



SMRP 28th Annual Conference 2020 Exhibitor Handbook and Prospectus

The Society for Maintenance and Reliability Professionals (SMRP) cordially invites you to exhibit at its 28th Annual Conference, October 19-22, 2020, at the Greater Columbus Convention Center in Columbus, OH

About SMRP

The Society for Maintenance & Reliability Professionals (SMRP) is a nonprofit professional society formed by practitioners to develop and promote excellence in maintenance, reliability, and physical asset management while creating leaders in the profession.

With over 7,000 members worldwide, SMRP provides unparalleled value for individual practitioners and professionals looking to expand their knowledge and skills and build more business connections with others. SMRP is the premier asset management resource for companies looking to improve their processes and procedures.

SMRP also provides ANSI-accredited certification programs to validate the skills of practitioners and give them an edge when applying for jobs in maintenance and reliability.

As of today, SMRP's reach has expanded to six continents and over 60 countries.

The Value of Exhibiting at SMRP

SMRP presents exhibitors with the opportunity to gain visibility within a highly-specialized target market, showcase new products and services, and build brand recognition and awareness among current and future SMRP leaders.

The SMRP audience includes:

- Engineers
- Planners
- Maintenance managers
- Business developers
- Consultants
- Technicians
- Specialists

In 2019, over 1,150 maintenance and reliability professionals from 46 states and 27 countries joined us in Louisville, KY. Attendees represented a diverse spectrum of industries, including automotive, manufacturing, oil and gas exploration and refining, mining, power generation, pharmaceuticals, and food processing.

Join us for professional development and networking at the industry event that offers the best and most economical opportunity to interact with the top maintenance and reliability professionals in the industry.

Attendee demographics from the 2019 conference, including titles, company names, and industry segments represented, are available upon request.

For 2020, SMRP has instituted several changes to the exhibit hall, including:

- Expanding the Innovation Lab program and relocating sessions into hard-walled theaters inside the hall
- Adding continuous coffee service in the hall throughout show hours
- Expanding exhibit hours
- Promoting exhibitor drawings/ raffles in the conference mobile app

Conference & Exhibiting Information

Exhibit Hall Location: Greater Columbus Convention Center (GCCC)
400 North High Street
Columbus, Ohio 43215, USA
Main: 614-827-2500
[Website](#)
Exhibit Hall Location: Hall A

Headquarters Hotel: Hyatt Regency Columbus
350 N. High St
Columbus, OH 43215, USA
Main: 614-463-1234
[Website](#) *information only- not for reservations*
[SMRP Group Reservations Link](#)
Attendees may also call the toll-free reservations line at 1-800-233-1234
SMRP's Group Rate: \$179.00 plus applicable tax (currently 17.05%)
Cutoff Date for Reservations: Friday, September 25, 2020
Distance to Convention Center: the hotel is connected to the convention center

Overflow Hotel: Crowne Plaza Columbus Downtown
33 East Nationwide Blvd.
Columbus, OH, 43125 USA
Main: 614-461-4100
[Website](#) *information only- not for reservations*
[SMRP Group Reservations Link](#)
Attendees may also call the toll-free reservations line at 1-800-233-1234
SMRP's Group Rate: \$175.00 plus applicable tax (currently 17.05%)
Cutoff Date for Reservations: Friday, September 25, 2020
Distance to Convention Center: .4 miles

Please note: When making reservations, please do not reserve your room through a housing service or any discounter contacting you via e-mail. Neither SMRP nor the conference hotels have authorized any third-party service to act as a reservation specialist, travel agent or housing service.

Key Contacts:

- For general questions about exhibiting, please contact Sean Hewitt, Meetings Manager, at (678) 303-3006 or shewitt@smrp.org
- For questions regarding exhibit booth personnel registration and payments, please contact Kelly Kizer at (678) 303-3007 or kkizer@smrp.org
- For questions regarding SMRP membership (including verification of member status), please contact association headquarters at (404) 252-3663 or (800) 950-7354 or via e-mail at info@smrp.org
- Prospective exhibitors can become members of SMRP by [clicking here](#)
- For information about exhibitor services, shipping and handling of freight, or the online Exhibitor Services Manual, please contact:
Arata Expositions at (407) 422-3636 or e-mail Roxanne Leholm at rleholm@arataexpo.com or Carol Cash at ccash@arataexpo.com
- For questions regarding in-booth catering, please contact:
Shelby Revalee, Catering Sales Manager
(614) 827 - 2717
srevalee@Levyrestaurants.com
- For questions regarding audio visual for your booth, please contact:
Mike Tyson
(614) 850 – 2098
mtyson@mjp.com
- For questions regarding electrical service, please contact:
GCCC Exhibitor Services
(614) 827 – 2548
exhibitorservices@columbusconventions.com
- For questions regarding internet service for your booth, please contact:
Smart City Networks
(614) 827 - 2570
columbus@smartcity.com

Sponsorships:

In addition to our exhibit hall, SMRP offers a number of opportunities for companies to raise their industry profile through sponsorships. For more information on sponsorships, please contact Jess Ku at (678) 303-3044 or jku@smrp.org

Exhibit Booth Selection Process:

SMRP utilizes an Exhibitor Priority Point System.

