

EXHIBITOR KIT

IEEE AUTOTESTCON 2023

GAYLORD NATIONAL CONVENTION CENTER

Jeffrey L. Rubin
Exhibits Chair
Sponsorships Chair
Tel: (301) 502-4877





**Gaylord National Convention Center
National Harbor, MD
August 28 – August 31, 2023**

EXHIBITOR WELCOME

Dear IEEE AUTOTESTCON 2023 Exhibitor,

We welcome you to the Gaylord National Harbor and thank you for your participation in IEEE AUTOTESTCON 2023.

The entire IEEE AUTOTESTCON 2023 Committee appreciates your participation and wishes you a successful conference.

This Exhibitor Kit contains all the information necessary to plan for, set-up, operate, and tear down your exhibit. Please be sure to take special note of the deadline dates on the order forms to receive the special discount rates.

On-Line Exhibitor Registration will open on or about 15 May 2023. Your show designated point of contact will receive a notification from the registration committee instructing them how to register your booth personnel, and the options available for purchase of additional items.

Should you have any questions, please do not hesitate to contact me. I look forward to seeing you in August.

Jeffrey L. Rubin
Jeffrey L. Rubin
Exhibits Chair
Sponsorships Chair
Tel 301 502-4877
jffreylrubin@ieee.org



Gaylord National Convention Center National Harbor, MD

August 28– August 31, 2023

EXHIBIT HALL HOURS

Access to the Exhibit Hall is limited per the following schedule. If you require access to the Exhibit Hall outside of these hours, you must contact the Exhibits Chairs Jeffrey Rubin, 301-502-4877, jeffreylrubin@ieee.org to make arrangements.

DATE	ACTIVITY	TIME SCHEDULE
Sunday, August 27	Fabrication & Set-up	3:00pm – 10:00pm
Monday, August 28	Fabrication & Set-up	8:00am – 10:00pm
Tuesday, August 29	Exhibitors Only	7:00am – 9:30am
Tuesday, August 29	Exhibits Open	9:30am – 5:00pm
Wednesday, August 30	Exhibitors Only	7:30am – 9:30am
Wednesday, August 30	Exhibits Open	9:30am – 5:00pm
Wednesday, August 30	EXHIBIT HALL CLOSED -- for Dinner Set-Up ALL EXHIBITORS MUST EXIT	5:00pm – 6:00pm
Wednesday, August 30	Exhibitor's Reception	6:00pm – 8:00pm

DATE	ACTIVITY	TIME SCHEDULE
Thursday, August 31	Exhibitors Only	7:30am – 9:30am
Thursday, August 31	Exhibits Open	9:30am – 11:00am
Thursday, August 31	Exhibit Hall Coffee Break	9:30am – 10:30am
Thursday, August 31	Dismantling & Removal	11:00am – 6:00pm



Gaylord National Convention Center
National Harbor, MD

August 28 – August 31, 2023

EXHIBITOR REGISTRATION & BADGE REQUESTS

- Four (4) Exhibitor Badges are allotted for the first booth, and two (2) Exhibitor Badges are allotted for each additional booth. Additional Exhibitor Badges for Tuesday can be purchased for \$35 each and include access to the Tuesday Luncheon and Wednesday Evening Reception in the Exhibit Hall – a \$100 value.
- For Wednesday and Thursday, Exhibitor Badges are complimentary, but do not include access to the Wednesday Awards luncheon or the Wednesday Evening Reception in the Exhibit Hall. Tickets for these may be purchased at Registration.
- Conference registration and additional items can be purchased on-line and on-site at registration.
- Exhibitor On-line registration begins on or about 15 May 2023. For additional information, please contact Registration Services -- Jenna Yockim - jyockim@conferencecatalysts.com.
- Work passes may be issued on-site at the exhibitor registration to members of exhibitor set-up crews for Sunday and Monday access to the hall. For further information, contact the Exhibits Chair, Jeffrey Rubin, 301-502-4877, jeffreylrubin@ieee.org.



