



OPERATING GUIDELINES

2025

FANEXPODALLAS.COM



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SECTION 1: IMPORTANT CONTACT INFORMATION



SHOW MANAGEMENT

| | | |
|---------------------------|--------------|--|
| Show Manager | Katie Loomis | katiel@fanexpohq.com |
| Operations Coordinator | Amanda Host | Amandah@fanexpohq.com |
| Exhibit Sales Manager | Alex Wer | Alexw@fanexpohq.com |
| Exhibit Sales Coordinator | Niko Harris | Niko@fanexpohq.com |

SHOW WEBSITE

www.fanexpodallas.com

SHOW LOCATION

[Kay Bailey Hutchison Convention Center](#)
 Halls D-F
 650 South Griffin
 Dallas, Texas, 75202
 (214) 939-2750

EXHIBITOR SERVICES

[Kay Bailey Hutchison Convention Center](#)
 Tel: (214) 939-2732

SPONSORSHIP CONTACTS

Claudia Wiese, *Manager Exhibitor & Sponsorship Relations*
 Tel: (416) 512-3453
claudia@fanexpohq.com

OFFICIAL SHOW DECORATOR

Exhibitor Service Department
 Superior Expo Services
 706 Rand Road
 Kaufman, TX 75142
 Service@Superior-Expo.com
 972.271.7444

Early Bird Price Deadline: Wednesday, May 14, 2025

FREIGHT/WAREHOUSE

Advance Warehouse Shipping
Must be received by Fri. May 23

Superior Expo Services
 Trade Show: Fan Expo Dallas 2024
 (Booth Company Name & #)
 706 Rand Road
 Kaufman, TX 75142

Direct to Facility Shipping

To arrive NO EARILER than Wed. May 28

Kay Bailey Hutchison Convention Center
 C/O SES – Fan Expo Dallas Halls D-F
 (Company Name & Booth #)
 650 S Griffin Street
 DALLAS, TX, 75202

***Packages sent before May 28th will be refused**



MOVE IN / MOVE OUT

Superior Expo Services
Kasha O'Neill
(214) 669-5599
kasha@superior-expo.com

FIRST AID

Elite Medical Services
Hall F Lobby – First Aid Room
Emergency Tel: (214) 939-2940

SECURITY

Johnson & Associates and Platinum



SECTION 2: IMPORTANT DEADLINES

| | |
|---------------------------|--|
| February 19, 2024 | Show Decorator Kit Online |
| April 1, 2025 | Booth 20'x20' or Larger, Floor Plans, Line-of-Sight Variances, and towers Submitted. |
| April 8, 2024 | On-site Show Program Ad Material Deadline |
| Until May 22, 2025 | Advance Show Decorator Warehouse Opens for Delivery |
| April 29, 2025 | Move-In Schedule & Booth Assignments Notification Email |
| April 30, 2025 | Convention Center Exhibitor Approval Deadline (Food Sampling) |
| April 30, 2025 | Full Payment Due |
| May 12, 2025 | Internet Service Discount Rate Deadline |
| May 14, 2025 | Convention Center Exhibitor Discount Rate Deadline |
| May 14, 2025 | Exhibitor Appointed Contract Form Due |
| May 14, 2025 | Show Decorator Advance Price Deadline |
| May 22, 2025 | Advance Shipment Deadline to have your materials at the Show Decorator's Warehouse |
| May 28, 2025 | Early Retailer Move-In Begins (By Appointment Only) Direct Shipment Allowed to Facility - Handled by Show Decorator |
| May 29, 2025 | Retailer Exhibit Installation Begins 8:00 am - 7:00 pm |
| May 30, 2025 | Artist Alley Installation Begins at 8:00 am; Retailer Installation Continues |
| May 30, 2025 | Exhibit Installation Complete by 12:30 pm |
| May 30, 2025 | Doors Open: 2:00 pm VIP/Ultimate/Three-Day Pass 4:00 pm Open to All Ticket Holders |
| June 1, 2025 | Show Closes: 5:00 PM |
| June 1, 2025 | 2025 Rebook Applications and Payments Due for Discounted Rate by 6:00 PM |
| June 1, 2025 | Exhibits and All Materials Removed by 10:00 PM |



SECTION 3: EXHIBIT HALL HOURS

IMPORTANT: Information will be emailed regarding your Move-In times 2-6 weeks before the show starts.

EXHIBIT HALL / SHOW HOURS

| | | | |
|----------|--------|--|--|
| Friday | May 30 | 2:00 PM – 4:00 PM 4:00 PM – 9:00 PM | Preview (3-day, Ultimate, & VIP Pass Holders ONLY) Show Hours |
| Saturday | May 31 | 9:30 AM – 10:00 AM 10:00 AM – 7:00 PM | Preview (VIP Pass Holders ONLY) Show Hours |
| Sunday | June 1 | 9:30 AM – 10:00 AM 10:00 AM – 5:00 PM | Preview (VIP Pass Holders ONLY) Show Hours |

MOVE-IN/REGISTRATION/RESTOCK

| | | | | |
|-----------|--------|--------------------|-------------------|---|
| Wednesday | May 28 | 12:00 PM – 5:00 PM | Exhibitor Move-In | (By Appointment Only) |
| Thursday | May 29 | 8:00 AM – 7:00 PM | Exhibitor Move-In | (Retailers, Corporate) |
| Friday | May 30 | 7:00 AM – 1:00 PM | Exhibitor Move-In | (Artist Alley, Community, Cosplay, Pro Comic Guests) (Retailers, Corporate continued) |
| Saturday | May 31 | 8:00 AM – 9:00 AM | Exhibitor Restock | |
| Sunday | June 1 | 8:00 AM – 9:00 AM | Exhibitor Restock | |

PLEASE NOTE: Exhibit space must be paid for in full before exhibitors can move in. If you have any questions regarding your account balance, please contact the Exhibitor Team at exhibitors@fanexpohq.com.

