THE SOCIETY OF WOMEN ENGINEERS PRESENTS:

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Invent it. Build it.

2021 Saturday October 23

Indiana Convention Center

THE SOCIETY OF WOMEN ENGINEERS PRESENTS:

Next 10 years

Invent it. Build it.

Invent it. Build it.
Exhibitor Service Manual

inventitbuildit.swe.org

(As of 09/9/21, Subject to Change)
Thank you for exhibiting at Invent It. Build It. EXPO!

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 Invent It. Build It. EXPO related questions, please contact SWE’s Sales Coordinator, Emma Palermo at, emma.palermo@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!
General Information

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

Invent It. Build It. Expo Location
Sagamore Ballrooms 1-2, Level 2

WE21 EXHIBITOR SCHEDULE
Exhibitor Move-in/Set-up Hours
Friday 10/23  6:00 p.m. – 8:00 p.m. by appointment only.
Saturday 10/23  7:00 a.m. – 9:00 a.m.
*All exhibits must be fully installed by 9:00 am on Saturday, 10/23- no exceptions.

Event Hours
The Invent It. Build It. EXPO will be open during the following times:
Saturday 10/23 9:00 a.m. – 3:30 p.m. – All Registrants

Exhibitor Move-Out/Dismantle Hours
Saturday 10/23 4:00 p.m. – 7:00 p.m.
*All exhibit materials must be removed from exhibit hall by 7:00 p.m. on Saturday, 10/23.

Exhibitor Lists and Floor Plan
Click the following links to view the most current exhibitor lists and floor plan.

Invent It. Build It. Expo Floor Plan

Important Dates/Deadlines
Register your exhibit booth staff for name badges  Now
Make hotel reservations for your exhibit staff at WE21 discounted rates  Now
Shepard Order Forms Link
https://www.shepardes.com/olk/showInformation.asp?show=17282

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.

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

inventitbuildit.swe.org
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 ... visitindy.com.
BOOTH PACKAGES

INVENT IT. BUILD IT. EXPO PACKAGES — Included in Exhibit Space, Per 10’ X 10’ Booth:

10’ X 10’ Package:
- 8’ High backwall drape & 3’ high sidewall drape
- Carpet convention center carpet
- One (1) 6ft. table, two (2) chairs, identification sign, one (1) wastebasket

10’ X 20’ Package:
- 8’ High backwall drape & 3’ high sidewall drape
- Two (2) 6ft. tables, two (2) chairs, identification sign, one (1) wastebasket
- Carpet convention center carpet

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.

https://www.shepardes.com/olk/showInformation.asp?show=17282

QUESTIONS? NEED HELP? Call Shepard Customer Service at (702) 507-5278 or email lasvegas@shepardes.com

Audio/Visual
CMI Communications will provide audio/visual services in the Invent It. Build It. EXPO 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 NOT included in the Invent It. Build It. EXPO booth package. If you need an outlet you must order with electrical department, 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)
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.

Please register your exhibitor personnel online at 2021 WE Annual Conference (xpressreg.net)

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 Invent It. Build It. Expo. 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 Center Plate order forms contained within this Exhibitor Services Manual. Website www.centerplate.com Phone: 317-262-3500 mention SWE21 Event. Invent It. Build It. Expo.

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 Indianapolis 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/
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 booth in the Invent It. Build It. EXPO 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.

Alcohol

Alcohol is always prohibited in the Invent It. Build It. EXPO 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 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.

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.

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.

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

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.

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.

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