Thank you for exhibiting at WE24!

We’ve designed this Exhibitor Service Kit 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. All information in this kit is subject to change after publication.

We are pleased to continue to work with Shepard Expositions, 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 logistics questions regarding the Career Fair & Interview Booths, please contact SWE’s Exhibits Manager at exhibitsmanager@swe.org or SWE’s Sales Manager, Strategic Partnerships, Judy Burke, at judy.burke@swe.org.

We look forward to welcoming you to Chicago at WE24!
GENERAL INFORMATION

LOCATION
McCormick Place Convention Center West Building
2301 S Indiana Ave, Chicago, Illinois 60616
(312) 791-7000 | https://www.mccormickplace.com/

DOCK POSITIONS
Hall F1: 13 berths (1 ramp direct to Exhibit Hall)
Hall F2: 20 berths (2 ramps direct to Exhibit Hall)

VISITOR INFORMATION
Information brochure displays from Choose Chicago are available in the following locations:
South Building, Level 1 at Gate 4 and on Level 2.5 near the Business Center
West Building, Level 1 at the Transportation Center

The Information Desks at McCormick Place are the checkpoints for information about events in the facility and available McCormick Place services in the following locations:
South Building, Level 1
West Building on Levels 1 and 3 (Please note that West level 1 may not be staffed during the event)

ADA ASSISTANCE
We want everyone to be a part of WE24. We are happy to provide assistance to attendees and or exhibitors who may require special accommodation. If you anticipate needing any help please email accommodationrequest@swe.org by 9/13/2024 with your request so that SWE and McCormick Place can properly accommodate your needs. SWE will do its best to accommodate requests but may not be able to accommodate all requests; requests made after this date will be fulfilled as staff capacity allows but cannot be guaranteed.

SWE to refer all requests of attendees/exhibitors to Scootaround:
For wheelchairs, mobility scooters, power chairs and oxygen equipment rentals, contact our preferred service partner, Scootaround Mobility Solutions at 888-441-7575 or visit https://locations.scootaround.com/en/chicago

BAG / LUGGAGE CHECK
Bag and luggage check service is located on Level 1 next to Gate 44 and open as follows:

- Thursday, October 24  8:00 AM - 7:00 PM
- Friday, October 25    8:00 AM - 6:00 PM
- Saturday, October 26  8:00 AM - 5:00 PM

BUSINESS CENTER
McCormick Place is proud to offer the convenience of providing the services of FedEx Office to our guests. Services available include copying, printing, computer rentals and laptop docking stations, document finishing
services, presentation services, and package services.

FedEx Office is located on:
Level 2 of the West Building
It is open Monday Through Friday, 8:30 AM until 5:00 PM.

Satellite stores are also located on:
Level 2 in the West Building and Level 2 in Lakeside Center.
These are open based on event activity in the facility.

CHILD CARE
WE24 provides complimentary childcare for all attendees for children aged 0 to 12 years (space limited). View information on our website about our childcare services available. Childcare will be located in W186 C.

EMERGENCIES
If Fire, Medical or Police assistance is needed:
• DIAL Extension 6060 from a house or exhibit booth telephone.
• DIAL 312-791-6060 from an outside phone line.
(including the Hyatt Regency McCormick Place Hotel)

Please refrain from calling 911. If you do call 911, also call Security at numbers above. Stay on the line, calls are recorded. An officer will answer immediately. Be prepared to identify the location of the emergency by building, level and either hall, meeting room or corridor.

EXHIBITOR BADGE REGISTRATION DESK ON-SITE
CPC and Exhibitor Registration are in the North Pre-Function. Registration Desk hours are as follows:

Tuesday, October 22  4:00 P.M. - 6:00 P.M. EXHIBITOR ONLY
Wednesday, October 23  8:00 A.M. - 8:00 P.M.
Thursday, October 24  6:30 A.M. - 7:00 P.M.
Friday, October 25  7:00 A.M. - 4:00 P.M.
Saturday, October 26  7:30 A.M. - 12:00 P.M.

