FANEXPO SAN FRANCISCO

NOVEMBER 28 – 30, 2025
MOSCONE CENTER WEST

OPERATING GUIDELINES

FANEXPOSANFRANCISCO.COM

TABLE OF CONTENTS

1. Important Contact Information Page 4
2. Important Deadlines Page 5
3. Exhibit Hall Hours (Including Move-In/Out, Set Up, Registration, Restock) Page 6
4. Exhibitor Badges & Access Page 7
   - 4.1 Exhibitor Badges Page 7
   - 4.2 Purchasing Additional Badges Page 7
   - 4.3 Exhibitor Badge Pick-Up Page 8
   - 4.4 Exhibitor Access Page 8
5. Payment for Space Page 8
   - 5.1 General Page 8
   - 5.2 Advance Payment Page 8
6. Shipping, Deliveries & Storage Page 9
   - 6.1 Shipping & Deliveries Page 9
   - 6.2 Trailer Storage Page 9
   - 6.3 Indoor On-Site Storage Page 9
7. Exhibitor Eligibility & Responsibilities Page 9
   - 7.1 Staff Hours Page 9
   - 7.2 Breakdown Page 9
   - 7.3 Character of Exhibits Page 9
   - 7.4 Verbal Agreements Page 10
   - 7.5 Space/Placement Guarantee Page 10
8. Display Regulations Page 10
   - 8.1 Neighboring Exhibits Page 10
   - 8.2 Booth Terminology & Configurations (diagrams) Page 10
   - 8.3 Cleaning of Exhibit Hall Page 12
   - 8.4 Booth Floor Plan Page 12
   - 8.5 Flooring Page 12
   - 8.6 Lights Page 12
   - 8.7 Draping Page 12
   - 8.8 Display Safety Page 12
   - 8.9 Covered Booths Page 13
   - 8.10 Motorized Display Vehicles Page 13
   - 8.11 Signage Page 13
   - 8.12 Maintenance Page 13
9. Banners & Booth Signage Page 13
10. Height & Line-of-Sight Variance Page 14
11. Electrical Compliance Page 14
    - 11.1 Code Page 14
    - 11.2 Noise Page 14
12. Liability Page 14
13. Force Majeure Page 14
14. Sound Page 15
    - 14.1 Levels Page 15
    - 14.2 Interference Page 15
    - 14.3 Devices Page 15

TABLE OF CONTENTS (CONTINUED)

15. Exhibitor Off-Site Events Page 15
16. In-Booth Events Page 15
    - 16.1 Signing Events Page 15
    - 16.2 Aisle Interference Page 15
    - 16.3 Prizes Page 15
    - 16.4 Giveaways and Flyer Distribution Page 15
    - 16.5 Stickers Page 16
    - 16.6 Security Page 16
17. House Rules Page 16
    - 17.1 Clear Aisles Page 16
    - 17.2 Fasteners Page 16
    - 17.3 Damages Page 16
    - 17.4 Food and Drink Page 16
    - 17.5 Booth Cleaning & Garbage Disposal Page 16
    - 17.6 Smoking/Vaping Page 16
    - 17.7 Handcarts/Dollies Page 17
    - 17.8 Helium Page 17
    - 17.9 Drones, Pyrotechnics and Lasers Page 17
    - 17.10 Fog/Smoke machines Page 17
    - 17.11 In-booth Storage Page 17
18. Licensing / Anti-Bootleg Page 17
19. Exhibitor Staff Page 17
    - 19.1 Appearance Page 17
    - 19.2 Exhibitor Badges Page 17
    - 19.3 Compliance Page 18
    - 19.4 Responsibility Page 18
    - 19.5 Transferability Page 18
    - 19.6 Children Page 18
20. Additional Security Page 18
    - 20.1 Management Security Page 18
    - 20.2 Security Staff Page 18
    - 20.3 Authorized Security Officers Page 18
    - 20.4 Off-hours Set-up and Teardown Page 18
    - 20.5 Security Tips Page 18
21. Display Review Page 19
    - 21.1 Standards of Conduct Page 19
    - 21.2 Enforcement Procedure Page 19
    - 21.3 No Refund Page 19
22. General Safety Page 19
23. Amendments Page 19
24. Show Management's Exclusives Policy Page 19
25. Exhibitor Appointed Contractors (EAC) Page 20
26. Exhibitor Health & Safety Compliance Reminder Page 20
27. FAN EXPO San Francisco™ Show & Floor Managers Page 20