MOVE-OUT

| | | | |
|--------|--------|--|--|
| Sunday | June 1 | 5:01 PM – 11:00 PM 6:00 PM – 11:00 PM | Breakdown and Move-out* Exhibitor Dock Access |
|--------|--------|--|--|

***PLEASE NOTE:** Extra charges apply for any move-out after 11:00 PM for all exhibitors.



Damage Inspection

Upon removing each booth, Facility and Show Management will inspect each space for any damages incurred by the exhibitor and check that all materials, including tape residue left on the floor, are appropriately removed. Any charges to make good the exhibit space will be passed on to the exhibitor.

ADDITIONAL INFORMATION

Once you reach the loading docks, you will receive an info sheet from the dock staff, who will assign your spot/dock number. Please proceed to the Exhibitor Service Desk (located inside the loading dock doors and the back of Hall F) to pick up all badges for your booth.

PLEASE NOTE: Dock access will be available for move-in between 7:00 AM and 1:00 PM on Friday, May 30, 2025. **You will NOT have dock access past 1:00 PM.**

The Following Guidelines MUST Be Followed During Move-In and Move-Out:

1. No freight movement on any passenger elevators or escalators within the Huntington Convention Center (hand-carry items only in these areas).
2. Vehicle parking outside designated parking lots or areas is not allowed.
3. NO flat-bed dollies will be allowed through the Exhibit Hall doors.
4. **CHILDREN aged 16 and under are STRICTLY PROHIBITED** on the Show floor during move-in and move-out.
 - a. *All exhibitor staff must be 16 or older. Children will NOT be allowed on the exhibit floor during move-in and move-out hours for their safety. Children may not stay in your booth during this time either. Please make other arrangements for your children.*
5. Badges MUST always be worn during move-in and move-out.
6. If you are absent or have not begun tearing down your booth by 10:00 PM Sunday, the show decorator will force freight at your expense.
7. Please do not leave any tape or bulk garbage on the floor after dismantling your booth, or you may incur additional charges. Please try to reuse, remove, and recycle your booth materials.
8. If you have questions, please visit the Show Office (Room D221) or the Exhibitor Service Desk (back of Hall F).

PLEASE NOTE: The facility reserves the right to tag and tow any vehicle parked outside designated parking areas at the owner's expense. Security will be positioned to help re-direct you to proper move-in and move-out regions, and we ask for your full cooperation in helping our staff fulfill their responsibilities.

SECTION 4: EXHIBITOR BADGES & ACCESS

4.1 Exhibitor Badges (Allotment, Additional Badges, Where to Get Them)

All exhibitors and booth personnel must wear their badges during set-up and teardown. Exhibitor badges will be available at the Exhibitor Service Desk at the back of Hall F and the Exhibitor Registration Desk in the ticketing hall. Security will NOT allow anyone in the loading dock who does not have an exhibitor badge or official set-up credentials. Exhibitor badges are for booth personnel who will be staffing your booth during the convention.

- Two (2) Exhibitor badges come with each 10 ft. x 10 ft. booth (Retailer)
- Two (2) Exhibitor badges come with each Artist Alley, Premium Artist Alley, and Cosplay Alley table.

Exhibitors are responsible for their booth staff. Exhibitor badges are non-transferable. The exhibitor is responsible for all actions of their booth staff or anyone wearing their company exhibitor badge. Exhibitor booth personnel found violating policies will be removed, having their badge confiscated. Exhibitor staff misconduct can lead to the removal of the exhibitor from the exhibit floor without refund. Exhibitors drawn this way will NOT be allowed to return to future shows.

4.2 Exhibitor Badge Pick-up

Exhibitors who have paid in full for their space may pick up their badges starting **Thursday, May 29, 2025**, at the locations listed below during the specified times.

| | | | |
|----------|--------|-------------------|--|
| Thursday | May 29 | 8:00 AM – 7:00 PM | Hall F – Exhibitor Service Desk |
| Friday | May 30 | 7:00 AM – 9:00 PM | Hall F – Exhibitor Service Desk Ticketing Hall – Exhibitor Registration |
| Saturday | May 31 | 8:00 AM – 7:00 PM | Hall F – Exhibitor Service Desk Ticketing Hall – Exhibitor Registration |
| Sunday | June 1 | 8:00 AM – 4:00 PM | Hall F– Exhibitor Service Desk Ticketing Hall – Exhibitor Registration |

4.3 Exhibitor Access

Entering the Hall (Daily)

- Exhibitors may enter the hall through the front doors or the venue's loading dock during scheduled move-in or restocking times. The Exhibit Hall entrance will be staffed by security guards, so please be prepared to show your exhibitor badge.

