For exhibitor assistance, contact Sara Turner at sara@pcbc.com or 916-340-3349. See 2020 Exhibitor Dates & Deadlines for all 2020 dates referenced in this document.

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Booth Guidelines & Variations *(what's allowed in your space)*

Click here to view the guidelines for your space. Be sure to view the guidelines for the type of booth space you are in: inline, island, peninsula, perimeter wall. There are specific guidelines for what you are allowed to have in your space and placement of items in your space. If in doubt, please contact Show Management ([sara@pcbc.com](mailto:sara@pcbc.com)) before the show to review your design to make sure it falls within our guidelines. Spaces that violate guidelines onsite will be asked to alter their set-up by show management. More information on guidelines can also be found in the Rules & Regulations.

Any requests for a variation outside the Booth Guidelines must be submitted by emailing the Booth Variation Form to [sara@pcbc.com](mailto:sara@pcbc.com) by the deadline.

Requests are approved/denied on a case-by-case basis. Submission of request does not guarantee approval.

More information on the following items can be found in our Booth Guidelines FAQ:

- Back/Side Drapes
- Booth Staffing Requirements
- Booth Type Guidelines & Height Restrictions
- Booth Variation Requests
- Canopies, Ceilings, Arches, Umbrellas
- Carpet/Flooring Requirements
- Fire Safety & Regulations
- Hanging Signs
- In-Booth Activities
- Included in your Booth Space
- Literature Distribution
- Union Labor Requirements

**Booth Space Includes**

- 8’ high draped back wall and 3’ high draped side rails (for in-line and perimeter booths)
- One 7” x 44” booth identification sign displaying your company name and booth number (for in-line and perimeter booths of 300 square feet or less).

**Booth Space Needs/Ordering *(what you may need to order)* Red = Required**

- **Carpet** – Booth carpet or other appropriate floor covering is required for all exhibits. You may ship your own floor covering with your booth materials, or you may rent it from the Freeman Online Service Kit, our exposition services partner. You will be charged onsite for carpet if you do not have any in place prior to the floor opening.
- **Electrical Services** – If you use electrical onsite without ordering through the Freeman Online Service Kit, you will be charged for the usage onsite.
- **Freight/Material Handling** – Required under certain circumstances, see the Union Labor section of this document.
- **Install and Dismantle Labor** – Required under certain circumstances, see the Union Labor section of this document.
- **Booth Cleaning** – Freeman provides aisle cleaning each night and once before the show opens. If you would like to purchase booth cleaning for your exhibit, you may do so through the Freeman Online Service Kit.
- **Furniture** – Tables, chairs, waste baskets, etc. are not included in your rental
- **Air, Water, Drainage**
- **Hanging Sign Labor** – Required only if you have a hanging sign. Hanging signs only allowed in 20x20 or larger Island Booth spaces, and must be approved by show management.
- **Lead Retrieval**
- **Plant/Floral Services**
- **Food & Beverage Services**
- **AV Equipment & Services**
- **Security** (specific to your booth space)
• Temp Services
• Internet/Phone Services (there is no free Wi-Fi on the show floor)

HOW TO ORDER BOOTH ITEMS

Carpet, Electrical Services, Material Handling, Install/Dismantle Labor, Booth Cleaning & Furniture can all be ordered through the Freeman Online Service Kit. When the online service kit is available, the main contact for your company will receive an email from Freeman with instructions and a link to order. Order online by the deadline to take advantage of advance order discount rates.

Lead Retrieval, unlike Freeman’s services, is ordered directly through the PCBC Exhibitor Service Center. Contact sara@pcbc.com or 916-340-3349 for assistance/questions.

Plant/Floral, Food & Beverage, AV, Security, Temp services and Internet/Phone orders will be through a designated vendor. When order forms become available, they will be posted in the Freeman Online Service Kit and in the Exhibitor Service Center.

Cancellations & Payments

Payments will be made by credit card in the Exhibitor Service Center. If you need to request sending a check, please contact sara@pcbc.com.

If notification of cancellation of all exhibit space is received by January 10, 2020, the Exhibitor will be refunded all payments minus a cancellation fee equal to fifty percent (50%) of the total exhibit space rental fee. If notification of cancellation of all exhibit space is received after January 10, 2020, no refunds will be made and the Exhibitor will be liable for one hundred percent (100%) of the exhibit space rental fee, even if exhibit space is resold.