SECTION 1 IMPORTANT CONTACT INFORMATION

SHOW MANAGEMENT

Show Manager	**Alden Kirkman**	**Alden@FanExpoHQ.com**
Operations Manager	**Tyler Wegehaupt**	**Tyler.Wegehaupt@FanExpoHQ.com**
Exhibit Sales Manager	**Alex Wer**	**Alexw@FanExpoHQ.com**
Sales Account Coordinator	**Niko Harris**	**Niko@FanExpoHQ.com**

SHOW WEBSITE

www.fanexposanfrancisco.com

SHOW LOCATION

Moscoe Center West
800 Howard Street
San Francisco, CA 94103
(Corners of Howard and 4th Street)

FREIGHT/WAREHOUSE

Material handling by FERN Expo

ADVANCE WAREHOUSE LABEL:
Between October 21, 2025 – November 22, 2025

To: Exhibitor Name & Booth #
For: Fan Expo SAN FRANCISCO
Palmisano Delivery Service C/O Fern Exposition
365 East Grand Avenue Unit C
South San Francisco, CA 94080

DIRECT TO FACILITY LABEL:
Shipments can be accepted:
Wednesday November 26, 2025 between 8AM – 4PM
& Friday November 28, 2025 between 8AM – 11AM

To: Exhibitor Name & Booth #
For: Fan Expo SAN FRANCISCO
C/O: Fern Exposition
Moscone Center 1st Floor
747 Howard Street
San Francisco, CA 94103

EXHIBITOR SERVICES

Moscone West
Tel: 415-974-4080

SPONSORSHIP

Claudia Wiese
Sponsorship & Partnership Director
Tel: 416.512.3453
Claudia@FanExpoHQ.com

OFFICIAL SHOW DECORATOR

Fern Expo
Lily Kmichik
Lkmichik@fernexpo.com
Advanced Pricing Deadline:
Friday, November 7, 2025

MOVE IN / MOVE OUT

Fern Expo
Kris Johnson
KJohnson@fernexpo.com

FIRST AID

Location Level 1 – Exhibitor Floor Office
Tel: 415-974-4159

SECURITY

JNA Security
Aaron Johnson
Abj@jnasecurity.com

SECTION 2 IMPORTANT DEADLINES

September 28, 2025	**Full Payment due**
October 21, 2025	Advance Show Decorator Warehouse opens for delivery
October 30, 2025	Move-In Schedule & Booth Assignment emailed out
November 3, 2025	Show Decorator Kit emailed to you with booth number
November 7, 2025	Show Decorator Advance Pricing Deadline
November 22, 2025	Advance Warehouse Shipment Deadline
November 26, 2025	Direct shipment allowed to facility - Handled by Show Decorator (8AM – 4PM)
November 26, 2025	Retailer Exhibit Installation Begins **7:00 am - 7:00 pm**
November 28, 2025	Artist Alley Installation Begins 8**:00 am**; Retailer installation continues
November 28, 2025	Direct shipment allowed to facility - Handled by Show Decorator (8AM – 11AM)
November 28, 2025	Exhibit Installation Complete by **3:00 pm**
November 28, 2025	Doors open to the public: **4:00 pm VIP/Ultimate/Three-Day Pass** **4:00 pm Open to All Ticket Holders**
November 30, 2025	Show Closes **5:00 PM**
November 30, 2025	2026 Rebook Applications and Payments due for Discounted Rate by **6:00 PM**
November 30, 2025	Exhibits and all Material removed by **11:00 PM**

SECTION 3 **EXHIBIT HALL HOURS** (including Move-In/Out, Set Up, Registration, Restock)

IMPORTANT: Information will be emailed to you regarding your Move-In times 2-3 weeks prior to show start.

