

**EVENT DATES**

Conference: Tuesday, September 11 – Thursday, September 13

Exhibition: Wednesday, September 12  
10:00 am – 6:00 pm

**IMPORTANT EXHIBITOR DEADLINES**

Reserve ad space for the digital conference catalog	March 5
Submit final ad for the digital conference catalog	March 12
Reserve ad space for the printed show guide	July 9
Submit your official printed show guide listing online in eBooth	July 20
Submit final ad for the printed show guide	July 20
Register for your exhibitor booth staff badges	August 13
Deadline for discount hotel rates at headquarters hotel	August 20
TriCord deadline to order additional services	August 23
TriCord advanced shipment deadline	September 7
TriCord direct to show site shipment deadline	September 11

**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

**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
- One 500 watt electrical drop



**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/FILMING**

Taking pictures or recording within the prefunction area, exhibit area and meeting rooms at any time is prohibited. Show management is the official photographer and videographer. Picture taking or video recording of an exhibitor's own booth may be permitted upon written request. 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 Monday, September 10 – Thursday, September 14] **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 2018.

To submit a request, please email Alyson Corey, Director of Group Shows, at [acorey@upmediagroup.com](mailto: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**

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