Gaylord National Convention Center **National Harbor, MD**

August 28 – August 31, 2023

EXHIBITOR PLANNING INFORMATION

EXHIBIT SERVICES:

Warehouse Shipping Address:

Exhibiting Company Name / Booth # _____
IEEE AUTOTESTCON 2023
C/O TForce Freight / Freeman
6571 Washington Blvd NW
Elkridge, MD 21075

BOOTH DIMENSIONS: Booth dimensions are 10x 10. Maximum booth height is 12' for linear and peninsula booths, and 15' for island booths. Draperies will have 8' high back walls and 3' high sidewalls.

FLOORING: **The exhibit area is not carpeted** however, the aisles will be carpeted in midnight blue. **Rental Carpet is available through Freeman.** Please refer to the Carpet Brochure and Order Form within the kit.

GRATIS BOOTHS:

Military and Government gratis booths are provided back and side drape curtains, midnight blue carpet, an Exhibitor ID sign, a 6' foot table and 2 chairs only. Additional booth displays, furnishings, additional carpet, and facilities are the responsibility of the Exhibitor.

Other gratis booths come with back and side drape curtains, midnight blue carpet, exhibitor name sign, one table, two chairs and Exhibitor ID sign.

Questions regarding gratis booths should be directed to Jeff Rubin, Exhibits Chair, 3015024877, jeffrubin@ieee.org.



**Gaylord National Convention Center
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EXHIBIT HALL RULES

1. GENERAL

It is the responsibility of the Exhibitor to follow all the Demonstration Hall Rules **precisely** in order to avoid problems on the Exhibit Floor. In fairness to ALL OUR EXHIBITORS, no exceptions to the Technical Exhibit Rules are permitted.

If you are in violation of Technical Rules, all efforts will be made to assist you in restructuring or relocating your booth. However, violations may jeopardize your participation in the Exhibit Hall and any costs incurred shall be your responsibility.

If you have any questions concerning any of the Technical Rules, please contact the Exhibits Chair for clarification.

Jeffrey L. Rubin

Exhibits Chair

Promotions Chair

Tel: (301) 502-4877

jeffreylrubin@ieee.org

2. EXHIBITOR REGISTRATION

Four (4) Exhibitor Badges are allotted for the first booth, and two (2) Exhibitor Badges for each additional booth. Additional Exhibitor Badges for Tuesday can be purchased for \$35 each and include access to the Tuesday luncheon and Wednesday Exhibitor Reception in the Exhibit Hall – a \$100 value. For Wednesday and Thursday, Exhibitor Badges are complimentary, but do not include access to the Wednesday luncheon or the Wednesday evening Exhibitor Reception. Tickets for these may be purchased at Registration. Conference registration and additional items can be purchased online and on-site at registration. Exhibitor On-line registration will begin on or about 15 May 2023. For additional information, please contact our Registration Services Manager, Jenna Yockim, email at: jyockim@conferencecatalysts.com. Work passes as necessary will be issued on-site at the exhibitor registration to members of exhibitor set-up crews for Sunday and Monday access to the hall.

3. CONTRACT

The Exhibitors application, properly executed by the applicant, shall, upon written acceptance and notification of Exhibit space(s) assigned by IEEE AUTOTESTCON 2023 or its agents, constitute a valid and binding contract. Spaces assigned may be

transferred by Conference Management to balance the Exhibit floor against congestion, to avoid confusion in company names, to solve competitive conditions or for similar reasons. No such transfer will be made without notice in writing to the affected Exhibitor; however, the Committee reserves the exclusive right to implement such changes.

4. REFUND POLICY

In the event it becomes necessary for a company to cancel the space contract after acceptance by IEEE AUTOTESTCON 2023, a cancellation fee will be assessed as follows: 25% of the total booth space charge for cancellations until July 30, 2023; 50% of the total booth space charge until August 1, 2023 and no refund after August 1, 2023. Cancellation fees will be assessed whether or not the same space is reassigned to another company following cancellation. All notices of cancellation must be in writing and confirmed by an officer of the company.

In the event an Exhibitor does not pay the penalty, the Exhibitor will be required in a future year to pay the penalty before reserving a future booth space.

