

PCB EAST SHOW MANAGEMENT RULES & REGULATIONS

PCB East Show Management has the right to enforce and amend all rules and regulations. PCB East Show Management's decision on such matters shall be final. PCB East is a product of Printed Circuit Engineering Association (PCEA). All questions regarding show management rules and regulations should be directed to Show Management, Leah Spinks, leah@pcea.net.

Exhibitor shall observe and abide by the Show Management Rules and Regulations and by such additional terms, conditions and rules made by Organizer from time to time, including those set forth in the Terms and Conditions within the Exhibitor Contract, as well as within the Exhibitor Manual.

Exhibitor shall maintain adequate property and liability insurance coverage that shall include a minimum of \$1,000,000 per occurrence and \$2,000,000 general aggregate and including but not limited to insurance coverage specified by Organizer in the Exhibitor Services Manual and Show Management Rules and Regulations Document and shall provide Organizer with insurance certificates upon request. All such insurance policies shall name the Organizer and the Exhibition Facility as additional insureds.

AISLES

The aisles are the property of PCB East Show Management. Aisles shall remain completely clear and unobstructed during exhibit hours. In addition, any portion of a booth display, product, or demonstration may not extend into any aisle at any time.

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:

- Metal-wheeled carts and hotel bell carts are NOT permitted on the show floor by exhibitors.
- Dragging heavy objects, i.e., freight crates, fiber cases, etc. across carpet is not permitted.
- Nails, tacks, staples, stickers, tape, Velcro, or anything similar cannot be used to attach things to walls, columns, windows, booth piping, drapes and/or doors.
- No exhibiting company shall bring in heavy equipment to display in booth without prior approval from Show Management. All requests can be made to Frances Stewart, frances@pcea.net.

- Taping down 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 Capital, our official decorator.

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner that ensures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations and demonstration areas to ensure compliance. Demonstrations that produce sound must be operated so as not to prove disturbing to other exhibitors. The sound/noise emanating from a booth may not exceed an average of 80 decibels as measured from mid-aisle. Show Management has the right to enforce this rule to continue to maintain a fair exhibiting environment for all exhibitors.

EXHIBIT INFORMATION

- All booths, regardless of size, must be in keeping with the environment at PCB East.
- Absolutely no booth display materials, signs, stickers, banners, etc. may be hung, nailed, tacked, taped, or otherwise affixed to drapery, walls, windows, columns, painted surfaces, ceilings, etc. Damages resulting from the improper use of these materials will be charged directly to the exhibitor.
- 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 PCB East exhibition hall at the DCU Center **is** carpeted. Additional carpet and padding can be ordered through Capital, our official decorator.
- All booth displays and materials must be kept within assigned booth space.
- Any heavy equipment must be preapproved by Show Management before being placed in the booth.
- Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight.

- Compressed air or gas is not allowed.

EXHIBITOR BADGES

Admission will be by official event badge only. Identification badges are not transferable. Only contracted exhibitors shall receive "Exhibitor" designated badges. Exhibitors' customers and contractor personnel may not be registered as booth personnel. The exhibitor shall have an authorized representative present at the exhibition throughout all exhibit periods and during the installation and dismantling of the exhibit. False certification of an individual as an exhibitor's representative, misuse of an exhibitor's badge or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expulsion from the event.

Please have all exhibit staff register by Monday, April 5, 2027.

FOOD AND BEVERAGE (INCLUDING ALCOHOLIC)

Alcoholic beverages are not allowed in the exhibit hall at any time, except during the Evening Reception. Exhibitors are not permitted to serve or consume alcoholic beverages on the show floor at any time during move-in or move-out.

Outside food and beverages are not allowed in the exhibit hall at any time during move-in, show days and move-out.

Food and beverages may be offered in your booth space during the Evening Reception. If you wish to provide any food and/or beverage in your booth during the Evening Reception, please contact Show Management for approval (Leah Spinks, leah@pcea.net).

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!

HOSPITALITY EVENTS (ON- AND OFF-SITE)

All meeting room, hospitality suites and off-site networking events scheduled for any time Monday, April 26 – Friday, April 30, 2027, 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:

- Booth size will be reduced by 50%.
- Company may be barred from exhibiting altogether.