This system is designed to both reward past support of SMRP as well as to ensure a fair and equitable allocation of exhibit space. Exhibitors will select and purchase their space online, in real time.

SMRP's Industry Partner Executive Members at the Premium and Super levels, whose membership includes an exhibit booth, are given the opportunity to select booth space first. After the Industry Partner Executive Member selection period ends, returning exhibitors and sponsors are assigned specific time periods in which to select their space based on points accumulated in previous years.

Exhibitors have been awarded one point for each 10'x10' booth (or 100 square feet) purchased over the last 15 years; an additional point has been given to 2019 exhibitors who were SMRP members at the time of the Annual Conference.

In addition, companies purchasing sponsorships at SMRP's Annual Conference during the previous year have been awarded priority points based on the following scale:

Sponsorship Level	Points Earned
\$20,000+	6 points
\$16,000 - \$19,999	5 points
\$12,000 - \$15,999	4 points
\$8,000 - \$11,999	3 points
\$4,000 - \$7,999	2 points
\$500 - \$3,999	1 point
\$300 - \$499	.5 point

Exhibit Booth Selection Periods:

Based on total number of points accumulated, exhibitors are placed into one of four tiers, each of which is permitted to select its exhibit space during the period listed below (all times listed are Eastern):

Industry Partner Executive Members <i>(Premium & Super Levels)</i>	Open beginning 10:00 AM on Thursday, January 9 until 11:59 PM on Friday, January 10, 2020
Tier 1	Open beginning 10:00 AM on Tuesday, January 14 until 11:59 PM on Wednesday, January 15, 2020
Tier 2	Open beginning 10:00 AM on Thursday, January 16 until 11:59 PM on Friday, January 17, 2020
Tier 3	Open beginning 10:00 AM on Tuesday, January 21 until 11:59 PM on Wednesday, January 22, 2020
Tier 4	Open beginning 10:00 AM on Thursday, January 23 until 11:59 PM on Friday, January 24, 2020

After Industry Partner Executive Members and all four tiers have had the opportunity to reserve space during their assigned time slots, the exhibit hall opens for general sales beginning at 10:00 AM Eastern on Monday, January 27, 2020.

Exhibitors who miss their assigned tier time slots must wait for general sales to open on January 27, 2020 to select their space; we will be unable to make any exceptions to this policy.

Returning exhibitors will be notified of their tier assignment and booth selection dates in advance and provided a link to the interactive floor plan and an access code specific to their tier.

On the interactive floor plan, available premium booths will be shaded in **red**; standard booths will be shaded in **green**. Reserved/ purchased booths will be shaded in **blue**.

Premium booths are those which, based on their proximity to features of the exhibit hall which traditionally invite higher traffic such as food and beverage or the main entrance, are generally considered to be in more desirable locations.

Waiting List:

Upon assignment of all exhibit booths, a waiting list will be established. Companies will be placed on the list in chronological order based on the date they requested a booth.

Exhibit Booth Pricing:

Member (Executive or Individual)	<u>On or Before May 4 , 2020</u>	<u>After May 4, 2020</u>
10' x 10' Premium Booth	\$3,750.00	\$4,750.00
10' x 10' Standard Booth	\$3,250.00	\$4,250.00
10' x 20' Premium Booth	\$7,500.00	\$9,500.00
10' x 20' Standard Booth	\$6,500.00	\$8,500.00
20' x 20' Booth	\$13,000.00	\$17,000.00
Non-Member	<u>On or Before May 4 , 2020</u>	<u>After May 4, 2020</u>
10' x 10' Premium Booth	\$4,500.00	\$5,500.00
10' x 10' Standard Booth	\$4,000.00	\$5,000.00
10' x 20' Premium Booth	\$9,000.00	\$11,000.00
10' x 20' Standard Booth	\$8,000.00	\$10,000.00
20' x 20' Booth	\$18,000.00	\$22,000.00

Payment:

Exhibitors will be asked to pay for their booth during the online reservation process. Credit cards accepted include MasterCard, Visa, and American Express.

Exhibitors may also elect to pay by check.

Payment must be received by SMRP within two weeks of placing your order or your booth reservation may be canceled.

Registration is not complete until payment is received in full.

To pay by check, please print a copy of your online order confirmation and mail it along with a check, payable to SMRP Annual Conference:

SMRP
Attn: Booth & Sponsorship Registration
P.O. Box 116680
Atlanta, GA 30368

Exhibitors may also elect to pay via wire transfer.

Wire transfer must be received within two weeks of registering or your registration may be canceled. Please include your reference number when submitting payment.

Wire transfer information:

Recipient:

Society for Maintenance and Reliability Professionals - SMRP
3200 Windy Hill Rd SE
Suite 600W
Atlanta, GA 30339 U.S.A.

Bank:

SunTrust Bank, Atlanta
Mail Code GA-Atlanta-0097
1155 Peachtree Street, 8th Floor
Atlanta, GA 30309 U.S.A.