To read more about payment & cancellation policies, see the Payment Terms and Rules & Regulations.

Dates/Deadlines

Click here for a complete list of dates and deadlines leading up to PCBC.

Exhibitor Appointed Contractor (EAC)

Exhibitors may opt to use an Exhibitor Appointed Contractor (“EAC”) rather than Freeman (the official show contractor). If they choose to use an EAC, exhibitors are required to submit the online EAC form linked here listing their chosen Exhibitor Appointed Contractor by the deadline.

As an agent for the Exhibitor, all Exhibitor appointees must agree to adhere to and will be bound by the PCBC Rules and Regulations, Exhibitor Essentials, Booth Guidelines, and Exhibitor Good Neighbor Policy.

Exhibitors will be responsible for ensuring that their exhibitor appointed contractors have insurance coverage as noted in the Rules and Regulations and will be liable for the conduct of everyone they appoint or performs services pursuant to such appointments.

For EACs only, proof of insurance must be emailed to sara@pcbc.com by May 7, 2020 (no later than 30 Days prior to the first day of exhibitor move-in) or they will not be permitted to service your exhibit. For more information on insurance requirements, view our Rules & Regulations. Exhibiting companies submitting their own insurance must email to Sales@rainprotection.net (more info here).
EAC shall provide, if requested, evidence that it possesses applicable and current labor contracts and must comply with all labor agreements and practices.

**Exhibitor Registration**

Badge registration for booth staff (and instructions) can be accessed in the Exhibitor Service Center. View registration open/close dates here.

Every exhibitor is allotted 5 free Exhibitor Registrations per 100 sq/ft of exhibit space. Additional badges can be purchase for $25/each.

Badges are not mailed out in advance. Pick-up will be in the lobby of the convention center at the registration counters designated for exhibitors.

**Exhibitor Service Center**

The Exhibitor Service Center is your source for exhibiting information. It includes important to-do items, as well as links to other important information. Here you will register your booth staff, fill out your exhibitor profile, pay for your booth and order lead retrieval if desired.

**NOTE:** In order to access the Exhibitor Service Center you must login with the password given to you by show management. Don’t know your password? See the “Forgot your password” section of the Exhibitor Service Center login page. To retrieve your password you must enter the email address of the Primary/Main Contact we have on file for your company. If you are unable to retrieve your password, please email sara@pcbc.com.

**Floor Plan & Exhibitor Directory**

- Interactive Floor Plan
- Searchable Exhibitor Directory
- Closer to the show, attendees will also have access to the show app which will also feature a searchable Exhibitor Directory.

**General Liability Insurance**

PCBC has requested that Rainprotection serve as their insurance management company. In addition to being able to provide exhibitors with the ability to quickly purchase insurance for just $94 online, Rainprotection is also collecting and verifying that all insurance certificates, regardless of the insurer, are verified for compliance.

If you have your own insurance, please submit a copy to Sales@rainprotection.net no later than the deadline.

If you need to purchase insurance for PCBC, click here for more info and to purchase online.

Insurance requirements can be found on page 6 of the Rules & Regulations. An “A Rated” insurance carrier authorized to transact business in the State of California must issue the insurance coverage required. Failure to provide the satisfactory Certificate of Insurance and additional insured endorsement prior to arriving to the convention center shall result in the cancellation of the Contract, loss of Exhibitor’s booth space and forfeiture of all payments.

**Housing**

PCBC contracts with area hotels to provide you with the best rates. These rates can only be secured by booking through Convention Housing Management (CHM). Hotel reservations begin
in February 2020, and a link will be posted in the Exhibitor Service Center when reservations open. Book early for the best selection as rooms will go fast.

Note: CHM is the only official housing company associated with PCBC. While other hotel resellers may contact you offering housing options, they are not endorsed by or affiliated with our show.

Marketing

PCBC offers its exhibitors many marketing tools to help draw traffic to the floor. More information on the below items will be released as we approach the show and will be available in the Exhibitor Service Center.