Exiting the Hall (Daily)

- The hall closes to the public at 8:00 PM Friday, 7:00 PM Saturday, and



5:00 PM Sunday. Please make your final transactions before that time. We will begin clearing attendees from the Exhibit Hall at the advertised closing time for the night. No exhibitor will be allowed to remain in the hall after hours.

| | | | |
|----------|--------|-------------------|-------------------|
| Thursday | May 29 | 8:00 AM – 7:00 PM | Exhibitor Move-in |
| Friday | May 30 | 7:00 AM – 9:00 PM | Exhibitor Access |
| Saturday | May 31 | 8:00 AM – 9:00 AM | Restock |
| Sunday | June 1 | 8:00 AM – 9:00 AM | Restock |

SECTION 5: PAYMENT FOR SPACE

5.1 General

Show Management shall retain all monies paid and are non-refundable and non-transferable if the exhibitor fails to fulfill or violates their contract. If the exhibitor fails to submit their booth payments by the specific time, Show Management is handed the right to take possession of the space and sell it to another party.

5.2 Advance Payment

Exhibitors are required to pay in advance for all space requested. Acceptance of payment with the exhibitor application should not be construed as payment being made in full. Any discrepancies in balance will be billed.

SECTION 6: SHIPPING, DELIVERIES & STORAGE

6.1 Shipping & Deliveries

Direct shipments must be made during the exhibitor's designated move-in day and time.

Every crate or carton must be marked with appropriate shipping labels.

Direct Facility Shipping Address:

Kay Bailey Hutchison Convention Center
c/o – SES - FAN EXPO Dallas 2025Halls D-F
(Company Name & Booth #)
650 Griffin Street
DALLAS, TX, 75202
(#) of (#) Pieces

- Please ensure that a representative from your company is present when your shipment arrives. This will ensure that the material handling on move-in days runs smoothly and efficiently, minimizing security hold-ups.
- If an exhibitor's representative is not present, Show Management reserves the right to order equipment and move materials from the loading dock to the exhibitor's booth area or to order the removal of the truck from the loading dock area. **Charges for this service will be invoiced to the exhibitor.**

SECTION 7: EXHIBITOR ELIGIBILITY & RESPONSIBILITIES

Only companies with products and services relating to comic, sci-fi, horror, anime, or gaming culture are eligible to exhibit. **No adult materials or illegal weaponry** may be displayed or sold without prior written permission through Show Management. All material must be original or licensed appropriately. Bootleg or copied materials may not be sold.

**Subletting: The subletting of exhibit space without the prior written permission of Show Management is prohibited.*

7.1 Staff Hours

An authorized representative or dealer of the exhibitor must staff each exhibit during all open, public convention hours. This includes all set-up and tear-down hours in which the exhibitor has a display. Exhibitors are asked to ensure the booth is staffed during these times, as booth theft tends to occur.

7.2 Breakdown

Exhibitors may not break down their display before the Show closes on the last day without Show Management's permission. If there is an emergency and you require an early breakdown, please contact Alex Wer at Alexw@fanexpohq.com

7.3 Character of Exhibits

The character of exhibits is subject to approval from Show Management, and all decisions regarding the display of materials shall rest solely with Show Management.

7.4 Verbal Agreements

All agreements concerning exhibit space must be in writing. No verbal agreements will be honored, including space confirmation, placement, and payment.

7.5 Space/Placement Guarantee

Filling out an application for exhibit space does not guarantee requested or specific space or placement. Your booth and table placement is at Show Management's sole and absolute discretion, although we will do our best to accommodate requests.

SECTION 8: DISPLAY REGULATIONS

8.1 Neighboring Exhibits

No exhibit may block or interfere with a neighboring exhibit.

All Corporate Booths 20 ft. x 20 ft. or larger must submit a floor plan no later than 30 days before the Show starts. Please see page 5 for the submission deadline.

8.2 Booth Terminology & Configurations

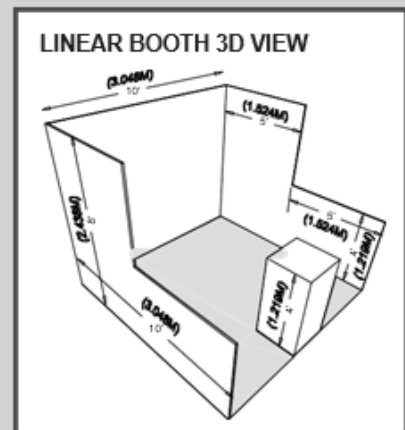
Based on a 10 ft. x 10 ft. exhibitor space.

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.

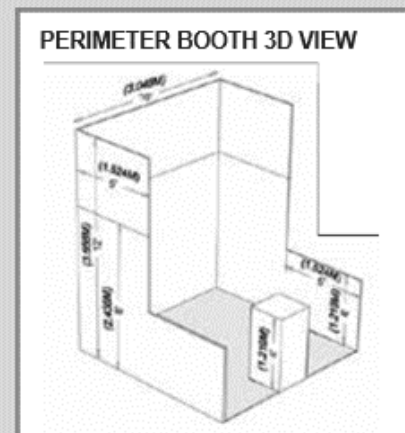
Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. **The maximum height of 8 ft. is allowed only in the back half of the booth space, with a 4 ft. height restriction on all materials in the remaining space forward to the aisle.**

NOTE: When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. height limitation is applied only to that portion of exhibit space which is within 10 ft. of an adjoining booth.