EXHIBIT HALL / SHOW HOURS

Friday	November 28	4:00 PM – 9:00 PM	Preview Night (for all pass holders) **VIP/Ultimate Lounge Open at 3PM
Saturday	November 29	9:30 AM – 7:00 PM	Show Hours
Sunday	November 30	9:30 AM – 5:00 PM	Show Hours

MOVE-IN/REGISTRATION/RESTOCK

Wednesday	November 26	7:00 AM – 7:00 PM	Exhibitor Move-In (Retailers, Corporate, Community) **Loading Docks will close at 6:00 PM
Thursday	November 27	CLOSED	(Thanksgiving)
Friday	November 28	8:00 AM – 3:00 PM	Exhibitor Move-In (Artist Alley, Community, Cosplay, Pro Comic Guests, Retailers, Corporate continued **Loading Docks will close at 2:00 PM
Saturday	November 29	8:00 AM – 9:00 AM	Exhibitor Restock
Sunday	November 30	8:00 AM – 9:00 AM	Exhibitor Restock

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

MOVE-OUT

Sunday	November 30	5:01 PM – 11:00 PM	Breakdown and Move-out*
Sunday	November 30	6:00 PM – 11:00 PM	Exhibitor Dock Access

***Please note that extra charges apply for any move-out after 11:00 PM for all exhibitors.**

Damage Inspection
Upon removal of each booth, Facility and Show Management will inspect each space for any damages incurred by the exhibitor and to check that all materials including tape residue left on the floor, are properly 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 on the Show Floor) to pick up all badges for your booth.

Please note that between the hours of 8:00 AM and 2:00 PM on Friday, November 28, 2025 dock access will be available for move-in.
Children: All exhibitor staff must be age 16 or older. For their safety, children will NOT be allowed on the exhibit floor during move-in and move-out hours. Children may not stay in your booth during this time either. Please make other arrangements for your children.

The following guidelines MUST be followed during move-in and move-out:

1. No movement of freight on any passenger elevators or escalators within the Moscone Center (hand-carry items only in these areas).

2. Vehicle parking outside of designated parking lots or parking 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 & move-out.

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 make every effort to re-use, remove, and recycle your booth materials.

8. Please visit the Show Office or the Exhibitor Service Desk if you have any questions.

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

SECTION 4 EXHIBIT BADGES & ACCESS

4.1 **Exhibitor Badges** (Allotment, Additional Badges, Where to Get Them)
All exhibitors and their booth personnel must wear their badges during set-up and teardown. Exhibitor badges will be available at the Exhibitor Service Desk, in the back of the Hall by the food court on level 1 during move-in. 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 the use of 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 and Premium Artist Alley table

Exhibitors are responsible for their booth staff. Exhibitor badges are non-transferable. The exhibitor is responsible for all actions of his or her booth staff or anyone wearing their company exhibitor badge. Exhibitor booth personnel found in violation of 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 removed in this way will NOT be allowed to return to future shows.

4.2 **Purchasing Additional Badges**
If you need to purchase additional badges, they will be available onsite at the FAN EXPO Exhibitor services desk.

Any lost badges can be replaced at full price. Please note that under no circumstances will this fee be waived. Please remember to keep all badges in a safe place to avoid any onsite problems.

4.3 **Exhibitor Badge Pick-up**

Exhibitors who have paid in full for their space may pick up their badges starting Tuesday, November 25, 2025 at the locations listed below during the specified times.

Wednesday	November 26	7:00 AM – 7:00 PM	Back of Hall Level 1 by Food Court- Exhibitor Service Desk
Thursday	November 27	CLOSED	Thanksgiving
Friday	November 28	8:00 AM – 2:00 PM	Level 1 Lobby - Exhibitor Service Desk
	November 28	2:00 PM – 4:00PM	Level 2 by elevators – Exhibitor Service Desk
Saturday	November 29	8:30 AM – 6:00 PM	Level 2 by elevators - Exhibitor Service Desk
Sunday	November 30	8:30 AM – 4:00 PM	Level 2 b y elevators - Exhibitor Service Desk

4.4 Exhibitor Access

Entering the Hall (Daily)
Exhibitors may enter the hall through the front doors or loading dock of the venue 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 9:00 PM on Friday, 7:00 PM on Saturday, and 5:00 PM on 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.