- Exhibit Floor Pass offer exclusively for your customers
- eBooth Exhibitor Profile Listing (to be published on the PCBC website and in the onsite mobile app)
- Media List
- Parade of Products
- Pre-Show Attendee Direct Mail Marketing List (available for purchase & one-time use)*
- Sponsorship/Advertising Opportunities

* Please note that this is the only way to obtain the PCBC attendee list. PCBC does not sell attendee lists to third part organizations for sale. Any solicitations you may receive from other companies claiming to have PCBC attendee lists are false.

Move-in

Monday, June 8, 8:00 AM – 8:00 PM
Tuesday, June 9, 8:00 AM – 10:30 PM

All exhibitors may move-in on either Monday and/or Tuesday. Refer to the Target Floor Plan for more details.

More information on the following items can be found in our Move-in FAQ:

- Exhibitor Appointed Contractor (EAC)
- Hand Carried Items
- Marshaling Yard & Delivering to the Convention Center
- Move-in Details
- Shipping
- Union Labor Requirements

Move-out

Thursday, June 11, 4:00 PM – 10:00 PM
Friday, June 12, 7:00 AM – 7:00 PM
Saturday, June 13, 7:00 AM – 10:00 AM

More information on the following items can be found in our Move-out FAQ:

- Donations
- Hand Carried Items
- Marshaling Yard & Picking up at the Convention Center
- Move-out Procedures
- Post-Show Paperwork & Outbound Shipping Labels
- Union Labor Requirements

Official Show Contractor

Freeman is the official show contractor for PCBC. Freeman services will be ordered online via the Freeman Online Service Kit. When the online service kit is available, the main contact for your
company will receive an email from Freeman with instructions and a link to order. When available, link will also be posted in the Exhibitor Service Center.

**Onsite Logistics**

**Show Days/Hours:**
Wednesday, June 10, 9:30 AM – 5:00 PM  
Thursday, June 11, 9:30 AM – 4:00 PM

More information on the following items can be found in our Onsite FAQ:
- Exhibitor Badge Pick-up
- Exhibitor Services Onsite
- Lead Retrieval Pick-up
- Parking
- Wrist Bands

**Rules & Regulations**

Exhibiting companies are responsible for understanding all Rules & Regulations for PCBC. Click here to read the official Rules & Regulations.

**Service Kit – Freeman Online**

The Service Kit is provided by Freeman. When the online service kit is available, the main contact for your company will receive an email from Freeman with instructions and a link to order. When available, link will also be posted in the Exhibitor Service Center.

**Shipping (Advance vs. Show Site) & Delivering to Moscone**

The Moscone Center is located in an urban environment with the truck marshaling area several miles away from facility. Freeman strongly urges exhibitors to ship your exhibit and/or product to the Advance Receiving Warehouse (rather than shipping direct to show site or delivering direct to show site). This will ensure timely delivery and avoid excessive driver waiting surcharges at show site.

**SHIPPING LABELS**

Closer to the show, shipping labels will be posted for download in the Freeman Online Service Kit and in the Exhibitor Service Center.

**SHIPPING ADVANCE TO WAREHOUSE**

Freeman will accept crated, boxed or skidded materials beginning Wednesday, May 6, 2020. Material arriving after Friday, May 29, 2020 will be received at the warehouse with an additional after deadline charge. Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (775) 355-4670. Please note that all shipments sent to our warehouse will be assessed overtime charges for move-in.
SHIPPING DIRECT TO SHOW SITE
Freeman will receive shipments at the exhibit facility beginning Monday, June 8, 2020. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the exhibitor. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (775) 355-4670.

Please note: All items and materials that must be brought into the facility are subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors. Refer to the material handling form for charges for the service. Please be aware that disposal of exhibit properties is not included as part of your material handling charges. Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

DELIVERING TO MOSCONE CENTER
All vehicles delivering items to the convention center must go to the Marshalling Yard before coming to the convention center. Only vehicles that have been to the Marshalling Yard first will be allowed to the loading docks. See the Move-in FAQ for more information on the Marshalling Yard.

Sponsorship/Advertising
Make sure you take advantage of the sponsorship/advertising options we have available to help maximize your presence at the show. We offer a broad selection of advertising options, partnerships, and sponsorship opportunities, or we can design a package to meet your unique objectives.

Click here to view all of PCBC’s Sponsorship & Advertising Opportunities

If you have questions or wish to reserve a sponsorship, please contact Ann Bivens at 916-340-3326 or ann@pcbc.com.