IEEE AUTOTESTCON 2023 reserves the right, at its option, to reassign a canceled booth regardless of the cancellation rate assessed. Subsequent reassignment of canceled space does not relieve the exhibitor of the obligation to pay the amount referred to above. Requests for refunds shall be directed to the Exhibits Chair. All requests must be in writing, signed by an officer of the company, and received at the above address before close of business on the indicated dates. E-mail requests are acceptable. Proof of date will be based on postmark, or e-mail date.

5. INSURANCE

In the event that the premises on which the Conference is held shall become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of IEEE AUTOTESTCON 2023, this agreement may be terminated by IEEE AUTOTESTCON 2023. For this purpose, the term "cause or causes" shall include, but not by way of limitation, pandemic restrictions, fire, flood, epidemic, earthquake, lockouts, boycotts, lack of adequate transportation service or acts of God other than named. Should IEEE AUTOTESTCON 2023 terminate this agreement pursuant to the provisions of this paragraph, the Exhibitor waives any and all claims for damages and agrees that IEEE AUTOTESTCON 2023, after computing the total amount refundable to all Exhibitors, shall make appropriate refunds. The amount refundable to all Exhibitors shall be the amount by which the total fees paid by all Exhibitors exceeds the total amount of IEEE AUTOTESTCON 2023 costs and expenses in connection with its preparation for conducting the Conference and Exhibits, including a reasonable reserve for claims and other contingencies. IEEE AUTOTESTCON 2023, its agents and sponsors, shall not be liable for any damage or for any injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupancy and enjoyment of Exhibit space by an Exhibitor, and that Exhibitors will indemnify and hold harmless IEEE AUTOTESTCON 2023 from all liability on account of such damage or injury. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's display, equipment and other property brought upon the premises of the Conference site and shall indemnify and hold harmless the agents servants and employees of said Conference site from any and all such losses, damages and claims. If the Exhibitor's material fails to arrive, the Exhibitor is still responsible for its space rental.

6. ORDINANCES, REGULATIONS AND RULES

Each Exhibitor assumes all responsibilities for compliance with pertinent ordinances, regulations and codes of duty of authorized local, state and federal government bodies concerning fire, safety and health, as well as rules and regulations of operators and owners of the property required to dismantle the display and equipment and leave the Exhibits without recourse. Technical Exhibit Management will not be responsible for damages incurred by the Exhibitor nor for any refunds or other Exhibitor expenses.

All electrical wiring on booths or equipment must conform to federal, state, local and any other applicable codes and laws.

All hazardous items must be properly safeguarded, protected, registered and/or avoided in accordance with applicable city, state and federal regulations. This category includes, but is not restricted to:

- Evacuated containers or components
- Radioactive material
- X-ray producing equipment
- Particle accelerators
- Inflammable or explosive material

Exhibitors will comply with the rules and regulations concerning local unions. Only approved contractors will be allowed to work in the Exhibit Hall. Refer to the EXHIBITOR-DESIGNATED CONTRACTOR section of the 2023 Exhibitor Kit.

7. SUBLEASING OF EXHIBIT SPACE

Exhibitors may not sublet exhibit space or any part thereof, or make any arrangements for display by a non-exhibiting company, organization, or any other entity, unless such arrangements are approved in advance by the Exhibits Chair.

8. SERVICE CONTRACTOR

The Official Service Contractor is Freeman Company. Information regarding shipments, other than those intended for complementary Attendee Bags, is in this 2023 Exhibitor Kit.

9. STORAGE

IEEE AUTOTESTCON 2023 has no arrangements for the storage of Exhibits at Gaylord National Harbor. It is solely the Exhibitor's responsibility to contract with Freeman to handle all storage. All shipments for an Exhibit must be directed to Freeman. Shipments that arrive prior to show time will be directed to the official drayage warehouse for storage and delivery to the Exhibitor's booth at show time.

10. COMPLIANCE WITH LOCAL RULES

Exhibitors assume responsibility for compliance with pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of operators and owners of the property on which the Exhibits is held. Further, it is agreed that Exhibitors will abide by and comply with rules and regulations concerning local unions having jurisdiction over the facility in which the Exhibit is held, and specifically the Exhibit area and loading dock.

