services. Exhibitors may order additional electrical services on the appropriate Electrical order forms contained within this Exhibitor Services Manual. Website [Utilities - Indiana Convention Center & Lucas Oil Stadium \(icclos.com\)](http://Utilities - Indiana Convention Center & Lucas Oil Stadium (icclos.com))

EXHIBITOR REGISTRATION

Convention Data Services is SWE's exclusive provider of exhibitor registration services. All exhibitor personnel working in the exhibit booth(s), and/or attending the conference must register and have name badges for the event. To avoid your personnel having to wait in line and register onsite, we strongly suggest you register them in advance.

SWE provides the main contact from each exhibiting organization a **customized exhibitor registration code**. This code is required during the advance registration process, and **only one primary contact from the exhibiting organization will be able to access the online registration system** for additions, changes, etc.

Please register your exhibitor personnel online at <https://www.xpressreg.net/register/SWEC1021/landing.asp?sc=&aban=&hkey=&iq=&vip=&smt=&tm=>

QUESTIONS? NEED HELP? If you have questions, contact Convention Data Services (CDS) via email at SWE@xpressreg.net or by phone at 774-247-4026, Monday—Friday, 8:00 a.m.-4:00 p.m. CST.

FOOD & BEVERAGE

Catering service is available for your Career Fair/Interview Booths. Center Plate is the exclusive caterer for the WE21. You must purchase all food and beverages dispensed from booths, including bottled water, through Center Plate, and you may not bring in items from outside sources. Exhibitors may order food and beverage services on the appropriate Aramark order forms contained within this Exhibitor Services Manual. **Website** www.centerplate.com **Phone:** 317-262-3500 mention SWE21 Event.

HOTEL RESERVATIONS

The WE21 official housing website is now open! We have negotiated hotel discounts and secured a limited number of reduced-rate rooms to make your trip to Indianapolis affordable. Through the SWE official hotel partner, onPeak, you'll be offered peace of mind that your reservation will be honored when you arrive. Other companies may approach you offering hotel rate discounts for your trip, but many times these offers cannot be validated at check-in. SWE and onPeak will ensure that your reservation is in the hotel system before you get to New Orleans to help make your trip a breeze. **Click This Link to Book Your Room.**

<https://we21.swe.org/attendees/housing-details/>

INTERNET, TELECOMMUNICATIONS, AND WI-FI

SWE provides complimentary Wi-Fi available throughout WE21. However, this service is provided as an amenity for the attendees and is not for exhibitor use in booths. There is a risk of interference with the provided Wi-Fi when exhibitors bring their own devices for use within their booth space. Exhibitors may not bring or operate a modem or company Mi-Fi in their booths.

If you require any network service in your booth, please order a dedicated internet connection through Smart City. Exhibitors may Internet, Telecommunications, and W-Fi services on the appropriate Smart City order forms contained within this Exhibitor Services Manual. Website order form.

<https://www.icclos.com/exhibitors/order-internet/>

LEAD RETRIEVAL (BADGE SCANNING)

Convention Data Services (CDS Xpress Leads) is SWE's exclusive provider of exhibitor lead retrieval scanners. Don't miss a single lead! Not everyone will carry a business card, but every attendee will have a badge with a QR code for you to scan. You may rent a lead retrieval device if you would like to capture attendee data. Exhibitors may order Lead Retrieval services on the appropriate CDS order forms contained within this Exhibitor Services Manual.

EVENT SUPPLIERS (continued)

Contact: CDS Lead Retrieval Exhibitor Services

Online: <https://xpressleadpro.com/fe2/index.php?sc=swec120>

Phone: 800-746-9754

SECURITY

All exhibitors are responsible for their own equipment, products, and displays. We expect you to have adequate insurance to protect against potential loss or damage. SWE shares your concern for the security of your products and has taken steps to ensure a safe, secure environment for all exhibitors. SWE will provide perimeter security for the duration of WE21 and additional security during move-in and move-out to be stationed at primary freight entrances.

However, SWE cannot provide security for each and every booth in the Career Fair/Interview Booths and is not responsible for any theft or damage to exhibitors' products or displays. We highly recommend exhibitors not leave small electronics or personal items in the exhibit halls. You may hire your own personal booth security. If you need dedicated security for your booth, you may order services through WE21 contracted Security Company. You may order Security Services for your booth on the appropriate order form contained within this Exhibitor Services Manual.

SET-UP GUIDELINES FOR BOOTHS/DISPLAYS (continued)

The following Guidelines for Display Rules and Regulations have been taken from and are established by the International Association of Exhibitions and Events™ (IAEE). The Guidelines for Display Rules and Regulations promote continuity and consistency among North American exhibitions.