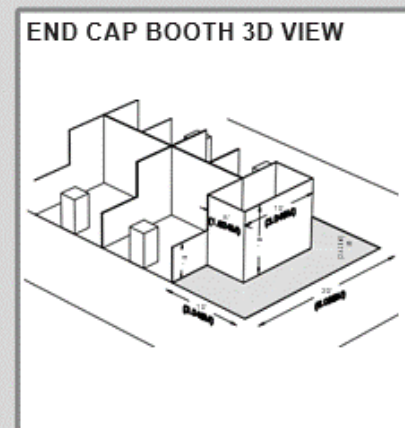
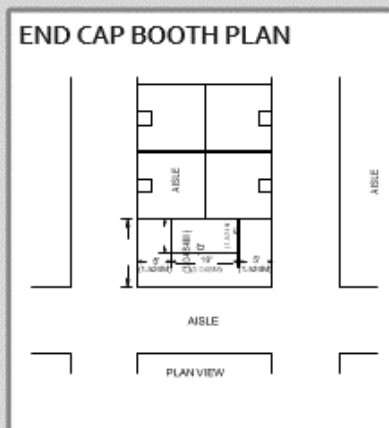
PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 ft.



END CAP BOOTH

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



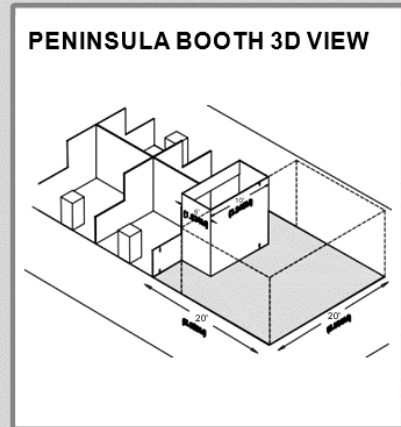
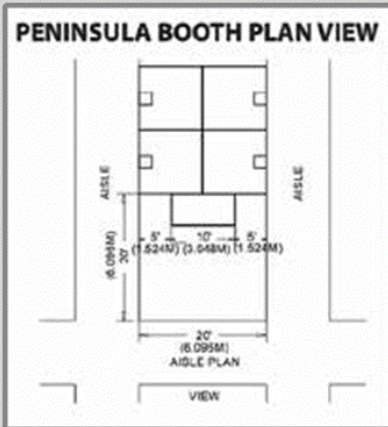
PENINSULA BOOTH

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
- (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

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.

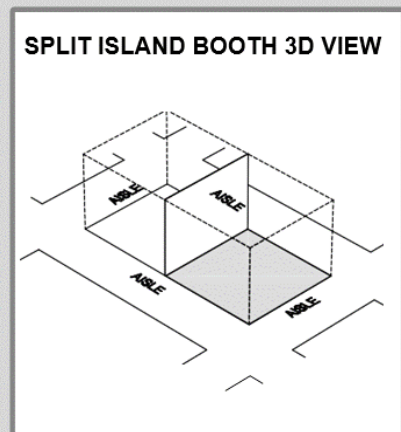
Double-sided signs, logos and graphics shall be set back 10ft from adjacent booths.



SPLIT ISLAND BOOTH

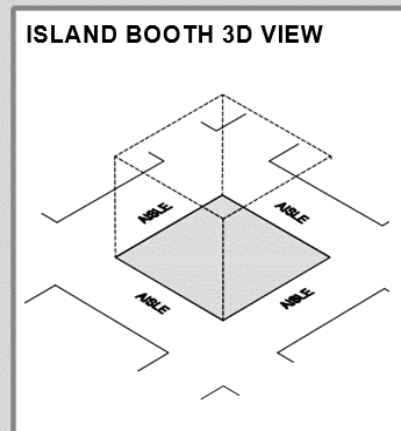
A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions.

The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft from adjacent booths.



ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height.

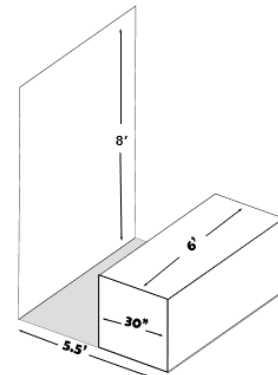


ARTIST ALLEY

Artist Alley spaces include a 6 ft. by 30 inch skirted table. The entire Artist Alley space provided is 5 ft. x 6 ft. including the table. Artist Alley exhibit spaces must be set up so that the long edge of the skirted table remains parallel to the aisles and 5 feet from the front of the table to the back of the space. Exhibit fixtures, components, and identification signs will be permitted to a **MAXIMUM HEIGHT OF 8FT.** Artist Alley spaces may not be set up like booth space. No sidewalls are allowed. No overhead arches or display space for merchandise will be permitted. No portion of the table may protrude into any aisle during show hours.