Unauthorized Solicitations vs. Approved Vendors
Please beware of unauthorized solicitations from individuals offering any types of services... from fake freight carriers to travel/hotel arrangements and attendee lists. Please remember to check the list of APPROVED SHOW VENDORS below:

- Freeman (Show Contractor/Service Kit)
- Convention Housing Management, CHM (Hotels)
- Projection (AV)
- SAVOR...San Francisco (Catering)
- National Plant & Floral
- Maloney Security, Inc.
- Moscone Center Telecommunications (Phone/Internet)
- Trade Show Temps (Temp Staff)
- ExpoTools (Lead Retrieval)

To order services from our approved vendors, please login to the Exhibitor Service Center.

Please note that PCBC and its approved vendors DO NOT sell its exhibitor lists, nor do they send emails via Gmail, Yahoo or Hotmail accounts. Companies who do this are not affiliated with
PCBC in any way. Do not click on any email links from these types of accounts or from any that look suspicious or aren't on our list of approved vendors.

Also, please be aware that PCBC does not sell attendee lists to any third-party organizations for sale. Any solicitations you may receive from other companies claiming to have PCBC attendee lists of any kind are false.

Union Labor Requirement

Keep in mind that union labor WILL be required for certain aspects of your exhibit handling & set-up/tear-down.

DISPLAY LABOR – DECORATORS UNION
If any of the following are true of your installation, you are REQUIRED to order union labor:

- The installation or dismantling of exhibits requires the use of hand tools
- The installation or dismantling takes one person more than 30 minutes
- The installation or dismantling exceeds ten feet in any direction
- You have carpet/flooring to install

The Local 510 of the Sign Display and Crafts Union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You can handle and set out the products you manufacture; however, all background materials - display boards, backdrops, stands - anything the products are displayed upon, attached to, or made part of, and laying of floor tile and carpets must be installed/dismantled by union labor.

You may install and/or dismantle your exhibit display if one person, who is a full time employee, can accomplish the task in 30 minutes or less without the use of tools.

If your exhibit preparation, installation or dismantling requires more than 30 minutes you must use union personnel.

Labor can be ordered in advance by returning the Display Labor order form in the Freeman Online Service Kit, or on show site at Freeman Service Desk.

MATERIAL HANDLING LABOR – TEAMSTERS UNION  The Teamsters Union Local 2785 claims jurisdiction on the operation of all material handling equipment (this includes all dollies and hand trucks), all unloading and reloading of materials, and handling of empty containers. An exhibitor may only carry/move material that is able to be hand carried by one person, in one trip, without the use of dollies, hand trucks or other mechanical equipment. Since hand carried materials may not come through the freight entrance, show management will designate a specific entrance for hand carried items. Current union jurisdiction precludes hotel personnel from delivering material to exhibit booths.

ELECTRICAL UNION  IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections & hardwiring of all electrical equipment, (e.g. 208volt & higher services, panels, motors, and audio visual equipment), installation of all lighting hung from truss or beams & distribution of all cabling throughout the booth & truss structures. (San Francisco includes the lighting truss assembly and hanging) All stage hand labor used in the exhibit area will be supplied through Freeman with exception of their company representative/supervisor. Unless contracted directly with the in-house AV/Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.
OTHER UNION LABOR FAQ’s

I am using an Exhibitor Appointed Contractor (EAC) so do I still need labor?
If your EAC is signatory with the local union (see above) to do display labor at the convention center, then you may use them for your union labor instead of hiring union labor through Freeman.

But, if your EAC is not signatory with the local union, they may only oversee the move-in/set-up and move-out/tear-down of your booth and union labor is still required.

Can I or my EAC still supervise the set-up of my booth even if I have labor? Yes, you or your EAC may supervise the set-up/tear-down.

If I don’t want to supervise and just want my space set-up/torn-down by union labor, what do I do? Contact Freeman before the show to set-up labor and inform them you would like the set-up/tear-down to be supervised by Freeman and you will not be present. If you do not let them know ahead that you would like a Freeman supervised set-up/tear-down, your booth will not be installed/dismantled.

Can I install my own carpet/flooring? No, carpet/flooring installation requires union labor.