These guidelines afford exhibitors a maximum return on your exhibit investments. The guidelines also address compliance with fire, safety, the American with Disabilities Act (ADA), and other state, federal, or provincial government requirements.

The display rules and regulations provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout, content, and activities. WE21 would like to present the professional standards expected of exhibitors and assure all exhibitors an environment conducive to successful interaction with our audiences, regardless of exhibit size or location.

Any deviation from the rules and regulations listed below will require prior approval from WE21. The guidelines below will describe the following display types:

- Inline Booth
- Corner Booth
- Perimeter Booth
- Island Booth
- Interview Booth

GENERAL NOTE

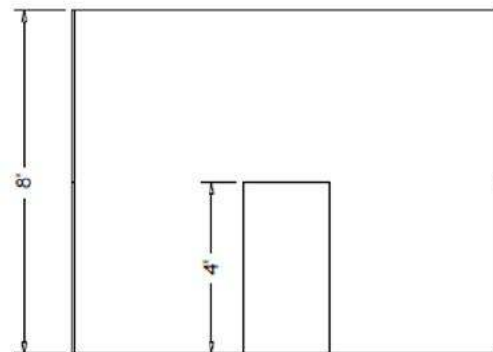
Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If the Exhibitor does not comply, SWE will have Shepard drape the area at the exhibitor's expense.

INLINE BOOTH

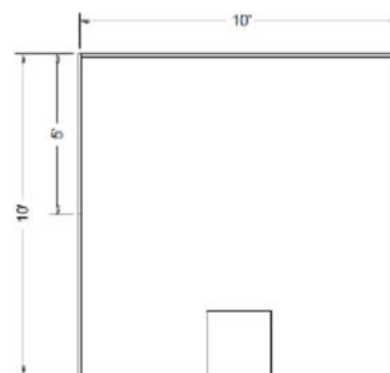
Inline Booths, also called "linear" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

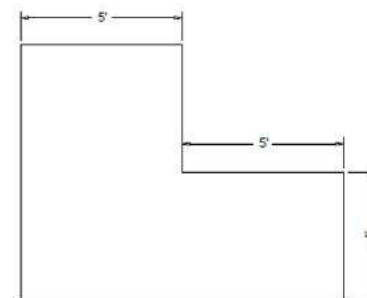
For purposes of consistency and ease of layout and/or reconfiguration, floor plan designs in increments of 10 feet have become the de facto standard in the U.S. Therefore, unless constricted by space or other limitations, Inline Booths are most commonly 10' x 10'. A maximum back wall height limitation of 8 feet is generally specified.



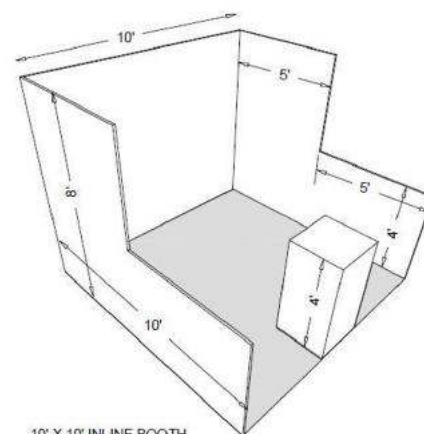
FRONT VIEW



PLAN VIEW



LEFT SIDE VIEW



10' X 10' INLINE BOOTH

SET-UP GUIDELINES FOR BOOTHS/DISPLAYS (continued)

Use of Space

Regardless of the number of Inline Booths utilized (e.g. 10' x 20', 10' x 30', 10' x 40', etc.), you should arrange display materials in such a manner that does not obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is allowed only in the rear half of the booth space, with a 4 feet height restriction imposed on all materials in the remaining space forward to the aisle.

NOTE: When three or more Inline Booths are used in combination as a single exhibit space, the 4 feet height limitation is applied only to that portion of exhibit space which is within 10 feet of an adjoining booth.

WE21 does not permit hanging signs and/or banners above inline booths. You must place all signage and displays within your booth space and in such a way as to not obstruct the clear view of neighboring booths or to interfere with the flow of traffic. You must place all display fixtures taller than 4 feet at least 5 feet from the aisle line.