11. EXHIBITOR DESIGNATED CONTRACTOR

Exhibitors assume responsibility for compliance with pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of operators and owners of the property on which the Exhibits is held. Further, it is agreed that Exhibitors will abide by and comply with rules and regulations concerning local unions having jurisdiction over the facility in which the Exhibit is held, and specifically the Exhibit area and loading dock. Refer to the EXHIBITOR APPOINTED CONTRACTOR section of the 2023 Exhibitor Kit.

12. EXHIBIT FABRICATION

Exhibitors are scheduled for entry into the exhibit area on Sunday, August 27, 2023 from 3:00pm until 9:30pm, and on Monday, August 28, 2023 from 8:00am until 9:30pm.

All freight sent to Freeman will be placed in assigned Exhibit spaces no later than 3:00pm on Sunday August 27, 2023. Exhibitors may deliver their own equipment to the Exhibit area after that time. All empty containers must be labeled and placed in the aisles no later than 1:00pm on Monday, August 28, 2023. All Exhibits must be completed with booth setup no later than 10:00pm on Monday, August 28, 2023.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts.

Any portion of an exhibit structure backing to an aisle or otherwise visible to attendees on the convention floor or neighboring exhibitors must be "finished" (no exposed/hanging wiring or extension cords, no unfinished backs of walls, etc). Freeman will pipe and drape and drape any unfinished portions of exhibit structures backing to aisles at the exhibitor's expense.

13. EXHIBIT HEIGHT RESTRICTIONS

Exhibit structures including signs are limited to the maximum heights as shown on the five pages entitled "DEMONSTRATION HALL DESIGN GUIDELINES".

14. EQUIPMENT PROVIDED BY CONFERENCE

Exhibit space will have an 8' high back drape and a 3' high side draped curtain walls with a 7"x44" one line ID sign. Draperies will be blue and white. The aisle floor areas are carpeted in midnight blue.

The Exhibit aisle area will be cleaned each night by Freeman janitorial services. Cleaning of Exhibit spaces is optional and will need to be ordered.

15. PHOTOGRAPHY

Cameras will be permitted on the Exhibit Floor. However, it is requested that cameras be used with discretion and limited to your own individual booths.

16. LIGHTING AND AUDIO/VISUAL

IEEE AUTOTESTCON 2023 limits the use of audio and visual (e.g. strobe lights) equipment, including air compressors, to a reasonable conversational level and retains the authority to determine the appropriate level.

17. HANGING SIGNS

Exhibitor provided suspended signs above the Exhibit are prohibited.

18. HELIUM BALLOONS

Helium-filled balloons when released are difficult to retrieve and required the use of an aerial lift for removal. Exhibitors will be charged for the cost incurred to retrieve any helium balloons released from their booth. The use of Mylar balloons is prohibited in the facility. Certain areas of the facility have sensitive fire detectors. If balloons are used in these areas, you may be required to hire a fire warden.

19. SMOKING

Smoking is not permitted inside any enclosed building.

20. RECRUITING

IEEE AUTOTESTCON 2023 strictly prohibits recruitment of potential employees at any function or facility related to the Conference and/or Exhibits. Recruitment literature found at the Conference/Exhibit will be disposed of immediately.

21. BOOTH ACTIVITIES, DEMONSTRATIONS AND GIVEAWAYS

Exhibitors wishing to incorporate an audience-gathering demonstration or other audience participation activity as part of their Exhibit must submit their written plans, for approval by Exhibits Chair, at least thirty (30) days prior to move-in.

Exhibitors shall not solicit business in aisles or engage in any activity which leads to unreasonable congestion in the aisles. Sufficient space must be provided within the limits of the Technical Exhibit area and Exhibits must be arranged so that persons watching demonstrations and other activities are contained within the Exhibitor's space, rather than the aisle. No signs, literature, or posters may be distributed or posted outside the booth. (e.g. lounges, aisles or registration areas).

