



### EVENT DATES

**Conference:** September 9 – September 12

**Exhibition:** Tuesday, September 10  
10:00 am – 6:00 pm

### IMPORTANT EXHIBITOR DEADLINES

Reserve ad space for the printed show guide	July 8
Submit your official printed show guide listing online in eBooth	July 19
Submit final ad for the printed show guide	July 19
Register for your exhibitor booth staff badges	August 12
Deadline for discount hotel rates at headquarters hotel	August 16
TriCord deadline to order additional services	August 20
TriCord advanced shipment deadline	September 5
	September 9
TriCord direct to show site shipment deadline	Between 8:00 am – 4:30 pm

### 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
- One wireless badge scanner (one per exhibiting company)
- Company information included with online floor plan/eBooth



- Company logo included with online floor plan/eBooth
- One video upload included with eBooth
- Tuesday evening exhibitor reception
- Technical conference proceedings (one per exhibiting company)
- Listing in printed show guide
- Link on [www.pcbwest.com](http://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
- Pop up banners or any booth display may not entirely block the 3ft side of the booth. Show management may move at their own discretion.
- 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.
- Any heavy equipment must be preapproved by show mgmt. before being placed in the booths.

### **MOVE-IN/MOVE-OUT HOURS**

#### **Move-In:**

Monday, September 9	10:00am – 5:00 pm
Tuesday, September 10	8:00 am – 9:00 am

***All booths must be set by 9:00 am for show management walkthrough and approval. If not set by 9:00 am show management retains the right to push labor to set up booth. Labor fees will be charged to the exhibiting company.***

#### **Move-Out:**

Tuesday, September 10	6:00 pm – 9:00 pm
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**PLEASE NOTE THAT ANY EXHIBITOR WHO BEGINS TEARDOWN PRIOR TO 6 PM FORFEITS EXHIBITING AT WEST 2020.**

### **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 SmartCity at 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 12**.

**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, stickers, literature or posters may be distributed or posted outside your booth (e.g., aisles, registration area, other booths, show signage, 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 hall 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 to [acorey@upmediagroup.com](mailto:acorey@upmediagroup.com) . 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 9 – Thursday, September 12] **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 2019.

To submit a request, please fill out the form below  
<https://www.pcbwest.com/exhibit/exhibitor-event-request-form>

**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, tape, velcro or anything similar cannot be used to attach things to walls, drapes and doors.
- 4) No exhibiting company shall bring in heavy equipment to display in booth without prior approval from show mgt. All requests can be made to [acorey@upmediagroup.com](mailto:acorey@upmediagroup.com)
- 5) 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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