Friday	November 28	4:00 PM – 9:00 PM	
Saturday	November 29	9:30 AM – 7:00 PM	
Sunday	November 30	9:30 AM – 5:00 PM	
Sunday	November 30	5:01 PM – 11:00 PM	(Move Out)

SECTION 5 PAYMENT FOR SPACE

5.1 General:
All monies paid shall be retained by Show Management and are non-refundable and non-transferable in the event that the exhibitor fails to fulfill or violates their contract. If the exhibitor fails to submit booth payments by the specified times 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 to mean payment has been 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 shipping exhibit site address:

Wednesday November 26, 2025 between 8AM – 4PM
& Friday November 28, 2025 between 8AM – 11AM

To: Exhibitor Name & Booth #
For: Fan Expo SAN FRANCISCO
C/O: Fern Exposition
Moscone Center 1st Floor
747 Howard Street
San Francisco, CA 94103

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 and minimize security hold ups. If an exhibitor's representative is not present, Show Management reserves the right to order equipment and/or 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.

6.2 In Booth and On-Site Storage

Due to the size of the show and the number of exhibitors, on-site storage and dock parking options are limited. All exhibitors are expected to make their own parking arrangements. Limited trailer storage is available and can be arranged through Show Management. Applicable rates will be applied for all storage. For additional on-site storage, please contact the Show Decorator, Fern Expo at Lkmichik@fernexpo.com.

SECTION 7 EXHIBITOR ELIGIBILITY & RESPONSIBILITIES

Only companies with products and/or 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 in place. Exhibitors are asked to make sure the booth is staffed during these times, as this is when booth theft tends to occur.

7.2 Breakdown:

Exhibitors may not break down their display before the Show closes on the last day of the Show without permission from Show Management. **If there is an emergency and you require an early breakdown, please contact:** Alex Wer – alexw@fanexpohq.com

7.3 Character of Exhibits:

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 — including those involving space confirmation, placement, and payment – will be honored.

7.5 Space/Placement Guarantee:
Filling out an application for exhibit space does not guarantee requested or specific space or placement. Placement of your booth and/or table is at Show Management's sole and absolute discretion although we will do our best to accommodate requests.

SECTION 8 DISPLAY REGULATIONS

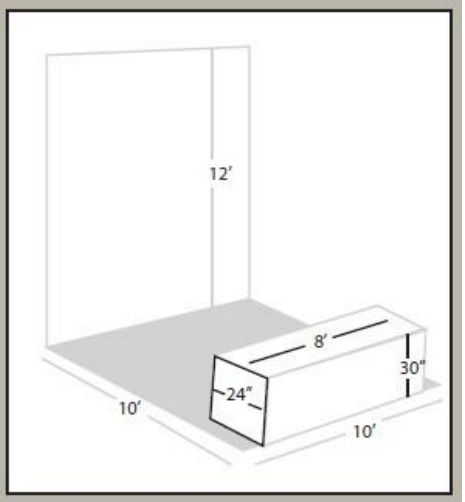
8.1 Neighboring Exhibits:
No exhibit may block or interfere with a neighboring exhibit.
All Corporate Booths 20 ft. x 20 ft. or larger must submit a floor plan no later than 30 days prior to Show start. Please see page 5 for deadline to submit.

8.2 Booth Terminology & Configurations:
Based on a 10 ft. x 10 ft. exhibitor space.

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.

NOTE: Image based on standard table width. Width may vary based on event location.

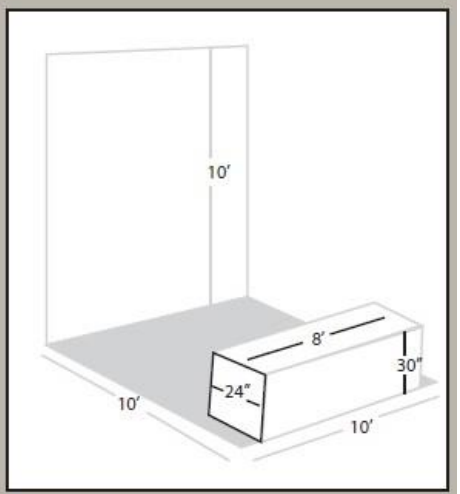


LINEAR BOOTH

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.