CORNER BOOTH

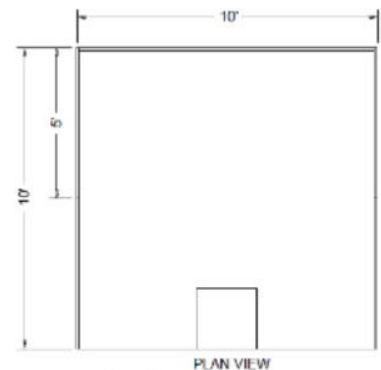
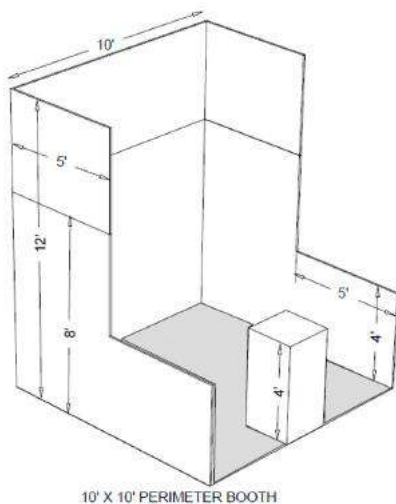
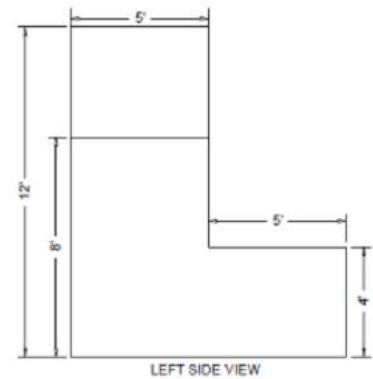
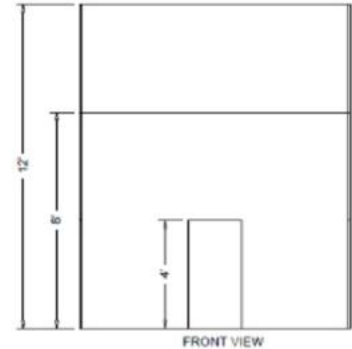
A Corner Booth is an Inline Booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. All other guidelines for Inline Booths apply.

PERIMETER BOOTH

A Perimeter Booth is an Inline Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Inline Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 feet.



SET-UP GUIDELINES FOR BOOTHS/DISPLAYS (continued)

ISLAND BOOTH

An Island Booth is a booth of any size exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

Use of Space

You may use the entire cubic content of the space up to the maximum allowable height, including signage.

Hanging Signs

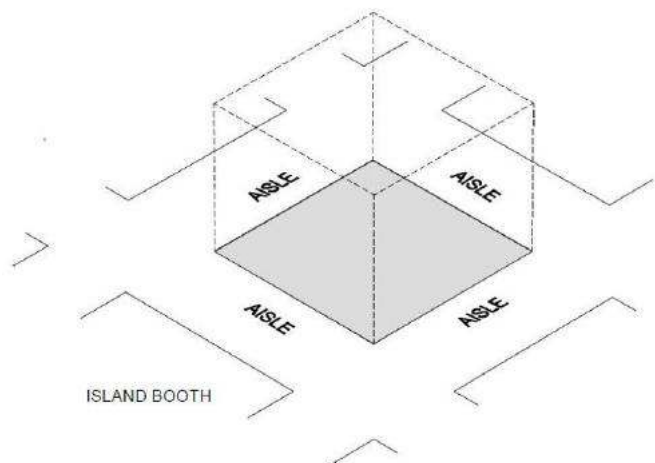
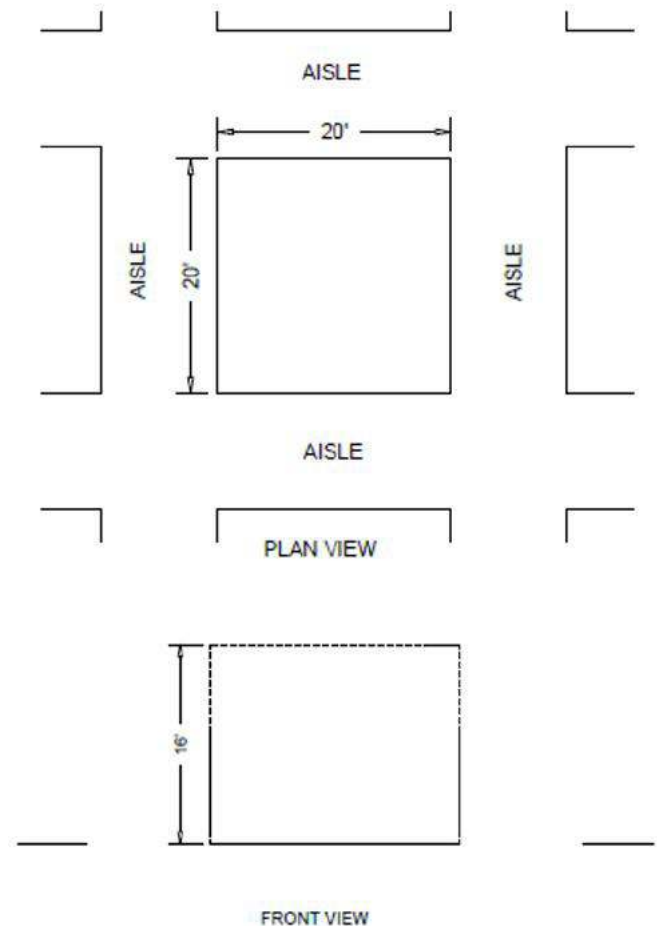
The maximum height from the floor to the top of any hanging sign is 18 ft. There must also be a minimum 2 ft. break from top of the booth structure and the bottom of the hanging sign. You must hang signs entirely within your booth boundaries. Hanging material anchor points must be prefabricated and ready for use. Hanging signs must meet all safety and fire regulations as outlined in the Exhibitor Service Manual. You must place all signage and displays within your booth space in such a way as to not interfere with the flow of traffic.