Domestic Incoming Wires:

Routing Number: 061000104
Account Number: 1000101324415

International Incoming Wires:

SWIFT code: SNTRUS3A
Account Number: 1000101324415

SMRP Federal Tax ID # 26-3151121

SMRP Exhibitor Handbook: Rules and Regulations for Exhibitors

It is understood that the provisions contained herein and those included as part of the online registration process form the basis of the exhibiting agreement, and each exhibitor agrees to abide by all regulations as stated.

The following rules and regulations govern the Society for Maintenance and Reliability Professionals Annual Conference exhibit hall.

By selecting space and agreeing to abide by the exhibitor rules and regulations during the online booth selection process, exhibitors and their agents, subcontractors, and booth personnel acknowledge that they have reviewed and agree to abide by the rules and regulations set forth in this prospectus and handbook.

The enforcement of the exhibit hall rules and regulations by conference management is final. All matters not specifically covered by these rules and regulations are subject to the discretion of conference management.

Exhibit Hall Hours (Subject to Change):

Exhibits must be staffed during show hours except as noted below and may not be dismantled before 1:30 PM on Wednesday, October 21, 2020. Early dismantling will be considered a breach of this agreement and will result in loss of priority points accrued during this year's show.

Exhibit Set-up	Monday, October 19, 2020	8:30 AM – 5:30 PM
Exhibitor Meeting	Monday, October 19, 2020	5:30 PM – 6:00 PM
Exhibitor Tear Down/ Load Out	Wednesday, October 21, 2020	1:30 PM – 6:00 PM

Show Hours (Subject to Change):

Monday, October 19, 2020 **6:00 PM – 8:00 PM (Opening Reception in the Hall)**

Tuesday, October 20, 2020

Exhibit Hours: 9:15 AM – 7:00 PM

Lunch, Refreshment Breaks, and Networking Reception taking place in the hall

Refreshment Breaks:

9:15 AM – 9:45 AM

10:45 AM – 11:00 AM

2:15 PM – 2:45 PM

3:45 PM – 4:00 PM

Coffee Service will be available 9:15 AM – 5:00 PM

Lunch: 12:00 PM – 1:15 PM

Innovation Lab sessions will also be taking place in the hall during educational track

session time slots:

9:45 AM – 10:00 AM

11:00 AM – 12:00 PM

1:15 PM – 2:15 PM

2:45 PM – 3:45 PM

4:00 PM – 5:00 PM

Wednesday, October 21, 2020

Exhibit Hours: 8:15 AM – 1:30 PM

Lunch and Morning Refreshment Breaks taking place in the Hall

Refreshment Breaks:

9:15 AM – 9:45 AM

10:45 AM – 11:00 AM

Coffee Service will be available 8:15 AM – 1:30 PM

Lunch: 12:00 PM – 1:15 PM

Innovation Lab sessions will also be taking place in the hall during most educational track

session time slots:

8:15 AM – 9:15 AM

9:45 AM – 10:00 AM

11:00 AM – 12:00 PM

(There will be no Innovation Lab sessions during the final track session time slot from

1:15 PM – 2:15 PM on Wednesday)

Standard Booth Equipment:

Each 10' x 10' Booth includes the following:

- One (1) 6' skirted table
- Two (2) chairs, one (1) wastebasket, one (1) 7" x 44" booth identification sign
- Listing in the onsite program and mobile app
- Hyperlink to company website from the SMRP conference website
- Two (2) exhibitor badges which include access to all food and beverage functions and educational sessions
- Complimentary list of attendees pre- and post- conference (the pre-show list is sent 2 – 3 weeks prior to arrival and the post-show list is sent approximately one week after the show ends)

Booth Personnel Badges:

Each 10'x10' booth purchase includes two complimentary exhibitor badges (so, for example, a company ordering a 10' x 20' booth is eligible for four complimentary badges.)

Exhibitor badges provide access to all conference food and beverage functions and to all SMRP educational sessions. Workshops and facility tours are available for purchase at an additional cost.

In addition, exhibitors can purchase up to two (2) additional badges at a discounted rate of \$575.00 each (meaning that a company in a 10' x 20' booth, in addition to the four complimentary badges received, can also purchase two \$575.00 badges, for a total of six exhibit booth personnel.)

Company personnel setting up or tearing down the booth must wear name badges. The company name on all exhibitor badges must be the same as the company name listed on the exhibit agreement.

Exhibit Hall security will not allow exhibiting company personnel into the hall without the proper badge.

For those exhibitors electing to hire a third party to set up their booth, an EAC (Exhibitor Appointed Contractor) form will be included in the Exhibitor Services Manual.

Please note: SMRP does not offer one exhibit hall only passes, one day passes, or complimentary passes for exhibitors to invite clients or to bring in personnel for booth set up only.

Cancellations

Requests for cancellations must be made in writing to SMRP.

Cancellations received on or before July 6, 2020 will be assessed a fee equal to 50% of total fees paid.

Cancellations received on or before August 10, 2020 will be assessed a fee equal to 67% of total fees paid.