Please Note: Premium Artist Alley spaces are 12 ft. wide x 5 ft. deep, including 2 skirted tables and a 3 ft. pipe and drape across the rear of the space.

ARTIST ALLEY BOOTH 3D VIEW



TOWERS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space confirmation being used. Towers in excess of 8 ft. must have drawings available no later than July 24, 2018 (along with floor plan) for approval from Show Management. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

8.3 Cleaning of Exhibit Hall

Your exhibit merchandise and ALL other items must be out of the aisle ways **1 hour before the show's opening.** Trash should not be placed in the aisles but in one of the giant gray wheeled receptacles located throughout the Show floor, not in trashcans. The aisles of the Exhibit Hall will be cleaned each night. The exhibitor is responsible for placing all trash in the appropriate container.

8.4 Booth Floor Plan

Floor plans for spaces larger than 20 ft. x 20 ft. (400 sq. ft.) must be submitted 30 days before the start of the show.

The Fire Marshall may disallow plans received after this deadline with no recourse. Floor Plans must note any vehicles (functioning cars, motorbikes, etc.), lighting structures, canopies, or covered portions of the booth. Booths will require Show Management's final approval. Some booth elements and designs may not be approved despite meeting Fire Marshall codes and regulations.

8.5 Flooring

Painting, nailing, or drilling of floor is not permitted. If the two-sided tape is used, the exhibitor must remove it during move-out. Exhibitors must not use masking, clear packaging, or duct tape to adhere the covering to the Show floor. The recommended tape is Scapa Tape, a high-adhesion double-sided cloth tape commonly used at trade shows; it leaves almost no residue upon removal.

PLEASE NOTE: Facility Management and Show Management will inspect each space for any damage incurred by the exhibitor and check that all materials, including tape residue left on the floor, are appropriately removed. Any charges to repair the exhibit space will be passed on to the exhibitor.

8.6 Lights

No strobe or flashing lights are permitted as part of any exhibit display. Flash photography is allowed.

8.7 Draping

The drape must hang at the proper length and may not be pulled up to sell or display merchandise. No drape on the aisle table may be removed during the Show. It is suggested that all aisle tables are draped.

8.8 Display Safety

All materials, displays, and products must be safe, stable, and resistant to collapse and fire. Show Management reserves the right and sole discretion to decide whether an exhibitor meets this definition.

8.9 Covered Booths

Without written approval, no exhibit space may incorporate a tent, partial or complete roof, or overhead covering. Partially covered booths must submit a Height and Line-of-Sight Variance request; please see Section 10. All partially covered booths are subject to additional rules and regulations.

8.10 Motorized Display Vehicles

All vehicles must abide by the move-in and move-out schedules and procedures established by Show Management and are subject to inspection by the Fire Marshal before moving in on the floor. Exhibitors will be billed for such inspections.

Any vehicle that drips oil or other staining solutions may not be operated within the venue without a drip pan or dry absorption powder. Exhibitors will be charged cleaning costs for staining solutions not removed.

No motorized vehicle may be operated on carpeted areas under any circumstances. Exceptions may only be authorized by Show Management.

All vehicles displayed in the venue must have drip pans underneath them and pads under all tires.

Fuel tanks containing (or which have ever held fuel) shall be maintained at less than 1/4 total or 10 gallons total, whichever is less. Caps for fuel tanks fill pipes shall be of the locking type and be kept locked to prevent viewer inspection. They shall be taped shut to avoid escaping vapors if they cannot be closed.

The electrical system shall be de-energized by either:

- a) removing the battery or
- b) Disconnect both battery cables from the ignition system and cover them with electrical-tape or similar insulating material.

PLEASE NOTE:

Tanks containing propane shall be maintained at less than 1/2 full. Vehicles will be escorted to be driven in and positioned. Turn the ignition off. Vehicle keys must always remain within the building.



8.11 Signage

The minimum exhibit space allowed for hanging banners is 20 ft. x 20 ft. (400 sq. ft.). Show Management must approve all signs turning ten ft. or higher from the floor before installation. All exhibitors must order banners to be hung throughout the venue. Nothing may be suspended from the ceiling without prior written permission of Show Management. Please see Section 9 for more information. If you feel that your display does not conform to the display rules, please get in touch with the Operations team.

8.12 Maintenance

The exhibitor shall maintain their display in a clean and orderly manner and take such action as may be necessary to prevent injury or damage to any person or exhibits in the Exhibit Hall.

SECTION 9: BANNERS & BOOTH SIGNAGE

All signs must be single sided.

The only exception will be for signs hung from the ceiling. Banners above and attached to your booth must be single-sided—only exhibitors with a booth greater than or equal to 20 ft. A 20 ft. island or peninsula exhibit may hang signs from the ceiling—exhibitors with 10 ft. X 20 ft. end caps **MAY NOT** hang signs.

Nothing may be hung from the ceiling without prior written permission from Show Management. Show Management must approve all signs greater than ten feet high before installation.

Show Management must approve all banners hung from the ceiling for content and size.

Please email an example or mock-up of your banner to Amanda Host at Amandah@fanexpohq.com before installation.

All banners **MUST** be hung through the decorator (SES -service@superior-expo.com).