Lighting Trusses

We will allow lighting trusses, hung from the ceiling, for island booths provided you meet the following regulations. You must contain lighting trusses within the booth perimeter. You must arrange the installation and dismantling of the truss with Shepard. If we receive any complaints from neighboring exhibitors regarding the lighting, we will require you to adjust or turn off the lights.

IMPORTANT

- When installing a display with a ceiling or second level, you should check with the fire department to ensure that the display meets the necessary fire safety precautions regarding smoke alarms, fire extinguishers, sprinkler systems, and other safety devices.
- If you include any type of interactive display, you must maintain a 3-foot clearance from the aisle(s) to allow for attendee congregation.
- You may install walls in any portion of your booth, but 30% of the perimeter must be left open. You may use the entire cubic content of your booth, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.



SET-UP GUIDELINES FOR BOOTHS/DISPLAYS (continued)

INTERVIEW BOOTHS

Purpose of Exhibitor Participation

Exhibitor agrees to participate for the purpose of interviewing students and practicing engineers for a career in engineering; and to prepare an Interview Booth, which shall be directly pertinent in keeping with the theme as approved by SWE.

Guidelines for Display

All Interview Booths come with 8-foot-high pipe-and-drape walls on all four sides and have a maximum height limit of 8 feet. A single booth unit measures 10 feet deep and 8 feet wide. Interview Booths also include a 7" x 44" company identification sign, one (1) 6' skirted table, two (2) chairs, and one (1) wastebasket. Interview Booth packages do not include electricity and carpeting.

All exhibitor signage must be placed within exhibitor booth space or up against the drape in front of the booth space. Ground-supported signage has a maximum height of 8 feet. Signage cannot be placed in the aisles and/or in areas where it will interfere with the flow of traffic. Floor mats may be placed in the aisle directly in front of the interview booth. SWE does not permit hanging signs or banners above inline booths.

IMPORTANT

- In compliance with the convention center's fire and safety regulations, storage of all literature, booth supplies, giveaways, etc., must be accommodated on or under the table(s) provided. No crates, fiber cases, cardboard boxes, or reserve supplies may be stored behind the booth back walls, or anywhere on the exhibit floor. Access storage is available through SWE's general services contractor, Shepard Exposition Services.
- SWE provides 8-foot-high pipe-and-drape walls on all four sides for all Interview Booths. Exhibitors may, at their own expense; "add" the drape color of your choice inside the contracted space. "Add" meaning to place drape of a different color over the existing drape...not replace it...as the existing drape on the sides of the booth is a common shared wall(s) with neighboring booths.
- Exhibitors may remove the pipe-and-drape wall to create a reception/check-in area if they do not share a common drape wall with another exhibitor or face other exhibitors' booths. Shepard, SWE's general service contractor, will help with any reconfiguration of the booth and/or drape.
- Exhibitors may, at their own expense; upgrade their contracted interview booth space from pipe-and-drape to a hard wall shell scheme booth, so long as the construction stays within the contracted space.
- Carpeting/flooring is not required in the Interview Booth area.
- Exhibitors may decline the standard Interview Booth furniture package provided by SWE and bring their own furniture. All furnishings must stay within the contracted space.