No refunds will be made for cancellations made after August 10, 2020 or for exhibitors who fail to occupy their booths

Force Majeure

In the event that the Annual Conference and/ or Exhibit Hall is cancelled, postponed, or relocated due to fire, natural disaster, civil unrest, strike or labor action, sabotage or terrorism, war, or acts of God or other causes or casualties beyond the control of SMRP, SMRP's sole liability will be the return to each exhibitor the exhibitor's booth fees.

General Services Contractor/ Exhibitor Services Manual:

Arata Expositions, Inc. has been retained as SMRP's exhibit services contractor.

Exhibitors may order show services and rental equipment (including furniture, electricity, and audio visual equipment) through the online Exhibitor Services Manual, which will be available in early April 2020.

Exhibitors will receive an e-mail with the subject line "SMRP 28th Annual Conference – Online Exhibitor Services Manual"

This e-mail will contain a link to Arata Expositions' Secure Store link (<https://arataexpo.boomerecommerce.com>), login information, the exhibitor's user name, and a temporary password.

Please note: if you exhibited in 2019, you may use the same user name and password.

The deadline to receive the advanced ordering discount is October 2, 2020.

Show Colors:

Pipe and drape for the 2020 exhibit hall will include white side rails and blue and white back drape; the carpet will be blue.

Carpet:

Hall A at the Greater Columbus Convention Center is NOT carpeted, so exhibitors will need to arrange carpet for their booths via the online Exhibitor Services Manual

Electrical:

GCCC Exhibitor Services is the exclusive provider of electrical services at the facility. Booth packages do not include electrical service; exhibitors will need to order electrical services (if needed) through the online Exhibitor Services Manual or through the link below:
<https://columbusconventions.com/exhibitors/>

Lead Retrieval:

Lead retrieval will be available to exhibitors via the mobile app. SMRP is in the process of evaluating new mobile apps for the 2020 Annual Conference and has not yet determined the cost of lead retrieval, however we expect it to be under \$100.00

Internet: Smart City is the exclusive provider of internet and telecom services at the Greater Columbus Convention Center
SMRP has arranged for all attendees to have access to complimentary wi fi internet access throughout the exhibit hall, function space, and all public areas. Please note that this is a shared network and, while password protected, SMRP cannot guarantee the security of network communications. In addition, SMRP cannot guarantee the performance of the network, so if your sales efforts within the exhibit hall involve live streaming, streaming video, or real-time cloud-based software demonstrations, we recommend arranging for dedicated internet service within your booth through the facility's provider.
An order form will be available in the online Exhibitor Services Manual

Audio Visual: Mills James Audio Visual is the exclusive provider for audio visual services in the exhibit hall
An order form for audio visual services and equipment rental will be available in the online Exhibitor Services Manual

Shipping/ Material Handling:

The advance warehouse and show site shipping addresses for this year's show are:

Advance Warehouse Shipments

Address advance warehouse shipments as follows:

Arata Expositions, Inc.
C/O YRC
SMRP 2020
Exhibitor name: _____
Booth number: _____
5400 Fisher Road
Columbus, OH 43228

The advance warehouse will begin accepting shipments on September 11, 2020
All advance warehouse shipments must be received by October 9, 2020 to avoid paying an additional surcharge
Shipments received after October 9 will be charged a 25% surcharge

Show Site Shipments

Address show site shipments as follows:

SMRP 2020
C/O Arata Expositions, Inc.
Exhibitor name: _____
Booth number: _____
Greater Columbus Convention Center
Hall A
500 North High Street
Columbus, Ohio 43215

Show site shipments must arrive no earlier than October 17, 2020

Freight Deliveries:

Freight, including overnight freight services, will not be accepted by the GCCC
All freight must be shipped to SMRP's general service contractor, Arata Expositions, whether in advance of or during the exhibition.

GCCC employees will not sign for, accept, or store any packages or freight for any exhibitor.
Information regarding shipment of freight and material handling, including pricing, will be included in the online Exhibitor Services Manual.

Additional Notes Regarding Shipping and Exhibitor Set Up:

Exhibitors may hand carry small items into the exhibit hall from their POV (privately owned vehicle). Only full-time employees of the exhibiting company will be allowed to hand carry items. The use of carts, dollies, flat trucks, or other mechanized equipment is not permitted.

In order to ensure a safe and efficient move in and move out, all truck docks will be under the control of the General Services Contractor, Arata Expositions. This control will be strictly enforced.

Please be prepared for the outbound shipment of your booth and materials. Know your destination and if you have a choice of carrier, please be sure to contact them in advance. If you prefer to use the official show carriers, service representatives will be available at the Exhibitor Services Desk to assist you.

If your designated carrier fails to pick up or refuses to accept your shipment by 5:00pm on Wednesday, October 21, 2020, your freight will be shipped by T3 Logistics. No liability will be assumed by SMRP or Arata Expositions, Inc. as a result of such rerouting and handling.

Detailed shipping information and order forms will be available in the online Exhibitor Services Manual.