SECTION 10: HEIGHT & LINE-OF-SIGHT VARIANCE

As a courtesy to you and your exhibiting neighbors, we try to keep all linear booths at a consistent height. This is to allow all exhibitors equal opportunity to have their booth seen and to conduct business on the floor.

In a linear booth, exhibit fixtures, signs, and all components are permitted at a maximum height of 8 ft. You will be asked to adjust on-site if you do not comply with the line-of-sight rules.

If you need to request a height and line-of-sight variance, you must do so no later than 30 days before move-in.

Please send a copy of your floor plan, elevation, and a brief description of the variance to the Operations team, Amanda Host, at Amandah@fanexpohq.com. Please include your company and contact info.

SECTION 11: ELECTRICAL COMPLIANCE

11.1 Code

Electrical wiring and equipment must meet the National Electrical Code. Please see the venue's electrical forms for information and conditions of electrical services.

11.2 Noise

Any electrical or other mechanical apparatus must be muffled so that the noise does not bother the other exhibitors.

SECTION 12: LIABILITY

Exhibitor will hold harmless Show Management and Host Facility, or any of their respective officers, agents, employees, representatives, or affiliates, from any liability, damage, loss, harm, claim, or injury to property or person of the Exhibitor, Exhibitor officer, agents, employees or other persons, whether caused by the negligence of the Show Management or Host Facility, or from theft, fire, water, accident or any other cause whatsoever.

SECTION 13: FORCE MAJEURE

For purposes of this Section, the term circumstances beyond the reasonable control of Show Management shall include but is not limited to power outage, fire, earthquake, flood or other weather conditions, labor dispute or strike, war, riot, the act of a public enemy, acts of violence by third parties, governmental and municipal acts or ordinances, and other acts of God. *

If, due to circumstances beyond the reasonable control of Show Management:

- A. Event is postponed, canceled (in whole or part), or moved to a different location.
- B. The venue or its exhibitor area is unavailable (in whole or in part)
- C. The installation, exhibition, or move-out time for exhibit booths is reduced.

There will be no refunds (in whole or in part) of exhibitor or advertisement fees.

SECTION 14: SOUND

14.1 Levels

Exhibitors must monitor their booths to be sure that noise levels from sound systems or any other device/activity are kept to a minimum and do not interfere with others. Show Management will monitor the sound levels of all booths and may require that an exhibitor turn down the sound level in their booth. Failure to comply may result in any sound system in the booth being turned off.

14.2 Interference

Speakers and sound systems must be turned to the inside of the booth. Using sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

14.3 Devices

No megaphones, bullhorns, or microphones will be allowed. Exceptions may be made on a case-by-case basis. Please get in touch with Show Management for more details.

SECTION 15: EXHIBITOR OFF-SITE EVENTS

Exhibitor on-site events that conflict with Show or conference hours must have the approval of Show Management.

SECTION 16: IN-BOOTH EVENTS

Celebrity Signings can be a great way to get the attendees to your booth. However, because of the crowds at the event, we need to ensure these signings are as safe and well-organized as possible. All Celebrity Signings must be coordinated with Show Management in advance. Not all booths will be able to accommodate all signings. The best way to get approval for your signing is to plan to control the lines in your booth during any signings. Please note that you may be required to hire security for high traffic events.

16.1 Signing Events

Exhibitors must space at least 30 minutes between signing events. Exhibitors may not have more than one. They are signing events going on in their booth at any given time. All in-booth signings must be coordinated with Show Management. Certain restrictions will apply. Not all signings may be allowed on the exhibit floor. Please get in touch with Show Management for information about individual exhibitor specifics.

16.2 Aisle Interference

Giveaway tables, autograph tables, video viewing tables, or demonstration tables must be placed a minimum of 2 ft. back from the aisle. Video games should be installed at the back of the booth to accommodate people playing and onlookers. Should participants and/or onlookers interfere with the normal traffic flow of the aisle or overflow into the neighboring exhibits, Show Management may discontinue the activity.

16.3 Prizes

No drawings for prizes that require the winner to be present to win may be held. This includes

trivia contests, audience participation events, and scavenger hunts. Absolutely no games or contests where a fee is charged to participate are allowed. This includes bingo-type games, wheels of Fortune, card picks, raffles, grab bags, video games, and other arcade-style games. No contest will be allowed that involves the consumption of any food or beverage. Contests must comply with applicable provincial and federal regulations.

16.4 Giveaways and Flyer Distribution

Giveaways and flyer distribution must occur within an exhibitor booth only and never in aisles, lobbies, outside the Show site, or any other part of the venue.

16.5 Stickers

No exhibitor may give away or distribute stickers. Exhibitors will be charged for removing stickers that adhere to walls, furnishings, or any part of the venue.

16.6 Security

Exhibitors will be responsible for providing security from Show Management's official security service provider. Please contact Show Security at least two weeks before such in-booth events to ensure crowd safety and flow.

If you have any questions, please get in touch with the Operations Team, Amanda Host, at Amandah@fanexpohq.com

SECTION 17: HOUSE RULES

17.1 Clear Aisles

No walls, drapes, hooks, or fixtures shall be permitted on or protruding into the aisle without prior written consent. All products/boxes/trash must be cleared of the aisles 60 minutes before the show opens.