FIRST AID
McCormick Place provides wheelchair-accessible first aid stations in each building. Specific stations are opened based on the event location. These stations are fully equipped and include automated external defibrillators for reviving heart attack victims.

All medical care is provided under the guidance of the McCormick Place Medical Director who is Board Certified in emergency medicine. Stations are staffed by Emergency Medical Service (EMS) providers, most of whom serve as full-time paramedics for the Chicago or suburban fire departments.

In addition, two hospitals are situated within minutes of McCormick Place. City ambulances will be called to transport patients when needed.
NURSING ROOM
Mamava Lactation Suites are available in West Level 1 near the Main Information Desk on Indiana Avenue. Please download the Mamava Mobile App to unlock the suites. Our First Aid Offices are available as well. They are located on Level 1 in the West Building. SWE’s nursing room will be located in W186 A.

LOST & FOUND
Items found during the event should be turned in to the WE24 Volunteer Central – W181 B. Following the event, found items are turned in to the Convention Center security office and held for a maximum of 30 days, after which unclaimed items will be disposed of or donated.

PARKING – ATTENDEES / EXHIBITORS
Parking Lot A (8’ height clearance) is a six-level garage with 2,100 parking spaces located on Martin Luther King Drive, adjacent to the West Building. Covered walkways from Lot A leading directly into McCormick Place and the Hyatt Regency McCormick Place Hotel also provide added convenience. The parking rate is $26 for up to 16 hours and $39 for 16 to 24 hours. There are no in-and-out privileges. Overnight parking is available in Lot A only. Lost tickets will pay the $39 (overnight) fee per day.

Parking Lot B (also known as 31st Street Lot) is an outdoor surface parking lot located at 31st Street near Jean Baptiste Point DuSable Lake Shore Drive South and Moe Drive. It holds over 1,800 vehicles. The parking rate is a flat fee of $17 per day with no in-and-out privileges. The parking rate for marshaling trucks is $26 for up to 16 hours and $39 for 16 to 24 hours. This parking lot is open throughout event hours. Overnight parking is not available.

Parking Lot C (6’4” height clearance) is an underground garage with 1,900 parking spaces and is located on Ft. Dearborn Drive, adjacent to the Lakeside Center. The parking rate is $26 for up to 16 hours and $39 for 16 to 24 hours. This parking lot is open throughout event hours. Overnight parking is not available.

WATER STATIONS
McCormick Place offers filtered water-filling stations and drinking fountains throughout the lobby areas and hallways.
IMPORTANT DEADLINES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Hotel Reservations Open</td>
<td>April 23</td>
</tr>
<tr>
<td>Exhibitor Badge Registration</td>
<td>May 22</td>
</tr>
<tr>
<td>Island Booth Blueprint Review Submitted to Exhibits Manager</td>
<td>July 24</td>
</tr>
<tr>
<td>Notice of Vehicle on Display Due</td>
<td>August 23</td>
</tr>
<tr>
<td>Last Day to Ship to Shepard’s Advance Warehouse</td>
<td>October 15</td>
</tr>
<tr>
<td>Last Day Advance Shipping Can Be Received at Shepard’s warehouse</td>
<td>October 21</td>
</tr>
<tr>
<td>Discount pricing deadline on Shepard’s products and services</td>
<td>September 24</td>
</tr>
<tr>
<td>Exhibitor Certificate of Insurance Due to Shepard</td>
<td>September 20</td>
</tr>
<tr>
<td>Notice to Use an EAC Due to Shepard</td>
<td>September 20</td>
</tr>
<tr>
<td>EAC Certificate of Insurance Due to Shepard</td>
<td>September 24</td>
</tr>
<tr>
<td>Deadline to submit booth catering orders to OVG Hospitality</td>
<td>September 24</td>
</tr>
<tr>
<td>Discount pricing deadline for electric</td>
<td>October 2</td>
</tr>
<tr>
<td>Discount pricing deadline for internet</td>
<td>October 7</td>
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</tbody>
</table>