INDIANA CONVENTION CENTER & LUCAS OIL STADIUM FIRE MARSHAL REGULATIONS

FIRE PROTECTION

All materials used in the construction and decoration of an exhibit must be flame retardant. All carpeting and floor coverings must have Class I flame spread rating and UL between 0 and 25. We will strictly enforce this. You must conform to all standard fire codes of the Facility. We do not permit any combustible materials or explosives in or around the exhibit areas. You shall not allow your displays to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. Smoking is prohibited in the New Orleans Indiana Convention Center & Lucas Oil

FUEL SOURCES

Flammable or volatile materials are prohibited within the Indiana Convention Center & Lucas Oil Stadium unless approved, in advance and in writing, by the Fire Marshal and the General Manager. Use of flammable compressed gas cylinders is strictly controlled within the Facility and generally prohibited. Non-flammable compressed gas cylinders must be secured to prevent toppling. Also review the Indiana Convention Center & Lucas Oil Fire Rules.

COVERED STRUCTURES/MULTI-STORY BOOTHS

Exhibitors must submit engineering drawings for multi-story booth structures to SWE at least 30 days before the event; we will submit these plans to the Indiana Convention Center & Lucas Oil Stadium Fire Marshal for approval and issuance of a Building Permit.

AREAS BEHIND BOOTHS MUST BE KEPT CLEAR

Areas located behind every booth (except island configurations) are to be always kept completely free and clear. Labels (empty stickers) to mark your boxes or cases for storage are available at the Shepard Exhibitor Service Center in Halls B & C. Any items found in the area behind exhibitor booths will be stored at exhibitor's expense and returned at the close of WE21.

PURPOSE OF EXHIBITOR PARTICIPATION

Exhibitor agrees to participate in the Exhibits for the purpose of interviewing students and practicing engineers for a career in engineering; and to prepare an exhibit of its products or services, which shall be directly pertinent and in keeping with the theme as approved by SWE for display in the exhibit booth(s).

AMENDMENT TO RULES/FINAL AUTHORITY

The exhibitor, its officers, agents, employees and representatives, agree to comply with the rules, policies, guidelines, and regulations. Any and all matters, or questions, not specifically covered by the Rules and Regulations shall be subject solely to the decision of SWE. These Rules and Regulations may be amended, at any time, and will be binding on the exhibitors equally with the foregoing Rules and Regulations.

SWE is the sole and final authority as to the interpretation of these Rules and Regulations and their application. SWE may issue specific variances or exceptions for special situations upon request. Such variances do not establish a precedent or permanent modification beyond the specific case involved. SWE may make modifications to a booth without specific permission of the exhibitor, and at exhibitor's expense, in order to satisfy the terms and intent of the WE21 Rules and Regulations and/or the fire marshal. Furthermore, SWE has the authority to establish penalties, including the removal from current or future SWE events.

ACCESSIBILITY

SWE will provide reasonable accommodations to individuals with disabilities who make their situation known to event personnel. It is the responsibility of each exhibitor to be aware of and comply with ADA guidelines. SWE encourages all exhibitors to provide exhibits that are accessible to all and offer barriers to none. In the absence of accessibility, each exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities. Additionally, raised flooring and platforms on booths present a hazard for tripping and injury and should be clearly marked for visibility with special caution tape or similar warning devices. Exhibitors indemnify, hold harmless and defend SWE, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the US Department of Justice ADA Information Line (800-514-0301).

ADVERTISING

All signs and graphics must be professionally lettered and in keeping with the atmosphere of the event. Signs are limited to your booth area only and may not extend into the aisle or other venue areas. Signs placed without SWE's permission are subject to removal.

AISLE SPACE

Exhibitors may not solicit business in aisles or in the public seating areas or engage in any activity that leads to congestion in the aisles; this includes any roaming characters or models. If exhibitors wish to provide demonstrations, presentations, drawings, or crowd-gathering activities of any type, it must be confined within their specific booth space, and the activity must take place during WE21 hours only. If exhibitors have any type of interactive display, they must maintain a 3-foot clearance from the aisle(s) to allow for crowds. Aisle merchandising elements, such as logo gels or footprints, are not allowed unless exhibitors purchased them as part of an official sponsorship.

ALCOHOL

Alcohol is always prohibited in the Career Fair/Interview Booths.

ANIMALS

Service animals are always welcome. Refer to the American Disabilities Act (ADA) for the definition of a service animal. Permission for any animal to appear in a booth must first be approved by SWE, then by the Convention Center. The animal must have something to do with the booth or event (i.e., a dog used in commercials, films, etc.) It is the animal owner's responsibility to clean up after the animal while on facility property. Additionally, the following criteria must be met before the animal is allowed on property:

- A separate certificate of insurance in the amount of \$1 million combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, naming SWE, and the Indiana Convention Center & Lucas Oil Stadium, as additional insured must be provided.
- Animals, with the exception of fish, are not allowed in the building overnight.
- A trainer must accompany animals at all times.