Booth Furnishings and Equipment:

The Greater Columbus Convention Center does not provide such miscellaneous items as, but not limited to, chairs, tables, skirting, ashtrays, punch bowls, china, waste paper baskets, etc. to exhibitors. Such items must be provided by the General Services Contractor.

Cleaning:

The cleaning of the exhibit areas during a show is exclusively provided by the GCCC.

Booth cleaning services may be ordered through the GCCC online at <https://columbusconventions.com/exhibitors/>

Food and Beverage:

Levy Restaurants is the exclusive caterer for all food and beverage served within the Greater Columbus Convention Center. Exhibitors are welcome to offer food and beverage within their booths; order forms for catering services, provided by Levy Restaurants, will be included in the online Exhibitor Services Manual.

Due to state law, exhibitors may not bring alcoholic beverages into the facility. In addition, prior approval must be received from Levy Restaurants before exhibitors bring in non-alcoholic beverages or any food from outside sources; this includes samples, donations and giveaways.

Pre- and Post- Show Attendee Lists:

Please remember that the use of the registration lists is limited to **one time per list only**. Please do not add recipients to mailing lists unless they specifically request that you do so.

Use of the attendee pre- and/ or post-show registration lists is a privilege of exhibiting at the SMRP Annual Conference and, by using the lists, all exhibitors agree to the following:

- To abide by all rules and regulations which are governed by [CAN-SPAM](#) and other legislation, both domestic and international, regarding the sending of mail and email and the use and retention of personal data;
- To keep the attendee list confidential and to use each list **only once**; and
- To send out any mass email communications using the bcc (blind carbon copy) address field or to an "undisclosed recipients" list, so that email addresses remain confidential and not visible to recipients.

Please be aware that, due to strict anti-spam and privacy laws enacted in Canada and the E.U. all records with a physical address in either location will be redacted from the registrant list.

Attendees will be asked whether they are Industry Partners or Practitioners as part of the registration process and the lists will be sorted accordingly. To reduce the amount of e-mail traffic surrounding the conference, exhibitors are asked to refrain from sending promotional e-mails to other Industry Partners.

The SMRP Exhibit Hall Scavenger Hunt:

Once again, in an effort to ensure that all exhibitors receive foot traffic no matter where they may be located in the hall, we will incorporate a Scavenger Hunt into our conference mobile app.

Once onsite, each exhibitor will be provided a unique QR code to place within their booth. As they circulate in the hall, attendees will have the option to collect QR code scans and gain points towards prizes; the more booths an attendee visits, the more points, the more opportunity to earn prizes.

Exhibitor Drawings:

Exhibitors may hold drawings and raffles for giveaways in their booths at any time during exhibit hall hours that are not in conflict with the educational program. Both the promotion of the raffle/ drawing and the awarding of prizes must be confined to the exhibitor's contracted booth space and must not interfere with adjacent exhibitors.

Show management reserves the right to prohibit giveaways/ raffles that it deems detrimental to the exhibition or to other exhibitors.

SMRP will allow exhibitors to promote their giveaway on the mobile app if provided with the following information (a form will be provided):

- Day/ Date of giveaway
- Time of giveaway
- Item to be given away

This information must be received by October 2, 2020 in order to be included on the mobile app.

Exhibitor Conduct and Use of Space Regulations:

- The exhibitor's display must be contained completely within the specified boundaries of the booth space; no portion of the display may extend into the aisle or into any adjoining booth or other area outside the perimeter of the booth.
- Exhibitors must confine their marketing activities to the space for which they have contracted.
- Exhibitors will not be permitted to use strolling equipment outside their booth. This includes puppets, robots and similar live or automated promotional vehicles. Puppets, robots or other similar attention-getting marketing tools that are used within a booth will be treated as permanent booth structures.
- Kiosks, displays, and signs must not create an obstruction with neighboring booths
- The contents or operation of an exhibit should not create an interference with adjacent exhibitors. This includes, but is not limited to, overstaffing, obstructions, noise, odors, lighting, material storage, etc.
- Exhibitors will be asked to move or remove any construction placed in a booth which is determined to obscure the view of adjacent booths.

- Exhibitors may not use any portion of the aisles, entrances, or other common traffic ways of the exhibit hall for conducting or soliciting business, for promoting products or services, or for distributing literature, materials, or souvenirs.
- Giveaways, video viewings, and demonstration areas must be organized so as not to interfere with any traffic in the aisles; should participants and/or onlookers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, SMRP may require the activity to be discontinued.
- No exhibitor may assign, sublet, or share contracted space with another company. Only one company may occupy a single exhibit booth. The same company must occupy its contracted booth(s) for the duration of the show. Any exceptions must be approved in advance by show management.
- All booth personnel are to conduct themselves in a professional manner throughout the conference; any booth staff conducting themselves in a manner not deemed to be professional by SMRP staff may be asked to leave the exhibit hall.
- It is the responsibility of the exhibiting company's primary contact person to ensure that all booth personnel are aware of, and adhere to, the established exhibit rules and regulations for the show and to ensure that booth personnel conduct themselves in a professional manner.
- Exhibitors must take all necessary precautions to protect property and personnel in the exhibit hall and to comply with all sanitation/ food safety rules and fire regulations.
- Each exhibitor is expected to be aware of and comply with any and all laws, ordinances and regulations pertaining to health, fire prevention regulations, and public safety while participating in this exposition.
- SMRP reserves the right to restrict, prohibit, or terminate exhibits that are objectionable in design or are in violation of any other rules or regulations contained in this prospectus, without refund.
- Additionally, exhibitors deemed in violation of any of the rules or regulations shall be, at SMRP's sole discretion, subject to the following sanctions:
 - 1st Violation – Loss of ½ of accrued points for following year booth selection
 - 2nd Violation – Loss of all accrued points for following year booth selection
 - 3rd Violation – Suspension of privilege to exhibit at future SMRP conferences