Functions that 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/convention center are required to alert show management to any requests for space during PCB East 2027.

To submit a request please contact Brooke Anglin, brooke@pcea.net.

MICROPHONES

Microphone use on the exhibition floor is prohibited at PCB East other than by Show Management.

MOTORIZED VEHICLES, SCOOTERS AND CARTS

Recreational motorized/mechanical vehicles and scooters are not allowed within the facility. For safety reasons, motorized carts including Segways are not allowed in any public areas including the lobby. For ADA needs, please contact Frances Stewart, frances@pcea.net.

MOVE-IN/MOVE-OUT HOURS

Move-In: Tuesday, April 27, 2027 9:00 am – 4:00 pm

All booths must be set up by 8:00 am on Wednesday, April 8, 2027 for show management walk-through and approval. If not set by 8:00 am show management retains the right to push labor to set up booths. Labor fees will be charged to the exhibiting company.

Move-Out: Wednesday, April 28 5:00 pm – 10:00 pm

ANY BOOTH TEARDOWN PRIOR TO 5 PM IS EXPRESSLY FORBIDDEN. PLEASE NOTE THAT ANY EXHIBITOR WHO BEGINS TEARDOWN PRIOR TO 5 PM FORFEITS EXHIBITING AT PCB EAST 2028.

PHOTOGRAPHY/FILMING

Show management is the official photographer. **Photography only (no filming) by exhibitors of their own booths is allowed. Otherwise, taking pictures or recording within the common areas, exhibit area or meeting rooms is prohibited** without prior approval. Requests for filming or photography within the exhibit area or meeting rooms must be submitted to show management prior to April 5, 2026. Show management reserves the right to deny any such requests.

SECURITY

24-hour perimeter security is provided.

SHIPPING

For shipping information, please see Exhibitor Manual.

SHOW LOGO

(Exhibit A)

Exhibition logos and graphics may only be used by registered exhibitors prior to said event and for sixty (60) days after the Exhibition for follow-up social media or other website activities related to advertising the Exhibition. Exhibitor may not reproduce the logo or Organizer's logo, name, marks, or other insignia on other items, documents, or advertising materials without Organizer's prior written consent.

SIGHTLINE

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors are requested to use the good neighbor policy when designing exhibit space to not impede neighboring exhibitors. Exhibitors should also ensure their booth structure, exhibit components and hanging signs are compliant with the event display regulations.

Upon request from PCB East show management, exhibitors will be required to furnish such diagrams with the understanding that these diagrams may be shared with exhibitors adjacent to their booth.

SMOKING

The DCU Center is a nonsmoking facility. There are designated areas outside the building where smoking is permitted.

SUITCASING

PCB East does not permit solicitation from non-exhibiting companies. Any individual observed participating in activities to solicit or sell products to attendees or exhibitors without having a booth at the event (which is known as suitcasing) will be asked to leave immediately and will be banned from attending or exhibiting at PCB East for one year for the first offense and five years for the second offense. Please report suitcasing activities to PCB East Show Management immediately.

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. Security has the authority to eject any person that is behaving in an unprofessional manner.

WEAPONS

No weapons are allowed at PCB East, including but not limited to, explosives (including fireworks), guns, and large knives, as well as any other item used for the purpose of causing injury or harm to others. Anyone seen in possession of one of these items will be asked to leave immediately. Attendees and exhibitors are also expected to comply with all state and local laws on this matter.

PCB EAST EXHIBITORS: BEWARE OF SCAMMERS

Beware of emails from companies or individuals claiming to have access to our registrant/attendee database, trying to sell you a PCB EAST/PCB WEST/PCB DETROIT-related product or claiming an affiliation with our events or the Printed Circuit Engineering Association. Please note that access to the genuine list of registrants will ONLY come from us and will ONLY be made available to our exhibitors AFTER each event.

PCB East/Printed Circuit Engineering Association does NOT sell or otherwise make available registrant lists from our events.

PCB East/Printed Circuit Engineering Association does not take responsibility for any purchase of lists or other products purporting to be from us and for our events.

If you receive an email from an unknown address/entity, please contact leah@pcea.net to confirm it is legitimate.