BALLOONS

No balloons, of any size or type, will be permitted in the facility.

BOOTH MUSIC/NOISE

All music and entertainment must be in good taste and not include any lyrics that are inflammatory, sexually explicit, sexist, gang-related or violent or that promote activities of any type that defame or denigrate women, law

SWE EXHIBITOR RULES & REGULATIONS (continued)

enforcement or other established authorities. Music played in your booth, 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. Exhibitor warrants that it has such licenses in effect for any music used. Please take into consideration the placement of speakers and theater presentations when designing the booth and face the speakers to direct sound into the booth rather than toward the aisle. The maximum allowable level of sound emitted from an exhibit booth or display is 90 decibels. If the exhibit exceeds this level, we will give fair warning to comply. If there is not compliance upon receipt of our warning, SWE reserves the right to disconnect power from the booth for the remainder of the day. In the case of ongoing problems, SWE will permanently disconnect power.

CANCELLATION/DOWNSIZING OF EXHIBITS

Exhibitor space cancellations or downsizes received before June 1, 2020 are subject to a 50% cancellation fee. Exhibit space cancellations or downsizes received on or after June 1, 2020 are subject to a cancellation fee of 100% of the monies already paid for the space being cancelled or downsized. Cancellations will result in the forfeiture of all exhibitor badges. Additionally, SWE shall not be liable for any damages or expenses incurred by exhibitors arising from the delay, interruption or cancellation of the Exhibits. If for any reason beyond the control of SWE, the exhibits are not held, SWE may retain so much of the exhibitor's booth rental fee as is necessary to defray expenses incurred by SWE.

CARE OF BUILDING

Signs shall not be affixed to walls, drapes, electrical outlets and other similar surfaces using nails, tacks, staples, scotch tape. Whenever food or liquid are used there must be suitable floor coverings to protect the facility property. Exhibitors are liable for the payment of any money damages resulting from damage to Conference Site or the Conference Facility's property resulting from and caused by the negligence or carelessness of exhibitors, their employees or agents.

CHILDREN'S ADMISSION TO THE EXHIBIT HALLS

No one under the age of 18 will be allowed in the Career Fair/Interview Booths during event hours without a parent/guardian, or as part of a SWE-arranged tour. The accompanying parent/guardian must remain with the person under the age of 18 at all times during their visit. For safety reasons, no one under the age of 18 will be allowed in the Career Fair/Interview Booths during setup or dismantle.

CLEANING

Booth cleaning of exhibits and displays is not automatic. Exhibitors are responsible for maintaining their booth in a tidy and clean condition at all times. Exhibitors may not dispose of trash, excess collateral materials, etc. in the waste bins on the exhibit floor, which are for attendee trash only. Exhibitors may order booth cleaning services via Shepard's online Exhibitor Portal.

CONFLICTING MEETINGS, INTERVIEWS, AND SOCIAL ACTIVITIES

In the interest of the entire WE event, exhibitor agrees not to extend invitations to meetings, receptions, interviews, outings, training sessions, social events, or other activities that encourage attendee absence from the WE conference, exhibit hall, and/or interview booths during published conference and Career Fair/Interview Booth hours.

EARLY ACCESS TO CAREER FAIR/INTERVIEW BOOTHS

SWE will provide early access only to exhibitors who have exhibitor badges. SWE will list registration type on badges for access. Exhibitors must wear your badge to access the Career Fair/Interview Booths — no exceptions.

EARLY TEAR DOWN

Exhibitor shall not initiate teardown, packing, or abandon exhibit prior to close of the exhibition. In the event exhibitor begins teardown prior to the close of the exhibition, the exhibitor will be in non-compliance and will result in the loss of priority point for future WE exhibitions and may be refused the right to exhibit at future SWE events.

EXHIBITOR APPOINTED CONTRACTORS (EACS)

Exhibitors who want to use an EAC are required to submit the Exhibitor Appointed Contractor's Notification Form to SWE for approval minimally 30 days prior to WE21. These companies include, but are not limited to, any Installation and Dismantle Company, sound and lighting firms, production or promotion firms or any person or firm providing direct services to the Exhibitors. All Exhibitor Appointed Contractors (EACs) are required to submit a copy of their certificate of insurance. Any EAC found working on the show floor without authorization from SWE and/or a certificate of insurance will be escorted from the premises and not allowed back on the Exhibit Floor. EAC's will not solicit business prior to, during or after the show. EAC's will not set up tables on the exhibit floor other than in the space of a client on whose booth they are working. Solicitation from the show floor is prohibited.