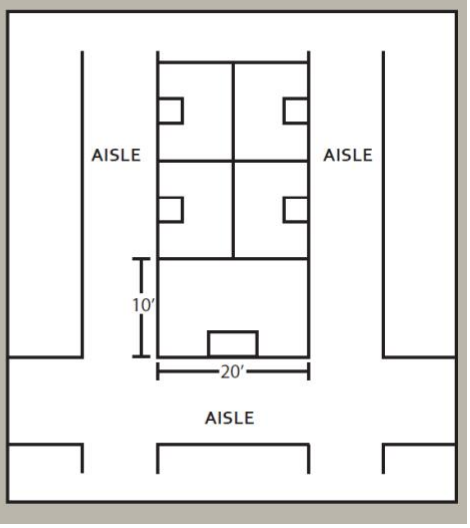
Regardless of number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 10 ft. is allowed only in the back half of the booth space, with a 8 ft. height restriction on all materials in the remaining space forward to the aisle.

NOTE: Image based on standard table width. Width may vary based on event location.



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 10 ft. is allowed only in the rear half of the booth space.

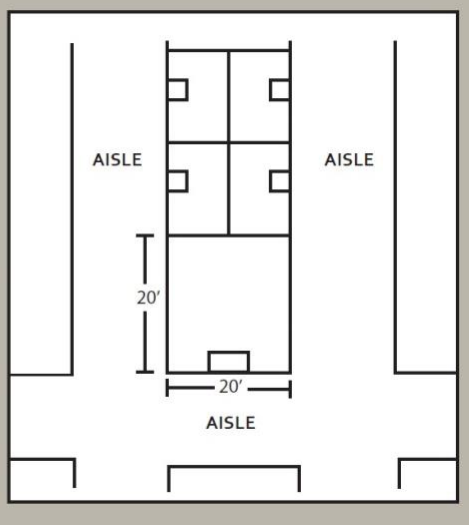


PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides and comprised of a minimum of four booths.

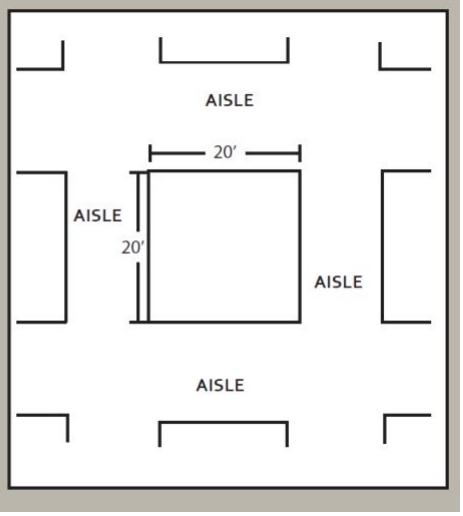
There are two types of Peninsula Booths:
(a) one which backs to Linear Booths
(b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to a height of 10ft.



ISLAND BOOTH

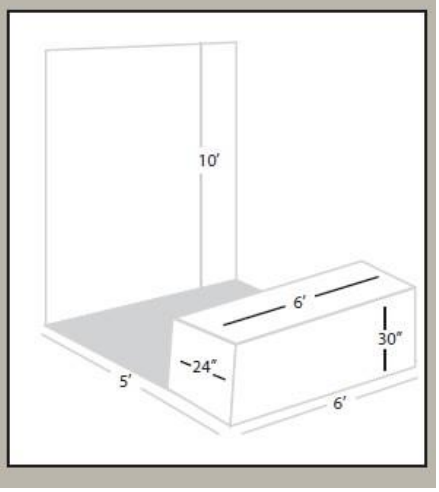
An Island Booth is any size booth exposed to aisles on all foor sides. The entire cubic content of the space may be used up to the maximum allowable height.



ARTIST ALLEY BOOTH

Artist Alley spaces include a 6 ft. by 30 in skirted table. The entire Artist Alley space provided is 5ft. x 6 ft. including the table. Artist Alley exhibit spaces must be set up so that the long edge of the skirted tabe 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 10 FT.** 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 3ft. pipe and drape across the rear of the space.



8.3 Cleaning of Exhibit Hall:

Your exhibit merchandise and ALL other items must be out of the aisle ways **1 hour prior to Show opening**.