WE24 CAREER FAIR/INTERVIEW BOOTH SCHEDULE


CAREER FAIR MOVE-IN

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, October 22</td>
<td>12:00 p.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>Wednesday, October 23</td>
<td>8:00 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>Thursday, October 24</td>
<td>8:00 a.m. – 10:00 a.m.</td>
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</tbody>
</table>

*All exhibits must be fully installed by 10:00 am on Thursday, October 24 - NO EXCEPTIONS.*

CAREER FAIR HOURS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, October 24</td>
<td>2:00 p.m. – 5:00 p.m. – Professional and Collegiate Members Only</td>
</tr>
<tr>
<td></td>
<td>5:00 p.m. – 6:00 p.m. – All Registrants</td>
</tr>
<tr>
<td>Friday, October 25</td>
<td>10:00 a.m. – 11:00 a.m. – Professionals Only</td>
</tr>
<tr>
<td></td>
<td>11:00 a.m. – 3:00 p.m. – All Registrants</td>
</tr>
</tbody>
</table>
CAREER FAIR EARLY ACCESS HOURS FOR EXHIBITORS
Thursday, October 24 8:00 a.m. – 2:00 p.m.
Friday, October 25 8:00 a.m. – 9:30 a.m.
*Only booth staff with exhibitor badges will be allowed into the Career Fair and/or Interview Booths during these hours.

CAREER FAIR MOVE-OUT
Friday, October 25 3:00 p.m. – 10:00 p.m.
Saturday, October 26 8:00 a.m. – 11:00 a.m.
*All exhibit materials must be removed from exhibit halls by 11:00 a.m. on Saturday, October 26.

INTERVIEW BOOTH MOVE-IN
Wednesday, October 23 8:00 a.m. – 5:00 p.m.
Thursday, October 24 8:00 a.m. – 10:00 a.m.

INTERVIEW BOOTH HOURS
Thursday, October 24 8:00 a.m. – 6:00 p.m.
Friday, October 25 8:00 a.m. – 3:00 p.m.

INTERVIEW BOOTH MOVE-OUT/DISMANTLE HOURS
Friday, October 25 3:00 p.m. – 10:00 p.m.
Saturday, October 26 8:00 a.m. – 11:00 a.m.

EXHIBITOR SERVICE DESK
The Exhibitor Service Desk is located in the Career Fair, above the 100 aisle. All Shepard services, Convention Center and WE24 service providers will have a counter in this area to assist you onsite.

Tuesday, October 22 12:00 p.m. – 5:00 p.m.
Wednesday, October 23 8:00 a.m. – 5:00 p.m.
Thursday, October 24 8:00 a.m. – 6:00 p.m.
Friday, October 25 8:00 a.m. – 5:00 p.m.
Saturday, October 26 8:00 a.m. – 5:00 p.m.

EXHIBITOR LIST & FLOOR PLANS

CAREER FAIR
Click here to view the current floor plan
INTERVIEW BOOTHS
Will be available in August.

WE24 SUPPLIERS/CONTRACTORS

OFFICIAL GENERAL SERVICE CONTRACTOR
Shepard Exposition Services (SES) is the official general service contractor for WE24. 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. The Opt-in Booth package form can be found here.

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

AUDIO/VISUAL
ON Services will provide audio/visual services in the Career Fair/Interview Booths at WE24. Exhibitors may order audio/visual equipment services using the ON Services order forms contained within this Exhibitor Services Manual.
Email: bpsmith@onservices.com Phone: 585-424-1900

BOOTH CLEANING
Booth cleaning of exhibit booths 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.

ELECTRICAL
Edlen is the in-house exclusive electrical company. 500W of electricity is included in the Career Fair booth packages. Quantities vary based on booth size, see Booth Packages for details. Exhibitors may order additional electrical services on the appropriate Electrical order forms contained within the Electrical Order Form link.

EXHIBITOR BADGE REGISTRATION
Convention Data Services (CDS) 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. For safety and security purposes, name badges must be worn at all times while on the premises of the convention center. To avoid your personnel having to wait in lines to register onsite, we strongly suggest you register them in advance.
SWE provides the main contact from each exhibiting organization with 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 to make changes or add badges etc. You can access badge registration on the WE24 website.