17.2 Fasteners

No nails or screws may be driven into the floor. No damage may be done to any part of the Exhibit Hall. Never staple, tape, or deface drapes, materials, or walls belonging to the venue or Show Decorator.

17.3 Damages

Any damage caused to the building by an exhibitor (or their employee) is the sole responsibility of the exhibitor and will be billed accordingly.

17.4 Food and Drink

Alcohol is not allowed at the venue during move-in or move-out. In compliance with the Alcoholic Beverages and Tobacco laws, no alcohol may be brought to or removed from the venue during the event except by the venue's exclusive provider. No food or beverage may be sampled, sold, or given away from any exhibit without prior written permission from the Show Management and the venue. No chewing gum will be allowed for sale or as a giveaway.

Food sampling (2 oz or less) and non-alcohol beverage sampling (3 oz or less) require approval from the KBHCC exclusive Food and beverage provider, Centerplate, and must comply with all local, provincial, and federal regulations on transport, storage, preparation, and distribution.

Please see the Sampling Authorization Request Form on our website for on-site sampling.



17.5 Booth Cleaning & Garbage Disposal

Trash should not be placed in the aisles but in one of the large, wheeled receptacles located throughout the show floor, not in trashcans. Please break down all the cardboard boxes. It would be best if you broke down all the cardboard boxes. Show Management will assess cleaning charges for exhibitors who do not break down their boxes. To avoid unexpected cleaning charges or if you expect a high volume of empty boxes and need assistance breaking them down, call the Kay Bailey Hutchison Convention Center at (214) 939-2750.

17.6 Smoking/Vaping

The venue is a non-smoking facility. Vaping and electronic cigarettes are also prohibited. Therefore, all public areas and rental spaces, including corridors, registration areas, meeting rooms, Exhibit Halls, parking garages, and loading docks, are designated non-smoking areas. The exhibitor is required to enforce no-smoking rules.

17.7 Handcarts/Dollies

At no time when the Exhibit Hall is open to the public is any handcart allowed on the Exhibit Hall floor. No handcarts are permitted in the lobby at any time. When off-loading heavy objects during move-in/out, floor protection and extreme care are required outside the Exhibit Hall.

17.8 Helium

The use of helium-filled balloons, including distribution and sale, is prohibited.

17.9 Drones, Pyrotechnics and Lasers

It is strictly prohibited.

17.10 Fog/Smoke Machines

It is strictly prohibited. Any device producing smoke or other airborne particulate will not be allowed.

17.11 In-booth Storage

Exhibitors may store a maximum of one day's stock in their booth. Additional on-site storage is available at a cost through the Show Decorator.

PLEASE NOTE: If you want to arrange in-booth cleaning services, please email the Show Decorator at service@superior-expo.com or call (866) 386-3976 (866-FUN-EXPO).

SECTION 18: LICENSING/ANTI-BOOTLEG

Show Management does not permit or condone the sale of bootlegs or unauthorized merchandise at the Show.

The sale and display of ANY merchandise shall ONLY BE ALLOWED where the license holder has approved the merchandise for the property depicted and does not infringe on copyright or trademark laws.

By attending as an exhibitor, you agree to follow these guidelines, and any violation may result in immediate expulsion from the event without a refund.

Show Management works with law enforcement authorities, licensees, and rights holders to act against the sale of bootlegs and unauthorized merchandise at this event. Any exhibitor caught selling any bootleg or otherwise unauthorized material or merchandise may additionally be subject to prosecution by local, state, and federal authorities, who will be given full access to this event.

SECTION 19: EXHIBITOR STAFF & SECURITY

19.1 Appearance

During the Show hours, the exhibitor's staff personnel shall always be dressed neatly and cleanly and maintain proper hygiene. Volunteers will practice clean personal hygiene to be courteous to co-workers and patrons. Please avoid using excessive amounts of perfumes, colognes, and hairspray that may cause a problem for allergy sufferers. Please note that any specialty personnel hired for in-booth promotions must be appropriately dressed and that partial nudity is not permitted. Please remember that this is a family event.

19.2 Exhibitor Badges

Show Management will provide the exhibitor's staff personnel with identification passes as they enter or exit the Exhibit Hall. Exhibitor badges are non-transferable.

19.3 Compliance

The exhibitor and their staff will be required to adhere to reasonable requests of Show Management.

19.4 Responsibility

The exhibitor is responsible for all actions of their staff/personnel.

19.5 Transferability

Exhibitor badges are non-transferable. They may not be sold or used as prizes or giveaways.

19.6 Children

Only persons over 16 will be permitted on the Show floor during move-in and move-out.

SECTION 20: ADDITIONAL SECURITY

20.1 Management Security

Show Management will provide at least one security guard overnight after the Exhibit Hall closes to exhibitors but assumes no responsibility for the loss or damage to any items. Exhibitors must arrange for any desired extra security through Show Management and our designated security company.

20.2 Security Staff

No exhibitor is permitted to employ security officers for services within the Exhibit Hall without prior written permission from Show Management. Unauthorized security personnel shall not be allowed into the show.

20.3 Authorized Security Officers

An exhibitor who requires admission to the Exhibit Hall outside regular exhibitor access hours must hire a security officer contracted through Show Management.

