

EVENT DATES

Conference: Tuesday, September 12 – Thursday, September 14

Exhibition: Wednesday, September 13
10:00 am – 6:00 pm

IMPORTANT DEADLINES

Reserve ad space for the digital conference catalog	March 3
Submit final ad for the digital conference catalog	March 13
Reserve ad space for the printed show guide	July 10
Submit your official printed show guide listing online in eBooth	July 17
Submit final ad for the printed show guide	July 21
Register for your exhibitor booth staff badges	August 14
Deadline for discount hotel rates at headquarters hotel	August 28
TriCord deadline to order additional services	TBD
TriCord advanced shipment deadline	TBD
TriCord direct to show site shipment deadline	TBD

EXHIBITION LOCATION

Santa Clara Convention Center - Mission City Ballroom
5001 Great America Parkway
Santa Clara CA, 95054
408-748-7000

[Santa Clara Convention Center](#)

[SCCC Floor Plan](#)

- Carpeted Exhibit Hall
- Free Parking
- Convenient Location, [Driving Directions](#)

INCLUDED IN YOUR 10 X 10 BOOTH PACKAGE

- One 10' x 10' pipe and draped booth space
- Please note the Mission City Ballroom IS carpeted
- 8' high back-wall drape in show colors (black)
- 3' high side-wall drape in show colors (black)
- 44" x 7" booth identification sign (company name in black type only)
- One 6' skirted table in show colors (black)
- Two standard chairs
- One wastebasket

PCB West – Santa Clara Convention Center – Wednesday, Sept. 13th– pcbwest.com

- One 500 watt electrical drop
- One wireless badge scanner (one per exhibiting company)
- Company information included with online floor plan
- Tuesday evening exhibitor reception
- One copy of the three-day paid technical conference proceedings (one per exhibiting company)
- Listing in printed show guide
- Link on www.pcbwest.com
- 2x use of registrant list post-show

EXHIBIT INFORMATION

- All booths, regardless of size, must be in keeping with the environment at PCB West.
- Display materials, signs, etc. may not be hung on drapery or walls and must be professionally provided.
- Any display deemed unprofessional in appearance, at the sole discretion of show management, will not be permitted.
- Drapery backgrounds are 8-ft. high, with 3-ft. high side rails.
- ID signs are approximately 44" x 7".
- Displays may not exceed the 8-ft. high limit of the drape backdrop.
- Tabletop displays, when placed on the table, may not exceed the 8-ft. high limit of the drape backdrop.
- The Mission City Ballroom ceiling height maximum is 16 ft.
- The Mission City Ballroom is carpeted. Additional carpet and padding can be ordered through TriCord Trade Show Services.
- All booth displays and materials must be kept within assigned booth space.

MOVE-IN/MOVE-OUT HOURS
Move-In:

Tuesday, September 12	12:00 pm – 5:00 pm
Wednesday, September 13	8:00 am – 9:00 am

All booths must be set by 9:00 am for show management walkthrough and approval.

Move-Out:

Wednesday, September 13	6:00 pm – 9:00 pm
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NO BOOTH TEARDOWN PERMITTED PRIOR TO 6:00 PM.

SHIPPING

For shipping information, please see TRICORD Official Show Decorator Kit. Please note no booths or booth items may be shipped directly to the Santa Clara Convention Center. They will be refused.

SELF-SERVE EXHIBITOR WIFI

Self-serve exhibitor wireless is a broadband self-serve capability intended to support online demos, large downloads, etc. This service is \$79.99 per one or two days of service. This service is only available in the exhibit halls or exhibit areas and is not available in the common areas of the building. For more information, please contact Pat Johnson, Event Coordinator, SmartCity at pjohnson@smartcity.com or 408-748-7017.

EXHIBITOR BADGES

All exhibitor badges can be picked up onsite at the PCB West registration counter located in the foyer of the Mission City Ballroom within the Santa Clara Convention Center. Please have all exhibit staff register by August 14.

HANDOUTS/LITERATURE DISTRIBUTION

Literature, samples and other promotional materials may only be handed out within the confines of contracted booth or sponsorship space. No signs, literature or posters may be distributed or posted outside your booth (e.g., aisles, registration area, other booths, classrooms, etc.). Any materials found will be discarded immediately!

SOUND SYSTEM/PRESENTATIONS/DEMOS

Show management reserves the right to restrict exhibits, which, because of noise, method of operation, materials or any other reason, become objectionable to other exhibitors. The sound level from an exhibitor's booth shall not intrude nor violate the rights of any and all adjacent areas. Sound, to whatever degree, must be confined to the exhibitor's booth. Such decisions are strictly at show management's discretion.

P.A. ANNOUNCEMENTS

Show management does P.A. announcements for official show information and/or emergencies only.

PHOTOGRAPHY

Taking pictures or recording within the exhibit area or meeting rooms is prohibited. Show management is the official photographer. Picture taking or video recording of an exhibitor's own booth may be permitted. Please direct such requests to show management for approval. Show management reserves the right to deny any such requests.

UNBECOMING BEHAVIOR

Tampering with another party's exhibit or any show management property will not be tolerated. In such a case, the offender will be immediately removed from the exhibit area at his/her own expense, and will be restricted from future participation.

ON- AND OFF-SITE EVENTS

All meeting room, hospitality suites and off-site networking events [scheduled for any time Tuesday, September 13 – Thursday, September 15] **MUST BE APPROVED** in advance through Show Management.

Exhibitors who desire to conduct off-site or onsite networking events MAY NOT hold such events during official program hours without the written consent of Show Management. Violators of this rule may be subjected to strict penalties, including but not limited to removal from show floor and liability for estimated damages suffered by PCB West as a result from such activity.

Functions that will require approval include, but are not limited to, luncheons, breakfasts, hospitality suites, social events, parties, large meetings or any event that takes place during official program hours.

Both the headquarters hotel and the convention center are required to alert show management to any requests for space during PCB West 2016.

To submit a request, please email Alyson Corey, Director of Group Shows, at acorey@upmediagroup.com.

DAMAGE TO VENUE OR PROPERTY

Exhibitors and their contractors are liable for damage to venue or property beyond ordinary wear and tear. To minimize such damages, please follow the basic rules outlined below:

- 1) Metal-wheeled carts, hotel bell carts, are NOT permitted on the show floor by exhibitors.
- 2) Dragging of heavy objects, i.e. freight crates, fiber cases, etc. across carpet is not permitted.
- 3) Nails, tacks, staples, stickers or anything similar cannot be used to attach things to walls, drapes and doors.
- 4) Taping down of power cords, outlets, etc. to ballroom carpet is only to be done by employees of the convention center and/or the official show decorator. Additional booth carpet is available through TriCord Tradeshow Services.

UP MEDIA GROUP CONTACTS

Frances Stewart	Exhibit Sales Manager	fstewart@upmediagroup.com	678-817-1286
Alyson Corey	Director Group Shows	acorey@upmediagroup.com	678-234-9859
Jennifer Schuler	Registration Manager	jschuler@upmediagroup.com	918-496-1476
Mike Buetow	Conference Director	mbuetow@upmediagroup.com	617-327-4702