**BADGE QUESTIONS? NEED HELP?**
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**
There will be no exhibitor box lunch provided by SWE. Exhibitors may order catering to be delivered to their booth. To view the Exhibitor Menu, click here. The order form is due September 24, 2024.

There will be an exhibitor lounge stocked with beverages and snacks. Exhibitor badges must be shown in order to access the lounge. Additionally, there will be a food court open on level 2 (please look at the SWE app for hours).

**HOTEL RESERVATIONS**
Housing is open! OnPeak is the official hotel partner for WE24. We have negotiated hotel discounts and secured a limited number of reduced-rate rooms to make your trip to Chicago affordable. Through 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 and your room reservation is not guaranteed. SWE and OnPeak will ensure that your reservation is in the hotel system before you get to Chicago to help make your trip a breeze. Click Here to book your hotel rooms or room block.

**INTERNET, TELECOMMUNICATIONS, AND WI-FI**
There is no Wi-Fi inside of the exhibit hall. Exhibitors are responsible for their own Wi-Fi. SWE provides basic complimentary Wi-Fi available throughout WE24. However, this service is provided as an amenity for the attendees and is not for exhibitor use in booths. The ordering form can be found here.

**LEAD RETRIEVAL (Badge Scanning)**
Convention Data Services (CDS Xpress Leads) is SWE’s exclusive provider of exhibitor lead retrieval scanners. 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 at CDS Online.

CDS Lead Retrieval Services
**Phone:** 800-746-9754

**RIGGING**
Shepard Exposition Services (SES) will provide rigging for island booth hanging signs.

**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 WE24 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 or 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. If you would like a dedicated security guard for your booth, you may order services through the WE24 contracted Security Company. The order form is found here.

**EXHIBITOR APPOINTED CONTRACTORS (EACs)**

Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) you have hired or the official service contractor (Shepard Exposition Services). All individuals working in the hall must be always badged and/or wrist banded. An EAC is any company other than one of the designated official contractors for WE24 that provides services to an exhibitor and will require access to the event during installation, event days, or dismantle.

**EACs are NOT permitted to perform any of these services:**
- Booth Cleaning
- Catering
- Electrical
- Material Handling
- Plumbing/Compressed Air/Specialty Gases
- Rigging/Hanging Signs
- Telecom/Internet

**DESIGNATING AN EAC**
An exhibitor can designate an EAC for installation and dismantle of their booth, audio/visual (A/V), photography, lead retrieval, or other specialty services, but the exhibiting company MUST submit the Notice of Intent to Use an EAC form to Shepard by September 20, 2024, or the EAC will not be permitted access to the Career Fair and/or Interview Booths. Failure to submit form by the designated deadline will result in the exhibiting company being required to use labor provided by the official service contractor (Shepard) for installation and dismantle as well as WE24 official contractors for other services.

**WRISTBANDS FOR EACs DURING 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 each day and sign in to receive a work wristband. Check in will be at the following locations:

1. Exhibitor Service Desk is located in the Career Fair, above the 100 aisle.

Wristbands will be given to booth builders, designers, and EACs associated with your booth who are solely working during move-in and move-out.

EACs are not permitted in the Career Fair once the meeting has opened to attendees. If you require an EAC to be present in your booth during the Career Fair, you must assign them an
exhibitor badge from your allotment.

CERTIFICATE INSURANCE REQUIREMENTS (COI)

SWE requires all exhibitors and their Exhibitor Appointed Contractors (EACs) at WE24 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 WE24: October 22-26, 2024. 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 McCormick Place upon request.

Exhibitors who want to use an EAC are required to submit the Exhibitor Appointed Contractor’s Notification Form to Shepard for approval.

In addition, Exhibitor Appointed Contractors (EACs) are required to submit a copy of their certificate of insurance to Shepard.