An Exhibitor may distribute souvenirs, "ad specialty" items or samples of his own products. Any distribution must be conducted entirely within the Exhibitor designated booth space.

22. DRESS CODE

Dress for IEEE AUTOTESTCON 2023, for technical sessions, lunches and receptions and exhibit hall is Business casual, military dress, or better; neat, clean, modest, and portraying a professional image. Suggestive and/or revealing clothing, as well as sandals, tank tops or shorts is inappropriate at any conference event or function. Attire for social functions such as golf, spouse program, or Wednesday's evening entertainment should be appropriate for the venue. The conference officials have the discretion to ask those attending the events to comply with the dress code or leave the event.

23. HOSPITALITY

Hospitality functions are encouraged during non-exhibit hours. See the ANCILLARY MEETING ROOMS request form on the AUTOTESTCON 2023 Website.

24. SECURITY

IEEE AUTOTESTCON 2023 will provide 24-hour perimeter access control for the Exhibit Hall. IEEE AUTOTESTCON 2023, its representatives and suppliers, including Gaylord National Harbor, assume no liability for the loss or damage of property of the Exhibitor.

Booth personnel should be informed of the following:

1. Easily visible badges must be worn at all times when on the Exhibit floor.
2. Be sure all booth personnel know it is their responsibility to safeguard all booth materials. Any small "pocketable" items should be carefully secured while the booth is unattended.
3. Exhibitors should not ship equipment in boxes which indicate their content on the outside. AUTOTESTCON 2023 recommends that all shipments be made in painted wooden crates and/or unmarked boxes.
4. Security processes for removal of equipment during the Conference will be implemented by the ushers/security personnel with no exceptions.
5. An Exhibitor badge will gain access to Exhibit space until 9:30 P.M. only on setup days. Should access be required later than 9:30 P.M., contact the Exhibits Chair.
Wandering around the Exhibit floor after hours is prohibited.
6. Exhibitors who wish to conduct after-hour demonstrations or training during non-Exhibit hours must submit a list of names and company affiliations to the Exhibits Chairman prior to the actual day. All after-hours activities must be restricted to your Exhibit space.

25. PRELIMINARY EXHIBITS SCHEDULE

Exhibitors must conform to the established schedule for the assembly, construction, disassembly and transportation of all equipment, displays and materials within the assigned exhibit space. The Exhibit Chairs are the only persons who can authorize a deviation to this schedule.

DATE	ACTIVITY	TIME SCHEDULE
Sunday, August 27	Fabrication & Set-up	3:00pm – 9:30pm
Monday, August 28	Fabrication & Set-up	7:30am – 9:30pm
Tuesday, August 29	Exhibitors Only	7:00am – 9:30am
Tuesday, August 29	Exhibits Open	9:30am – 5:00pm
Wednesday, August 30	Exhibitors Only	7:30am – 9:30am
Wednesday, August 30	Exhibits Open	9:30am – 5:00pm
Wednesday, August 30	EXHIBIT HALL CLOSED -- for Dinner Set-Up ALL EXHIBITORS MUST EXIT	5:00pm – 6:00pm

Wednesday, August 30	Exhibitor Reception	6:00pm – 8:30pm
Thursday, August 31	Exhibitors Only	7:30am – 9:30am
Thursday, August 31	Exhibits Open	9:30am – 11:00am
Thursday, August 31	Exhibit Hall Coffee Break	9:30am – 10:30am
Thursday, August 31	Dismantling & Removal	11:00am – 6:00pm

26. DISMANTLING

Exhibits tear down will be from 11:00 am to 6:00pm Thursday, August 31, 2023. All freight will be removed by 6:00pm, Thursday, August 31, 2023. Please make prior arrangements with your freight carriers to insure they adhere to this schedule.

Exhibitors are required to have personnel in their booths during Exhibit hours. Exhibitors may not dismantle any part of their displays before the Exhibit closes.

27. RULES CHANGES AND ARBITRATION

The Exhibit Committee reserves the right to amend changes or add to the Exhibit rules contained herein without notice. The Exhibit Committee or its designated representative is the sole arbiter of these rules and any decision rendered is final without any right of rights, or other rights owned or processed by third parties.