EXHIBITOR LISTING

SWE publications can only guarantee listings for companies that have signed a contract received by SWE and returned a company listing information/description form. Note: SWE cannot guarantee the accuracy of listings.

FOOD & BEVERAGE

Exhibitors may obtain catering service for the Career Fair and/or Interview booths, and/or Hospitality Suite from Aramark, the exclusive caterer at the Indiana Convention Center & Lucas Oil Stadium. Exhibitors may not bring in food and/or beverages from outside sources. The Aramark catering order form is available via Shepard's online Exhibitor Portal.

GOVERNING LAW

It is agreed that this agreement shall be governed by, construed and enforced in accordance with the applicable provisions of the laws of the District of Columbia.

HANDOUTS/LITERATURE DISTRIBUTION

Exhibitors may hand out literature, publications, samples, or other promotional materials only within the contracted booth space or in a designated area preapproved by SWE. SWE will discard any unauthorized materials placed elsewhere.

INSTALLATION AND DISMANTLING

The exhibit space will be available for installation by the exhibitors at a date and time to be made known in advance. Exhibits cannot be dismantled before the conclusion of the exhibit. It is the duty and responsibility of each exhibitor to have their exhibit completely installed in his or her booth area before the opening of the exhibition and to dismantle and remove their exhibit after the close of the exhibition.

INSURANCE

SWE, the Indiana Convention Center & Lucas Oil, and WE21 event suppliers, do not provide any form of insurance to cover exhibitor activities and assumes no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. The exhibitor and your Exhibitor Appointed Contractor agree to carry required insurance to cover these risks along with general liability insurance against injury to the person or property of others. Even exhibitors who are self-insured must be able to provide evidence of such insurance to SWE, Shepard Exposition Services, and the Indiana Convention Center & Lucas Oil Stadium upon request. Please see "Insurance Requirements" within this Exhibitor Services Manual.

INTELLECTUAL PROPERTY

Each exhibitor warrants and represents that it is authorized to use any intellectual property being used in promotion or exhibition at WE21. Each exhibiting organization agrees to indemnify and defend, at exhibitor's expense, SWE for any action brought against SWE directly arising out of any dispute over intellectual property used by exhibitor.

LABOR/UNION REGULATIONS

The Exhibitor agrees to abide by all requirements of SWE, Shepard Exposition Services, the Indiana Convention Center & Lucas Oil Stadium, and their agents pertaining to the use of union labor in the Career fair/Interview booths, and to abide by all labor regulations as stated in the Exhibitor Services Manual. SWE is not liable for changes in union regulations.

LIABILITY

The exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify SWE, its leadership, employees, and contractors from and against any and all claims, actions, losses, damages, costs (including reasonable attorney's fees), liability charges, or expenses directly arising out of or in conjunction with: any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which directly arises out of or is in conjunction with the exhibitor's occupancy and use of the exhibition premises or any part thereof, and, further, any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. SWE expressly disclaims any possible liability for the safety of the exhibitor's property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it immediately to the security person on duty, hired by the Indiana Convention Center & Lucas Oil Stadium and/or the city of Indianapolis Police Department.

LIGHTING EFFECTS

The use of lighting effects in such a manner as to disturb or interfere with other exhibitors is prohibited.

Official General Service Contractor

The exhibitor accepts as part of the agreement and agrees to utilize the services of SWE's official general service contractor, Shepard Exposition Services. Information regarding Shepard's services, as well as information regarding other event service sub-contractors, are contained in this Exhibitor Services Manual.

SWE EXHIBITOR RULES & REGULATIONS (continued)

PARTICIPATION

The exhibitor agrees that its exhibit shall be installed at WE21 and shall remain manned day-to-day during exhibit hours in strict compliance with the Exhibitor Rules and Regulations.

PERSONAL TRANSPORTATION DEVICES

Personal transportation equipment such as rollerblades, razor scooters, skates, skateboards, and hover boards are not permitted at WE21.

PHOTOGRAPHY AND FILMING

SWE reserves the right to use any photography and/or filming from the event for marketing purposes. Exhibitor's acknowledge that their image and their organization's booth property images may be used in marketing and press materials.