At its own expense, the exhibitor and its Exhibitor Appointed Contractor must maintain insurance in effect throughout WE24, including move-in and move-out days as outlined above. The exhibitor and their Exhibitor Appointed Contractors 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 $1,000,000 (one million dollars) 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 McCormick Place are named as additional insured.

PLEASE LIST ADDITIONAL INSURED AS FOLLOWS:

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
(404) 720-8600

McCormick Place
2301 S Dr. Martin Luther King Jr. (MLK) Drive, Chicago, Illinois 60616
(312) 791-7000

The exhibitor and its Exhibitor Appointed Contractor also agree to obtain and maintain in effect throughout WE24 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 SWE, Shepard Exposition Services, and McCormick Place to recover loss sustained
for real and personal property.

**PROPERTY INSURANCE**
SWE, its contractors, and McCormick Place do not maintain insurance policies covering exhibitors’ property. We highly recommend that you take appropriate steps to ensure your products and displays are safe 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. We also encourage you to hire a security guard for your booth overnight if you are concerned about valuable items and equipment in your exhibit space. You may hire security from the order form in back of this kit.

**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.

**BOOTH PACKAGES**

**CAREER FAIR BOOTHS PACKAGES**
Included in Exhibit Space, Per 10' X 10' Booth:

**General Career Fair 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

**Small Business Exhibitors Receive:**
- Two (2) full-conference registrations
- Option to purchase two registrations (Exhibit Floor Passes) for discounted prices
- 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)
10’ X 10’ Package:
- 8’ High back wall 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 or small business 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 (4 for academic rate)
- 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)

**30' X 30' 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-six (36) Conference registrations
- 60-day Access to SWE Career Center (excluding academic exhibitors)
**INTERVIEW BOOTH PACKAGE**

**NEW FOR WE24:** Interview booth sizes will be **10' X 10'** per space. Included in Exhibit Space:

- 8’ Drape in show colors (on all four sides of the booth)
- One (1) 6ft. table, three (3) chairs, identification sign, one (1) wastebasket

Interview Booth packages do not include electricity or carpeting. Flooring/carpeting is not required in the Interview Booths. You may order carpeting, additional furniture, electricity, and other services for Interview Booths on the appropriate order forms contained within this Exhibitor Services Kit.
BOOTH TYPES & DESIGNS GUIDELINES

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. WE23 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 SWE. 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 is designed in increments of 10 feet and have become the 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.
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.

WE24 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 allowable back wall height is 12 feet.
**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.
**BOOTH COMPONENTS**

**Island Booth Hanging Signs**
The maximum height from the floor to the top of any hanging sign is 18 ft. There must also be a minimum of 2 ft. break from the 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** your booth perimeter. You must arrange the installation and dismantling of the truss with the rigging provider. If we receive any complaints from neighboring exhibitors regarding the lighting, we will require you to adjust or turn off the lights.

**Covered Areas & Structures**
Enclosed, covered booths with a cover of at least 100 square feet, shall be protected internally by a smoke detector that will sound a local alarm. Booths and displays containing structures, canopies, lighting truss, or suspended items that are covered with fabric or solid materials exceeding an accumulated total of 750 sq. ft. may require the installation of an Automatic Fire Sprinkler System (AFSS). The fabric is required to be flame tested and sent to the Fire Marshal along with the fire-retardant certificate. Ask your booth design company to assist with this process.

Covered areas exceeding 750 square feet or more shall be protected by a CFD approved automatic fire sprinkler system as mentioned above. These systems must be installed under permit from the Department of Building and Safety. All portions of the sprinkler system, including the “sprinkler riser” which supplies the water service to the booth, must be installed within the borders of the respective booth space. No portions of the sprinkler system, or any structures or barricades that protect said system are allowed in any portion of an aisle. Please contact the Exhibits Manager at exhibitsmanager@swe.org for more information.

**Multi-Level Structures**
Exhibits containing enclosed rooms, multi-level structures, dynamic or moving elements, display materials that may affect the manner in which persons can exit from inside the booth or exhibits that are 400 square feet or larger are required to submit two (2) sets of the following types of plans/drawings: Plan view, elevation views, perspective views (isometric), drawings detailing paths of egress from the booth, covered area plan, and structural drawings as required.