The Exhibit Committee may require the rearrangement of any exhibit to make it conform to the regulations, and the Exhibitor will be liable for any cost incurred.

28. USE OF PUBLIC ADDRESS SYSTEM

Public address announcements in the Exhibit Area are coordinated through the 2023 Exhibits Chair.



Gaylord National Convention Center National Harbor, MD August 28– August 31, 2023

EXHIBIT HALL DESIGN GUIDELINES

Linear Booth

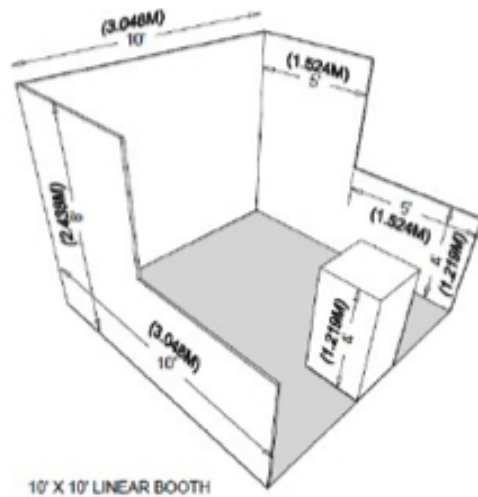
- Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.
- Regardless of the number of Linear Booths utilized, (10ft by 20ft, 10ft by 30ft, 10ft by 40ft, etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.
- When three or more Linear Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space within 10ft of an adjoining booth.

Corner Booth

- A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

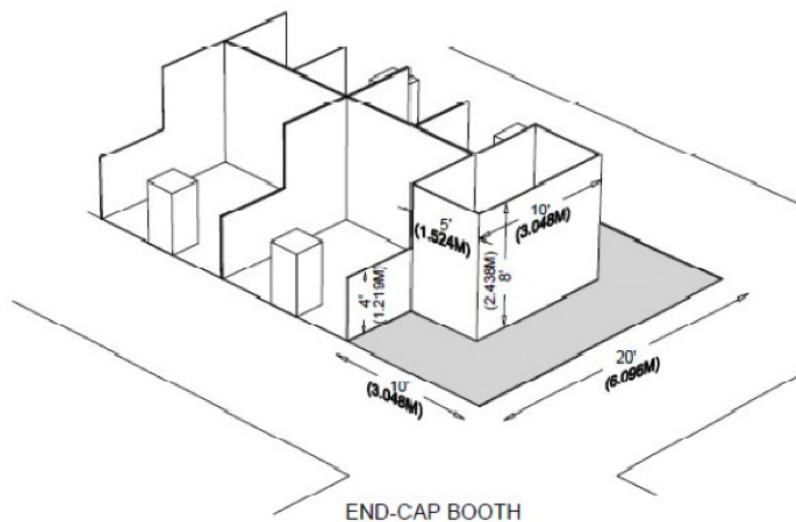
Perimeter Booth

- A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All other guidelines for Linear Booths apply.



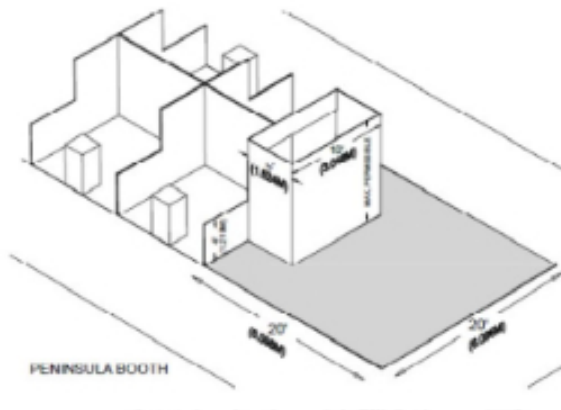
End-cap Booth

- An End-cap Booth is exposed to aisles on three sides and comprised of two booths.
- End-cap Booths are generally 10ft deep by 20ft wide.
- The maximum back wall height of 8ft is allowed only in the rear half of the booth space and within 5ft of the two side aisles, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.