20.4 Off-hours Set-Up and Tear-Down

The exhibitor must hire at least one show-contracted security officer for every four staff permitted into the Exhibit Hall outside regular exhibitor access hours. Exhibitors allowed access to the Exhibit Hall outside these hours shall vacate the Exhibit Hall with the rest of the exhibitors and then be permitted to re-enter the Exhibit Hall under the escort of a Show Management contracted security officer.

20.5 Security Tips

Show Management will take all reasonable security precautions to safeguard the premises. While we provide security, exhibitors must be vigilant and aware of their possessions. We strongly suggest you take the following precautions:

- Wear your badge during set-up and tear-down to help us identify anyone who does not belong in the hall.
- Do not leave your keys or valuables (such as purses, cash boxes, or stock) in your vehicle anytime. During Show hours, keep personal items like purses and briefcases locked up and out of sight from the public. Please DO NOT leave them behind drapes or underneath tables. This is the first place that is targeted.
- Do not leave any cash or credit card slips in your booth. Take them with you and make daily bank deposits.
- We strongly recommend that you close the front of your booth each night with a cloth, mesh, netting, etc., that will prohibit anyone from entering your booth when you are not there.
- Walk to and from the Exhibit Hall with someone, especially if carrying large sums of money.
- Report suspicious behavior to the Show Office immediately!
- Do not leave your booth unattended. Be sure to be at your booth before the show opens. At Show closing, do not leave immediately; wait until the public clears the floor.
- Always Keep fire doors closed. Never prop open a fire door.

SECTION 21: DISPLAY REVIEW

21.1 Standards of Conduct

The exhibitor shall not utilize any fixture, device, merchandise, or activity that is illegal, in poor taste, or detrimental to Show Management. Show Management reserves the right to disapprove the display of any item not in keeping with the Show's nature, character, or orderly conduct.

21.2 Enforcement Procedure

If Show Management determines that the exhibitor violates these rules and regulations, Show Management will immediately notify the exhibitor. Failure to remedy or remove the item or activity in question may result in expulsion.

21.3 No Refund

If an exhibitor is removed from the Show for failure to abide, Show Management will retain all monies the exhibitor pays, and no refund will be made.

SECTION 22: GENERAL SAFETY

Show Management's first priority is the safety of the attendees, exhibitors, staff, and visitors to our event. As an exhibitor, you are responsible for keeping your area safe for attendees, exhibitors, staff members, and visitors. If any situation or activity is deemed unsafe by Show Management, the venue, the Fire Marshall, or the Police, you agree to make all necessary changes and corrective actions immediately.

IF YOU DO NOT DO SO IMMEDIATELY, SHOW MANAGEMENT RESERVES THE RIGHT TO HAVE YOU AND YOUR MATERIALS REMOVED FROM THE FACILITY AT YOUR EXPENSE. IN SUCH CASE, YOU WILL NOT BE ENTITLED TO ANY REFUND.

SECTION 23: AMENDMENTS

Show Management has full power to enforce and amend all contract regulations.

SECTION 24: SHOW MANAGEMENT'S EXCLUSIVES POLICY

Show Management must approve all limited-edition giveaways and Show Exclusives. The exhibitor will be allowed to set the parameters of the Limited-Edition Giveaway and Show Exclusive: for example, every attendee may enter only once, a certain amount will be given away and purchased daily, etc.

No lines will be allowed to form outside of the exhibitor's booth and table. If a line impedes aisle traffic or the Show Exclusives sale will not be allowed to continue with neighboring exhibitors, the exhibitor must stop all sales immediately. Show Management will work with you to reschedule the sales of your Show Exclusives at a time when it will no longer impede traffic or other exhibits. No sales will be allowed either before or after public Exhibit Hall hours.



SECTION 25: EXHIBITOR APPOINTED CONTRACTORS

An Exhibitor Appointed Contractor is any non-official company you utilize for move-in/set-up/move-out. Exhibitors must inform their appointed contractors of the information/requirements below to ensure a smooth transaction.

All outside contractors must fulfill the following:

- Current Worker's Compensation Insurance Certificate
- A certificate showing general liability and property damage coverage.
- An Exhibitor Appointed Contractor Form signed by the exhibitor.

Failure to fulfill the above requirements will jeopardize the contractor's ability to obtain proper badges/admission to the Show floor.

If you plan to use an Exhibitor Appointed Contractor, you must fill out the form on our website and return it to Show Management by the deadline date as indicated. You may email it back to Amanda Host at Amandah@fanexpohq.com

SECTION 26: EXHIBITOR HEALTH & SAFETY COMPLIANCE REMINDER

All Exhibitors are required to ensure the health and safety of everyone, including their on-site employees and suppliers/contractors retained to provide services on their behalf on the show floor. To ensure that everyone understands the importance of these requirements, all exhibitors must read the "Exhibitor Health & Safety Compliance Reminder," which can be found on our website under the Exhibitor Info and Order Forms section.

SECTION 27: FAN EXPO Dallas™ FLOOR MANAGER

Floor Managers can be identified by their badge and show t-shirts with the FAN EXPO Dallas™ logo. It is their job to ensure everyone complies with all rules and regulations so that you, the exhibitor, are not negatively impacted by your neighbors and have a great experience at FAN EXPO Dallas™.