Code of Conduct:

All attendees, speakers, exhibitors, sponsors, and volunteers at the 2020 Annual Conference are expected to agree to and abide by the following code of conduct as a condition of their registration and participation in the event.

SMRP is committed to providing a safe, friendly, and welcoming environment for education, networking, and the open sharing of ideas among its attendees, regardless of gender, race, ethnicity, national origin, sexual orientation, religion, or any other facet of attendee identity.

All registrants at the 2020 Annual Conference are expected to:

- Be courteous and respectful of your fellow attendees at all times
- Refrain from language or conduct that could be construed as discriminatory, demeaning, intimidating, or harassing; this policy also extends to posting on social media platforms
- Maintain an appropriately respectful tone when discussing opposing viewpoints
- Avoid overtly sexual language, imagery, or conduct that may create a hostile environment

Anti-Trust Compliance:

As an organization with a diverse group of members and member companies, many of whom are competitors, it is critical that SMRP speakers, exhibitors, sponsors, volunteers, and attendees avoid engaging in any activities that could be interpreted as violating anti-trust laws.

Any discussion among members or member company representatives concerning the following subjects is prohibited: prices, standardizing or stabilizing pricing methods, billing rates, fees, warranties, terms and conditions of sales, allocation of markets or customers, production costs and plans, persons or companies with whom you or your company will or will not do business.

Such discussions could be interpreted as collusion or restraint of trade or competition.

All attendees are expected to observe these rules both in formal meetings and informal discussions.

No Suitcasing Policy:

“Suitcasing” is the act of handing out product literature or samples at a trade show without being an exhibitor.

Suitcasing is not allowed inside the exhibit hall or on the grounds of the Greater Columbus Convention Center. Attendees found engaging in suitcasing will forfeit their badge and be escorted off the show floor; exhibitors who observe this activity taking place are asked to inform show management.

Photography/ Videotaping/ Sketching:

An exhibit booth, its products, staff, or visitors may not be photographed, videotaped or sketched except with the permission of the authorized occupants of that booth. This prohibition extends to attendees and members of the press, and will be enforced regardless of whether exhibits are open or closed. Unauthorized activities will subject the violator to immediate removal from the exhibition; once again, exhibitors who observe this activity taking place are asked to inform show management.

Signs, Posters, Banners and Flyers:

No signs, posters or brochures will be allowed anywhere except within each exhibitor's booth. No signage is to be affixed to ceilings, doors, glass, painted surfaces, decorative walls or columns.

Liability:

Each party involved in the exhibition - exhibit hall owner/ operator (Greater Columbus Convention Center), the leasing association (SMRP), and the individual exhibitor - agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents.

Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

Neither SMRP nor the GCCC assume liability for any damage to exhibitor equipment or materials in transit, during load in/ load out and set up, or during the conference.

Security:

Neither SMRP nor the Greater Columbus Convention Center can guarantee against loss or damage of any kind but will make every effort to protect the property of exhibitors by locking the doors after exhibition hours and providing appropriate security. The GCCC maintains 24-hour security for the building perimeter only; SMRP will provide roving exhibit hall security on a 24-hour basis beginning with load in. Exhibitors who require additional security for their booths may arrange it by contacting Public Safety Coordinator Bob Nakao at (614) 827 - 2556.

Indemnification:

The exhibitor will indemnify and hold harmless SMRP, the Greater Columbus Convention Center, and Arata Expositions, as well as their agents and subcontractors, from any and all damages and liability arising from or out of the occupancy of space by the exhibitor or the exhibitor's agents or employees, and from any loss or damage arising from any fault or negligence by the exhibitor, or the above-named groups, or any failure on the exhibitor's part to comply with any of the covenants, terms, and conditions herein contained.

Exhibitors (and/ or their subcontractors) must provide SMRP with an original Certificate of Insurance by September 18, 2020. The insurance certificate must prove that the exhibitor and/or its contractors have comprehensive general liability coverage against claims for bodily injury or death and property damage of not less than \$1,000,000 for each occurrence and must name SMRP and the Greater Columbus Convention Center as additional insured. Said policy must be in force from October 18 through October 22, 2020.