Trash should not be placed in the aisles; it must be placed in one of the large gray wheeled receptacles located throughout the Show floor, not in trashcans. 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 prior to Show start. Plans received after this deadline may be disallowed by the Fire Marshall 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 even though they meet Fire Marshall codes and regulations.

8.5 Flooring:

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

NOTE: Upon removal of each booth, Facility Management and Show Management will inspect each space for any damages incurred by the exhibitor and to check that all materials, including tape residue left on the floor, are properly 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 permitted.

8.7 Draping:

Drape must hang at proper length and may not be pulled up to sell or display merchandise. No drape on an 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:
No exhibit space may incorporate a tent, partial or full roof or overhead covering of any kind without prior written approval. 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 Marshall prior to move 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 being displayed in the venue must have drip pans underneath them and pads under all tires.

Fuel tanks containing fuel, or which have ever contained fuel shall be maintained less than 1/4 full or 10 gallons full, whichever is the least. Caps for fuel tanks fill pipes shall be of the locking type and be maintained locked to prevent viewer inspection. If they cannot be locked, they shall be taped shut to prevent escaping vapors.

The electrical system shall be de-energized by either:
a) removing the battery or
b) disconnecting both battery cables from the ignition system and covering them with electrical tape or other similar insulating material.

- Tanks containing propane shall be maintained less than ½ full. Vehicles will be escorted in order to be driven in and positioned. Turn 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.). All signs that will hang 10 ft. or higher from the floor must be approved by Show Management prior to installation. All exhibitors must order banner hanging through the venue. Nothing may be hung 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 contact the Operations team.

8.12 Maintenance:
The exhibitor shall maintain their display in a clean and orderly manner and shall 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 that are above and attached to your booth must be single-sided. Only exhibitors with a booth greater than or equal to a 20 ft. X 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. All signs greater than 10 ft. high must be approved by Show Management prior to 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 Tyler at tyler.wegehaupt@fanexpohq.com prior to installation. All banners **MUST** be hung through the show decorator: Lkmichik@fernexpo.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 a maximum height of 10 ft. If you do not comply with the line-of-sight rules, you will be asked to adjust on-site.

If you need to request a height and/or line-of-sight variance, you must do so no later than 30 days prior to move-in. Please send a copy of your floor plan, including elevation, and a brief description of the variance to the Operations team, Tyler Wegehaupt at tyler.wegehaupt@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

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

(a) Event is postponed, canceled (in whole or in 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.

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, act of public enemy, acts of violence by third parties, governmental and municipal acts or ordinances, and other acts of God.

SECTION 14 SOUND

14.1 Levels:
Exhibitors must monitor their own 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 be monitoring 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. The use of 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 contact Show Management for more details.

SECTION 15 EXHIBITOR OFF-SITE EVENTS

Exhibitor off-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 make sure 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 have a plan for controlling 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 signing event 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 contact Show Management for information pertaining to 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 persons playing as well as 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 may be held that require the winner be present to win. 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, and grab bags as well as 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 take place from within an exhibitor booth only, and never in aisles, lobbies, outside Show site, or in any other part of the venue.

16.5 Stickers:
No exhibitor may give away or distribute stickers. Exhibitors will be charged for removal of stickers found adhered 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 2 weeks prior to such in-booth events to ensure crowd safety and flow. If you have any questions, please contact the Operations Team, Tyler Wegehaupt, at tyler.wegehaupt@fanexpohq.com

SECTION 17 HOUSE RULES

17.1 Clear Aisles:
No walls, drapes, hooks or fixtures of any kind shall be permitted on or protruding into the aisle without prior written consent. All product/boxes/trash must be clear of the aisles 60 minutes prior to Show opening.

17.2 Fasteners:
No nails or screws may be driven into the floor. No damage of any nature 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 on to or removed from the venue during the event except by the exclusive provider to the venue. No food or beverage may be sampled, sold or given away from any exhibit at any time without prior written permission from the Show Management and the venue. No chewing gum will be allowed for sale or as a giveaway.

For any on-site sampling, please see the Sampling Authorization Request Form on our website.

17.5 Booth Cleaning & Garbage Disposal:
Trash should not be placed in the aisles; it must be placed in one of the large, wheeled receptacles located throughout the show floor, not in trashcans. Please break down all cardboard boxes.