**IMPORTANT**
- When installing a display with a ceiling or second level, your booth designer should check with the local 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.
INTERVIEW BOOTH DISPLAY GUIDELINES

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. Interview Booths for WE24 a single booth unit measures 10 feet deep and 10 feet wide and include a 7” x 44” company identification sign, one (1) 6’ skirted table, Three (3) chairs, and one (1) wastebasket. Interview Booth packages do not include electricity or carpeting.

All exhibitor signage must be placed within the 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.

MCCORMICK PLACE FIRE LIFE SAFETY GUIDELINES
To view McCormick Place’s Fire Safety Regulations, please click here.
SWE EXHIBITOR RULES & REGULATIONS
(Subject to Change)

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 the exhibitor’s expense, in order to satisfy the terms and intent of the WE24 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.

AERIAL DRONES
Drones are not allowed on McCormick Place property.
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 WE24 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 and 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. No other animals are permitted.

BALLOONS & CONFETTI
Balloons of any size or type and confetti are not permitted on the show floor.

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.

CANCELLATION
Cancellations received before June 1, 2024 are subject to a 50% cancellation fee. Cancellations received on or after June 1, 2024 are subject to a cancellation fee of 100% of the monies owed for the exhibit space being cancelled. Cancellation will result in the forfeit 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 Career Fair is not held, SWE will retain so much of the exhibitor’s booth rental fee as is necessary to defray expenses incurred by SWE. The Exhibitor waives all claims for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by SWE. No refunds will be issued.
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 is 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 the Conference Site or the Conference Facility's property resulting from and caused by the negligence or carelessness of exhibitors, their employees or agents.

ADMISSION OF INFANTS & YOUNG CHILDREN
WE24 is a business event. No one under 18 will be allowed in the WE24 Career Fair/Interview booths during event hours without a parent/guardian or being part of an SWE-arranged tour. The accompanying parent/guardian must remain with the person under the age of 18 at all times during their visit. No one under the age of 18 will be allowed in the Career Fair/Interview booths during set up or dismantle for safety reasons. Children under 12 years of age are not permitted on the Career Fair floor.

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 types on badges for access. Exhibitors must wear your badge to access the Career Fair/Interview Booths— no exceptions.

EARLY TEAR DOWN
Exhibitors shall not initiate teardown, packing, or abandon exhibit prior to closing 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 WE24. 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. All EACs/Event Contractors are required to register with McCormick Place. To register please contact eventcontractors@mccormickplace.com.

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.
FOGGERS & LASERS
Use of fog machines, hazers and lasers in the Center must be approved by the Fire Marshal. Foggers and hazers must be nontoxic, and water based. Please contact the Exhibits Manager to obtain detailed specifications required to begin the approval process with the Fire Marshal.

FOOD & BEVERAGE
- We encourage exhibitors to order catering services for their Career Fair and/or Interview booths, and/or Hospitality Suite from the exclusive caterer at the convention center. Exhibitors may not bring in food and/or beverages from outside sources. The link for the exhibitor menu and ordering information can be found here.

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.

INABILITY TO HOLD CONVENTION OR CHANGE IN SCHEDULE DATES
If because of war, strike, the destruction, construction or renovation of the Exhibition Venue, government order, terrorist act, act of God or other cause beyond the control of SWE, the Conference and Exhibition or any part thereof is prevented from being held, SWE shall be relieved of its obligations under these Terms and Conditions. In regard to Exhibitors, SWE shall determine and refund to Exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remain after deducting expenses incurred by SWE and reasonable compensation to SWE, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid by Exhibitor. Sponsorships are nonrefundable. SWE shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that SWE may be required to change the scheduled dates of the Conference and Exhibition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of SWE, will benefit the Conference and Exhibition and the participating exhibitors and sponsors. In the event that the Association is required, or decides, to change the dates of the Conference and Exhibition, SWE will make its best efforts to notify Exhibitors in writing of such change at least sixty (60) days prior to the dates originally set forth in the Contract.