Booth Definitions and Set-up Restrictions**In-Line Booth:**

An In-Line Booth is one (10' x 10') space or two booths (10' x 20') in a straight line. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet in the back 5 feet of the booth.

Structures (other than literature tables/ counters) designed for holding computers, monitors, TV or video screens or similar display elements, signs, etc., must not be placed in the front 5 feet of the exhibit booth for In-Line booths with neighbors.

Structures designed for holding computers, monitors, TV or video screens or similar display elements, signs, etc. can be placed in the front 5 feet of the exhibit booth for In-Line booths with NO neighbors. Materials, equipment and floral presentations in the front 5 feet of the display that exceed 48" from the ground must not create an obstruction that prevents clear view of neighboring exhibits.

- *The rule of thumb in evaluating obstructions is the ability to stand at one end of an aisle and have a clear view of the space above 48" in the front 5 feet of all booths in that aisle.*

Perimeter Wall Booth:

A Perimeter Booth is one (10' x 10') or two booths (10' x 20') along the perimeter of the exhibit hall. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet in the back 5 feet of the booth for all perimeter booths.

No part of the solid exhibit construction over the height of 48" is allowed in the front 5 feet of the exhibit for Perimeter booths.

Island Booth:

An island booth is four booths (20' x 20') in the interior of the exhibit hall. A very limited number of these island booths will be available in the exhibit hall. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16 feet.

Roofs/ Canopies and Height Limitations:

SMRP does not allow roofs, canopies, or other structures in the front 5 feet of the exhibit space for in-line and perimeter booths. The top of any roof, canopy, or other structure in the back 5 feet of the booth may not be higher than 8' for in-line booths and 12' for perimeter booths. For island booths, the top of any roof or canopy may not be higher than 16'.

Floor Coverings & Raised Floors:

The exhibit hall at the Greater Columbus Convention Center will not be carpeted. While SMRP discourages the use of raised floors, if they are used, they must not create a trip hazard and must be clearly marked by the exhibitor. The 8' booth height for in-line booths, 12' booth height for perimeter booths, and 16' booth height for island booths will be calculated from the exhibit hall floor.

Exceptions:

Any exceptions to these regulations must be approved in advance by SMRP show management.

ADA Compliance:

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm

Local Regulations/ Fire Code:

All aisles must be kept clear, clean and free of obstructions.

Each exhibitor shall ensure all materials used in construction and displays are non-combustible, fire-resistant and meet local fire code regulations. It is the responsibility of each exhibitor to comply with all laws, ordinances, and regulations pertaining to fire prevention, health, and public safety while participating in the exhibition.

Hospitalities and Affiliated Events:

SMRP encourages the scheduling of exhibitor and/or sponsor-hosted business, social, or educational activities during the SMRP Annual Conference, however, sponsoring organizations are expected to abide by the following regulations:

- The sponsoring organization must be a current exhibitor and/or sponsor of the conference
- SMRP strictly prohibits the scheduling of business, social, or educational activities that compete with any SMRP conference events. An organization planning a function should submit information regarding its proposed event to SMRP for review and approval prior to scheduling or publicizing the function. Please submit all requests to Sean Hewitt, SMRP Meetings Manager at shewitt@smrp.org
- Public promotion of these events is not allowed unless approved by SMRP
- Approval for hospitality suites and meeting rooms must come from SMRP management

The SMRP Innovation Lab

In 2020, SMRP will continue and expand its Innovation Lab program, as well as move it to the exhibit hall floor

The Innovation Lab gives SMRP's exhibitors and sponsors an opportunity to demonstrate their latest products to conference attendees, with a focus on emerging and leading-edge technology. While participants are certainly encouraged to promote their products and services, presentations should also be educational in nature, so it is important that subject matter experts be present in addition to any sales staff.

Presentations will take place in the exhibit hall concurrently with educational track sessions and will last up to one hour.

Innovation Lab Time Slots (Two available sessions per time slot):

Tuesday, October 20

- 9:45 AM – 10:45 AM
- 11:00 AM – 12:00 PM
- 1:15 PM – 2:15 PM
- 2:45 PM – 3:45 PM
- 4:00 PM – 5:00 PM

Wednesday, October 21

- 8:15 AM – 9:15 AM
- 9:45 AM – 10:45 AM
- 11:00 AM – 12:00 PM
- Note: There will be no Innovation Lab sessions during the final track session time slot from 1:15 PM – 2:15 PM on Wednesday

Innovation Lab presentation times will be offered exclusively to companies already registered to exhibit at the 2020 Exhibit Hall as well as conference sponsors at the silver level beginning on Thursday, February 6, 2020 until the exhibitor/ sponsor right of first refusal expires on Monday, March 9, 2020.

After current exhibitors and sponsors have had the opportunity to reserve session times, any remaining slots will be offered to member companies not already exhibiting or sponsoring.

Cost:

The cost for space within the Innovation Lab is:

- Member: \$900.00
- Non-Member (2020 Exhibitor/ Sponsor only): \$1000.00

Organizations that are not members of SMRP and are neither exhibiting at the Annual Conference nor sponsoring at the silver level or above are not permitted to secure presentation time in the Innovation Lab.