You must break down all cardboard boxes. Show Management will assess a cleaning charge to any 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, please visit the exhibitor service desk.

17.6 Smoking/Vaping:
The venue is a non-smoking facility. Vaping and electronic cigarettes are also prohibited. Therefore, all public areas and rental space, including corridors, registration area, meeting rooms, the Exhibit Halls, parking garage, and the 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 type of handcart allowed on the Exhibit Hall floor. No handcarts are allowed in the lobby at any time. When off-loading heavy objects during move-in/out, the use of floor protection and extreme care are required outside the Exhibit Hall.

17.8 Helium:
Helium balloons are not allowed, including distribution and sale.

17.9 Drones, Pyrotechnics and Lasers:
Strictly prohibited.

17.10 Fog/Smoke Machines:
Strictly prohibited. Any device that produces smoke or any other airborne particulate will not be allowed.

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

PLEASE NOTE:
To arrange in-booth cleaning services, please email the operations team, tyler.wegehaupt@fanexpohq.com

SECTION 18 LICENSING/ANTI-BOOTLEG

Show Management does not permit or condone the sale of bootleg or unauthorized merchandise at the Show. The sale and/or display of ANY merchandise shall ONLY BE ALLOWED where the merchandise has been approved by the license holder for the property depicted and does not infringe on copyright or trademark laws.

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

Show Management works with law enforcement authorities, licensees, and rights holders to act against the sale of bootleg 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

19.1 Appearance:
The exhibitor's staff personnel shall always during the Show hours be dressed neat and clean and maintain proper hygiene. To be courteous to co-workers and patrons, volunteers will practice clean personal hygiene. Please avoid using excessive amounts of perfumes, colognes and/or 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 will be required for entrance to or exit from 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:
During move-in and move-out, only persons over the age of 16 will be permitted on the Show floor.

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. Exhibitor must arrange for any desired extra security through Show Management and must hire from 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 permitted into the show.

20.3 Authorized Security Officers:
An exhibitor who requires admission to the Exhibit Hall outside normal 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 personnel permitted into the Exhibit Hall outside normal exhibitor access hours. Exhibitors who are permitted access to the Exhibit Hall outside these hours shall vacate the Exhibit Hall with the rest of the exhibitors and shall 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 your 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 at anytime.
- During Show hours, keep personal items like purses and briefcases locked up and out of sight from the public. 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 off 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 Show opening. 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 that is not in keeping with the nature, character, or orderly conduct of the Show.

21.2 Enforcement Procedure:
In the event that Show Management determines that the exhibitor is in violation of 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:
In the event an exhibitor is removed from the Show for failure to abide, all monies paid by the exhibitor will be retained by Show Management 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. In the event that any situation or activity is deemed to be unsafe by Show Management, the venue, the Fire Marshall or the Police, you agree to immediately make all necessary changes and corrective actions.

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 in the enforcement and amendment of all contract regulations.

SECTION 24 SHOW MANAGEMENT'S EXCLUSIVES POLICY

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

No lines will be allowed to form outside of the exhibitor's booth and/or table. If a line impedes on aisle traffic or a neighboring exhibitor, the Show Exclusives sale will not be allowed to continue, and 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 choose to utilize for move-in/set-up/move-out. Exhibitors are responsible for informing their appointed contractors of the below information/requirements to ensure a smooth transaction.

All outside contractors must fulfill the following:
- Current Workers Compensation Insurance Certificate
- A certificate showing general liability and property damage coverage
- An Exhibitor Appointed Contractor Form signed by the exhibitor must be presented to Show Management and the Show Decorator. For more information please email Lkmichik@fernexpo.com.

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 contact Show Management for proper documentation to be completed prior to arriving onsite for the event. Please email the Exhibitor team at exhibitors@fanexpohq.com for more information.

SECTION 26 EXHIBITOR HEALTH & SAFETY COMPLIANCE REMINDER

All Exhibitors are required to ensure health and safety of everyone, including their on-site employees and suppliers/contractors retained to provide services on their behalf on the show floor. In order to ensure that everyone understands the importance of these requirements, all Exhibitors are required to 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 San Francisco™ FLOOR MANAGERS

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