PRESS

All sponsors should direct any press-related inquiries to Drew Navolio at dnavolio@davidjamesgroup.com. SWE will do a case-by-case evaluation and allocate press registrations.

REGISTRATION OF ATTENDEES AND EXHIBITORS

SWE shall have sole control over admission/registration policies. All persons attending the conference sessions and the Career fair/Interview Booths, including exhibitor personnel, shall be required to register and wear an appropriate badge while in attendance.

RELOCATION OF EXHIBITS

SWE reserves the right, in its sole discretion, to relocate exhibits as shown on the Official Floor Plan as may be required due to logistical concerns or in the best interest of the Exhibits.

SECURITY

SWE will provide 24-hour perimeter guard service and badge checkers for the Career Fair/Interview Booths. Beyond this, SWE, its officers, vendors, membership, separately or collectively cannot accept responsibility for any damage to or for the loss or destruction of an exhibit, or for the property of an exhibitor, its agents or employees either from fire, theft, accidents, or other causes, or injury resulting from any cause, all claims for any such loss, damage or injury being expressly waived by the exhibitor.

SMOKING

There is no smoking allowed at any WE21 activities and or functions, including the Career Fair/Interview booths.

SPACE ASSIGNMENT

After initial pre-assignment of exhibit space to Corporate Partnership Council (CPC) exhibitors, assignment of booths will be on a "first- come, first-served" basis upon receipt of a completed and signed contract with appropriate payments.

SPACE RESTRICTIONS

Exhibits must be confined to the exact space allocated. Each exhibit must be arranged so that built up display or equipment will not occupy the entire floor space of the booth and permit reception of visitors within the limits of each booth. Display equipment cannot be placed or displayed outside the exhibitor's booth. Signs, decorations and exhibitor's equipment cannot extend above the back wall or along the divider panels in a manner that would obscure the view of adjoining booths. There must be no interference by any exhibitor with the light or space of any other exhibitors.

SUBLEASING

Exhibitor may not share, sell, assign, sublease, or charge admission for entry into any portion of its space (including to an affiliated company) without prior written consent from SWE. Companies that have been granted permission to share space with an affiliate or partner must exhibit under one name only.

SUITCASING/OUTBOARDING

Please note that while all conference attendees are invited to the visit the exhibit hall, any attendee or invited guest who is observed to be soliciting business and/or conducting interviews in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Rules & Regulations, is "Suitcasing" and will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to SWE management.

"Outboarding" refers to non-supporting companies/ organizations who set up exhibits or events at off-site locations, such as hotel hospitality suites or nearby restaurants, and encourages attendees to leave the show floor and spend time with them. For the good of the show and the exhibitors supporting the show, the only legitimate place to conduct business/interviews during show hours is within a contracted exhibit space on the show floor. Only official Exhibitors and sponsors are allowed to conduct other hospitality events during non-show hours. All violations will be directed to the SWE management for penalties and sanctions against the violating company/organization. Exhibiting companies are encouraged to protect their investment and report any violations to SWE management.

TERMINATION

If in the sole good faith and reasonable discretion of SWE, it is determined that an exhibitor is acting unprofessionally, in an un-business-like manner, SWE reserves the right to terminate the exhibitor's entitlement to participate in the Exhibits. SWE reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibitor, or its representatives, with or without giving cause. If cause is not given, liability of SWE shall be limited to the return to the exhibitor of the amount of rental unearned at the date of termination.

UNOCCUPIED SPACE

SWE reserves the right to rent an exhibit space(s) to any other exhibitor or to use said space(s) for such purposes as it may see fit without any liability on its part in the event that the exhibitor's assigned space(s) remains unoccupied, or should the exhibitor fail to make payment in full by specified date in the contract or space rental invoice. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in its exhibit space rental invoice.

USE OF EXHIBITS: OPERATION AND CONDUCT

SWE reserves the right to restrict exhibits that - because of noise, method of operation, materials, or any other reason

- become objectionable. We are the sole authority in this regard. SWE may prohibit or remove any exhibit, which, in our opinion, detracts from the general character of the event, or consists of products or services inconsistent with the purpose of WE21. If questions, please contact SWE at Sergio.camargo@swe.org.

VEHICLES IN THE EXHIBIT HALL

All requests to have a vehicle on the exhibit floor must be approved before the booth space is assigned. The exhibiting company must conform to all convention center rules for vehicles, which may include, but are not limited to the following: full disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. Special move-in and move-out arrangements must be made in advance. If questions, please contact SWE at sergio.camargo@swe.org.



**SHEPARD AND
OTHER EVENT SUPPLIER
INFORMATION &
ORDER FORMS**