What is Included:

Each participating organization will receive:

- A 60-minute time slot to present
- Space on the exhibit floor to present (the Innovation Labs will be hard wall enclosures situated in the rear of the exhibit hall)
- Standard audio visual set up to include:
 - LCD Projector and screen
 - Podium microphone
 - Wireless lavalier microphone
- Listings in the Annual Conference onsite program, event mobile app, and the SMRP website
- Pre- and post-show attendee list for promotions
- (1) Mobile app push notification onsite (presenting organization to provide messaging)

Additional audio visual can be arranged through SMRP's official provider, Mills James Audio visual (also the official AV provider for the exhibit hall)

Rules and Regulations Governing the Innovation Lab:**Space Assignment:**

Although SMRP will attempt to accommodate requests for specific time slots, specific time slots cannot be guaranteed. Participants will receive their room and time assignments on or before June 8, 2020.

An Innovation Lab participant may not assign, sublet, share, or exchange all or any part of their Innovation Lab time with or to another organization without prior written authorization from SMRP.

Assignment of Innovation Lab space does not in any way constitute an endorsement by SMRP. Any promotional brochures, invitations, handouts, signage, or other materials cannot state or imply that either the participating company or its products/ services are endorsed by SMRP.

Promotional Materials:

SMRP must approve, prior to printing, all promotional announcements, invitations, signs, and all materials intended for distribution to attendees.

Equipment/ Material Shipping:

Participating companies are responsible for shipping their equipment and materials to the conference site and arranging delivery and set up as well as the prompt removal of equipment immediately after the end of their session. Information on shipping and onsite material handling, provided by SMRP's Exhibit Hall general services contractor, Arata Expositions, will be provided to all participating companies.

Cancellations:

Requests for cancellations must be made in writing to SMRP.

Cancellations received on or before July 6, 2020, will be assessed a fee equal to 50% of total fees paid. Cancellations received on or before August 10, 2020, will be assessed a fee equal to 67% of total fees paid. No refunds will be made for cancellations made after August 10, 2020, or for participants who fail to present at their assigned time.

Force Majeure:

In the event that the Annual Conference and/ or Innovation Lab is cancelled, postponed, or relocated due to fire, natural disaster, civil unrest, strike or labor action, sabotage or terrorism, war, or acts of God or other causes or casualties beyond the control of SMRP, SMRP's sole liability will be the return of any Innovation Lab fees paid.

Liability:

Companies participating in the Innovation Lab agree to be responsible for any claims arising out of their own negligence or that of their employees, officers, agents, or subcontractors. Participating companies agree to be responsible for their own property through insurance or self-insurance and shall hold harmless SMRP and its employees, officers, agents, and subcontractors for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

Indemnification

Participating companies will indemnify and hold harmless SMRP and the Greater Columbus Convention Center, as well as their employees, officers, agents, and subcontractors, from any and all damages and liability arising from or out of the occupancy of space by the participating company or the exhibitor's agents or employees, and from any loss or damage arising from any fault or negligence by the exhibitor, or the above-named groups, or any failure on the exhibitor's part to comply with any of the covenants, terms, and conditions herein contained.

Key Contacts:

- For general questions about Innovation Lab time slots, please contact Sean Hewitt, Meetings Manager, at (678) 303-3006 or shewitt@smrp.org
- For questions regarding Innovation Lab personnel registration and payments, please contact Kelly Kizer at (678) 303-3007 or kkizer@smrp.org

Important Dates:

January 9 & 10, 2020	Industry Partner Executive Members (Premium and Super Level) Booth Selection
January 14 & 15, 2020	Tier 1 Booth Selection
January 16 & 17, 2020	Tier 2 Booth Selection
January 21 & 22, 2020	Tier 3 Booth Selection
January 23 & 24, 2020	Tier 4 Booth Selection
January 27, 2020	Exhibit Hall General Sales Open
February 6, 2020	Exhibitor/ Sponsor right of first refusal period for Innovation Lab slots begins
March 9, 2020	Exhibitor/ Sponsor right of first refusal period for Innovation Lab slots begins
May 4, 2020	Early booth registration discount expires
May 12, 2020	Conference Registration opens (Date Tentative)
June 8, 2020	Innovation Lab time slot assignments sent to presenting exhibitors
July 6, 2020	Last Day to cancel booth or Innovation Lab session and receive 50% refund
August 10, 2020	Last day to cancel booth or Innovation Lab session and receive 33% refund
September 11, 2020	Arata Expositions begins receiving advance warehouse shipments
September 18, 2020	Exhibitor Certificates of Insurance due
September 25, 2020	Cutoff date at the Headquarters and Overflow Hotels
October 2, 2020	Advance ordering discount expires and deadline to provide drawing/ raffle form for the conference mobile app
October 9, 2020	Exhibitors will incur a 25% surcharge on advance warehouse charges
October 17, 2020	Arata Expositions begins accepting show site shipments
October 19, 2020	Exhibitor Set up
October 19 – 21, 2020	Show Dates