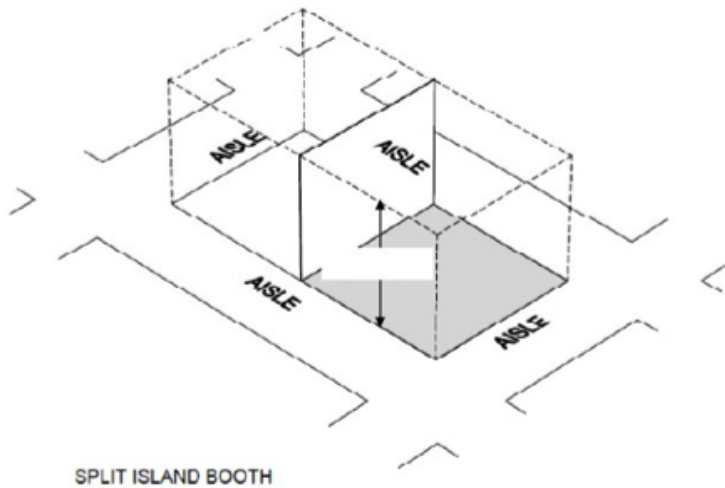
Peninsula Booth

- A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”
- A Peninsula Booth is 20ft by 20ft or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft high within 5ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths.
- Maximum permissible height is 12ft including signage for the center portion of the back wall.
- Double-sided signs, logos and graphics shall be set back ten feet from adjacent booths.



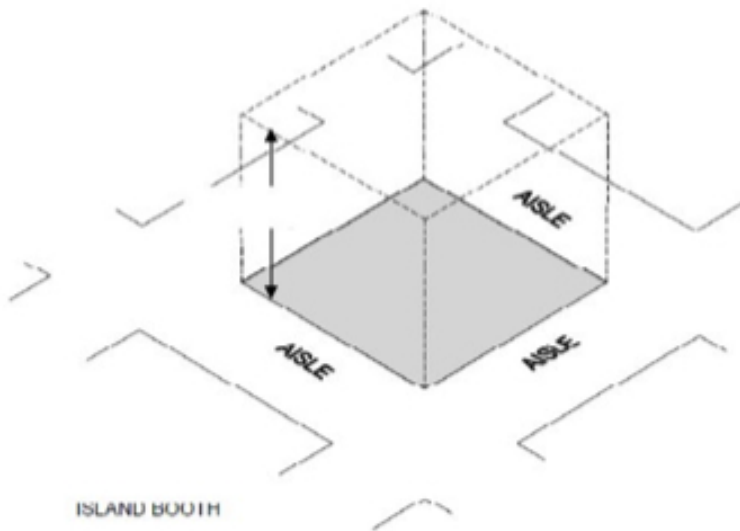
Split Island Booth

- A Split Island Booth is a Peninsula Booth that shares a common back wall with another Peninsula Booth.
- The entire cubic content of this booth may be used, up to the maximum permissible height of 12 feet, without any back wall Line-of-Sight restrictions. Double-sided signs, logos and graphics shall be set back ten feet from adjacent booths.



Island Booth

- An Island Booth is any size booth exposed to aisles on all four sides.
- An Island Booth is typically 20ft by 20ft or larger.
- The entire cubic content of the space may be used up to the maximum permissible height of 15 feet including signage.





IEEE AUTOTESTCON 2023

**Gaylord National Convention Center
National Harbor, MD**

August 28 – August 31, 2023

2024 EXHIBITOR AT-SHOW BOOTH SALES

LOCATION

- Gaylord National Convention Center, National Harbor MD

BOOTH SALES

- By Booth Size from those on-site for 2023 via posted random order list
- Sales begin Monday afternoon in order until completed on Thursday, September 1
- Military Gratis Booths are preplaced

PRICING

- \$2,900 per booth
- Initial payment to confirm location is 25% per booth reserved – check or credit card

INFORMATION

- Jeffrey Rubin, Exhibits Chair, 301-502-4877, jeffreylrubin@ieee.org