

## **General Sponsorship Rules and Regulations**

### **Exhibit Move in/Move Out:**

- No staff meetings or client meetings will be permitted during set-up hours.
- Access for set up or otherwise to Sponsor Showcase outside of designated setup hours requires advance notice and approval.
- Those with attendee badges who need to access the Sponsor Showcase during set up hours will need pre-approval.
- Wristbands will allow access to the showcase floor during set up only. Badges are only given to those who are registered for the conference.

### **Sponsor Showcase/Exhibit Floor:**

- Sponsor space assignments will be determined by sponsorship level and in the order in which the signed sponsorship contracts were received. Sponsors will be given an opportunity to give top booth choices based upon their level, date and time of contract and booth availability. Show Management has the authority to re-assign booth positions at its sole discretion.
- A turnkey booth is included in each sponsorship package. The size of your booth space, as well as the type and number of inclusions provided, are based on your sponsorship level and contract.
- The exhibit hall floor plan is subject to change. Please check back for updates.
- Designated sponsor levels are allowed to upgrade or do a custom build. Pre-approval of vendor and final booth designs are required. See the custom build R&Rs for details.
- There is a height limit of TBD. This will be updated based on the venue limits, please check with the event manager to confirm.
- There will be no credit for any unused materials.
- Microphones or small sound systems are not permitted in sponsor booths without prior approval and cannot exceed 80 decibels.
- If you are playing any audio from a computer or sound devices in your booth, the sound level may not exceed 80 decibels if measured from the aisle directly in front of the booth.
- Show Management reserves the right to restrict the use of sound devices if the noise level exceeds 80 decibels or disrupts the activities of neighboring sponsors.
- Sound devices should be positioned to direct sound into the booth rather than into the aisle or neighboring booths.
- Exhibit hours are subject to change and are based on the final conference schedule. Please check the schedule for updates regularly.
- No sponsor staff, signs, equipment, furniture, promotional items and literature may be placed, distributed or posted outside of the parameters of your booth space.
- Sponsors are prohibited from distributing materials, giveaways or soliciting attendees outside of their own booth
- No outside food and beverages. All food and beverages at the event must be purchased directly through the on-site catering department. Sealed and packaged or branded candy are excluded from this requirement.

- No peanuts or food containing peanuts can be served or given out on the show floor.
- No weapons, firearms or knives. These or other items that can be mistaken as a weapon are not allowed.
- No pets or other animals without prior approval, except approved service animals. Service animals should remain on a leash or in a harness and under the control of the owner at all times.
- No personal mobility devices (with or without a motor), unless for ADA use. This includes but is not limited to: skateboards, hoverboards, bicycles, scooter, uniwheels and all similar products.
- No smoking. Smoking (including e-cigarettes) is not allowed within the facility.

**Prohibited Items, within the event space, include but are not limited to:**

- Poles and Sticks
- Laser Lights, Laser Pointers
- Mace/pepper spray, tasers, stun guns, or similar devices
- Whistles, noisemakers, and/or sound/voice enhancement devices Example: bullhorns
- Wi-Fi and/or Bluetooth signal disruptor
- Tripods for cameras - Does not apply to media or sponsors with approved filming requests
- Helium Balloons
- Drones
- Illegal Substances

**Custom Booth**

- Custom Booths are required to have pre-approval of vendor and final booth designs by Show Management.
- Due to venue restrictions all measurements, including height, must be submitted in advance for approval.
- Custom Booths are required to meet the venue and fire marshal guidelines and make any adjustments if requested.

**Tech Best Practices**

- DO purchase a wired connection if your booth is planning a demo or other internet dependent activity.
- DO hardwire all devices that are dependent on internet connectivity.
- DO configure all gear before you arrive if you are bringing your own network devices (routers, switches, etc.). Someone on-site needs to have access and knowledge of how to configure the equipment.
- DO configure all devices on-site to work around the existing Wi-Fi network if your demo involves a wireless connection.
- Do NOT channel bond. Use the 2.4 GHz channel, if using the 5 GHz channel it should be on 20 MHz wide.

- DO adjust the transmit power to the lowest power available to cover your exhibit area when broadcasting your SSID.
- Do NOT use Wi-Fi hotspots, and avoid setting up your own network in the Sponsor Showcase. These are unlikely to function well and will slow wireless down for everyone else.
- Do NOT use Chromecasts, Apple TV, or similar wireless casting/networked AV devices.
- DO bring any HDMI, Ethernet or other required adapters for your laptop or other playback devices.
- DO download slide decks and large files ahead of the event.
- DO remember to bring power adapters!

### **Lead Retrieval**

- Lead retrieval devices and apps may be used to scan attendee badges within your exhibit booth ONLY.
- Scanning attendee badges in aisles, lounges or anywhere outside of the exhibit hall is not permitted.
- If lead retrieval devices or apps are used outside of a sponsor's booth, Linux Foundation reserves the right to remove all leads scanned for that day.
- All attendees must verbally consent prior to having their name badge scanned.
- Once you pick up your scanner, you are responsible for it until you turn it in at the end of the event. We do not recommend leaving your scanner unattended at your booth. Overnight, lock your scanner away and do not leave it on a countertop. A replacement fee of 1,500 USD will be assessed for any lost, damaged or stolen lead retrieval devices.
- You are responsible for charging your lead scanner(s). You will receive one charger per scanner when you pick up your scanner, please remember to charge your device every night.
- The following attendee information will be included in the leads report:
  - First name
  - Last name
  - Job title
  - Job level
  - Job function
  - Company name
  - Email address
  - Physical address incl. country, city, state, zip code/postal code

### **GDPR & Data Protection Information**

All Linux Foundation events are fully GDPR compliant. By registering for this event, each attendee agrees to the following privacy policy:

*By submitting this registration form, you understand that the data you include will be submitted to The Linux Foundation and that The Linux Foundation may contact you regarding this event. Personal data collected from this registration form is subject to The Linux Foundation's Privacy Policy. In order to facilitate networking and business relationships at the event, you may be asked by third parties at the event for permission to scan your attendee badge via a lead retrieval system. You are never required to have your badge scanned by third parties. Allowing your attendee badge to be scanned enables the scanner to receive certain of your registration data, including but not limited to your name, phone number, address, email, employer, job title and job function. If you choose to allow your attendee badge to be scanned, you are explicitly consenting to receipt and use of such data by the third-party recipients, which will be subject to their own privacy policies.*