INDUSTRIAL LIQUIDS & CHEMICALS
The Chicago Fire Department and McCormick Place require that the delivery, handling, and removal of all industrial liquids or chemicals be accompanied in a proper and safe manner, and that a Material Safety Data Sheet (MSDS) be submitted for any industrial liquids or chemicals that are brought into McCormick Place. Exhibitors must keep a copy of the MSDS in their booth.

Liquids and/or chemicals that can cause harm or injury to personnel and/or the building from exposure thereto (classified as “Hazardous”) are NOT allowed at McCormick Place. Flammable and/or chemicals are not permitted within any of the exhibit halls or interior spaces of McCormick Place without written approval from the Fire Marshal.

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 and can be located in the Monthly Exhibitor Email. 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 closing of the exhibition.

INSURANCE
SWE, McCormick Place and WE24 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 McCormick Place upon request. Please see “Certificate of Insurance Requirements” within this Exhibitor Service Kit.

INTELLECTUAL PROPERTY
Each exhibitor warrants and represents that it is authorized to use any intellectual property being used in promotion or exhibition at WE24. 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, McCormick Place, 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 McCormick Place and/or the Chicago Police Department.

LIGHTING EFFECTS
The use of lighting/laser 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 WE24 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, skateboards, and hover boards are not permitted at WE24.

PHOTOGRAPHY, FILMING, & STREAMING
SWE reserves the right to use any photograph and/or filming of the event for marketing purposes. Exhibitors acknowledge that their image and their organization’s booth property images may be used in marketing and press materials.

Non-flash photography is allowed for personal, social, or non-commercial use. Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.

Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees. Sharing slides that feature patient faces or other identifiable information is prohibited. Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

PRESS
All sponsors should direct any press-related inquiries to Chris Martin at cmartin@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 WE24 activities and or functions, including the Career Fair and Interview booths.

SOCIAL MEDIA
If you would like to post to your social media sites regarding the WE24 Annual Conference, please review the information under Resources on our website.

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.

UNION RULES & EXHIBITOR HAND CARRIED MATERIALS
McCormick Place a proud supporter of union labor and recognizes historical union jurisdiction on exhibit and structure activations events. Scope of work that includes, but not limited to, drayage, decorating, flooring, rigging, exhibit construction, carpentry and freight movement is required to use union labor.

One individual from each exhibiting company is permitted one trip to hand-carry items into the exhibit facility. The exhibitor’s use of dollies, hotel baggage carts, flat trucks, and other mechanical equipment is not permitted. Shepard will control access to the trade show floor, which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the Exhibit Hall by any and all private vehicles and contracted move carriers will be handled by Shepard.

Exhibitor personnel may perform the following functions if they are a full-time employee of the exhibiting company: Hand-carry small items and pop-up displays ONLY. No carts are permitted.

The following items are not considered hand-carried items: two-wheel dolly loads, hotel Bellman’s carts, boxes or crates requiring two people to carry.

In no circumstance is any exhibitor authorized to use Shepard material handling equipment for any purpose.


Hours TBD for the ASUV program
https://www.mccormickplace.com/exhibitors/asuv/

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 WE24 If questions, please contact the Exhibits Manager at exhibitsmanager@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.

MCCORMICK PLACE RULES FOR VEHICLE DISPLAY
Any vehicle or other apparatus that has a fuel tank and is part of a display, is required to be equipped with a locking (or taped) gas cap and can contain no more than ⅛ tank of fuel. Once the vehicle has been positioned, it cannot be moved until move-out begins, without prior approval by the Fire Safety Manager or Designee. Battery cables must be disconnected once the vehicle is positioned. The engine cannot be operated during show hours. Refueling must be done off property.

Additional requirements may apply to automobile/vehicle displays based on case-by-case conditions. There is no exception or modifications to the above requirements with the expressed written authorization of the McCormick Place Fire Marshal.

Please provide detailed information, including a floor plan and complete manufacturer specifications to the Exhibits Manager at exhibitsmanager@swe.org no later than Friday, August 20, 2024.