



**BROADBAND  
WITHOUT  
BOUNDARIES**

a tax-exempt "business league" under Section 501(c)(6) of the Internal Revenue Code.

**WISPA Educational Institute**

a 501(c)(3) public charity under Internal Revenue Code Section 170(b)(1)(A)(vi)

**WISPA-PAC**

a federal connected political action committee operating as a separate, segregated fund of WISPA under Section 527 of the Internal Revenue Code

## **WISPA'S EXHIBIT HALL GENERAL POLICIES AND EXHIBIT HALL BOOTH SPACE POLICIES**

*Revised as of December 19, 2024 (supersedes all prior versions)*

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## Incorporated Terms

### (Code of Ethics, Code of Conduct, Social Media Conduct Policy, and Conference Attendee Terms & Conditions)

**WISPA'S CODE OF ETHICS, CODE OF CONDUCT, SOCIAL MEDIA CONDUCT POLICY, AND CONFERENCE ATTENDEE TERMS & CONDITIONS** are incorporated by reference, including the following defined terms:

<b>Attendee</b>	a person, delegate, accompanying person, student, media representative, speaker, volunteer, staff, participant or exhibitor who is present at a Conference whether in person or virtually.
<b>Conference</b>	a WISPA conference or sponsored event.
<b>Force Majeure</b>	extreme weather, fire, flood, earthquake, elements of nature or acts of God, riots, civil disorders, acts of terrorism, or any other such similar cause beyond the reasonable control of WISPA.
<b>Member</b>	a WISPA Member.
<b>WISPA</b>	collectively, the Wireless Internet Service Providers Association and WISPA Educational Institute.

## Defined Terms

<b>Booth Space</b> .....	One or more designated spaces contractually reserved by Exhibitor in the Exhibit Hall of and during the Event, <u>including any meeting room(s) in the Exhibit Hall or elsewhere in the Event venue if separately reserved with WISPA.</u>
<b>Event</b> .....	the Conference identified in the Exhibitor Agreement to which this document is attached.
<b>Event End Date</b> .....	the end date of the Event.
<b>Event Management</b> .....	WISPA and its designated event team, including the venue owner/operator, official contractors, and affiliated third parties.
<b>Event Start Date</b> .....	the start date of the Event.
<b>Exhibit Hall</b> .....	one or more areas at the Event venue generally reserved for vendor displays and demonstrations and designated primarily for a concentration of Booth Spaces.
<b>Exhibitor</b> .....	the Attendee (individual or company, inclusive of their employees and contractors) identified in the Exhibitor Agreement to which this document is attached that has contracted for Booth Space at the Event.
<b>Exhibitor Services Portal</b> ....	an online portal provided by Event Management for event content and vendor services (e.g., labor, furniture, power, food/beverage, etc.).

**NOTE: Unless otherwise stated, all measurements are in "United States customary units" including:**

1 yard (yd) = 3 feet, or 36 inches, or 0.9144 meters

1 foot (ft, or ') = 12 inches, or 30.48 centimeters, or 0.3048 meters

1 inch (in, or ") = 2.54 centimeters



## WISPA Exhibit Hall General Policies

**Exhibitor is expected to adhere to the guidance in this document and the Exhibitor Agreement to which it is attached. Attendees must have an appropriate WISPA-issued Event badge to enter the Exhibit Hall at any time between the Event Start Date and Event End Date. Non-conforming and/or objectionable activities may be subject to corrective, remedial or disciplinary action by WISPA at Exhibitor's sole expense, at any time during the Event, which may include fines or revocation of credentials and removal from the Event. Exhibitor must confine all solicitation activities to the Booth Space and may not enter into any other exhibitor's space when i) the Exhibit Hall is closed, or ii) the other exhibitor's representative(s) are not present.**

### *Demonstrations & Marketing Activities*

Exhibitor demonstrations and marketing/promotional activities must be conducted wholly within the confines of the Booth Space and are permitted to the extent that such activities are set back a minimum of 5' from any edge of the Booth Space adjoining an aisle. If continuous demonstrations are planned, or activities are likely to attract many Attendees, Booth Space should be procured, configured, and oriented with sufficient space to accommodate expected Attendees.

- Distribution of Exhibitor pamphlets, brochures, etc. must take place solely within the Booth Space.
- Exhibitor items, tchotchkes, etc. intended to be given away within the Booth Space must incorporate and prominently feature the Exhibitor's logo.

Any activity that obstructs an aisle, prevents ready access to nearby booths may be subject to corrective, remedial or disciplinary action by WISPA at Exhibitor's sole expense, which may include fines.

### *Sound/Noise*

Exhibitors are encouraged to be mindful at all times of audible noise and RF (radio frequency) emanations from the Booth Space. Excessive noise, RF interference, or sound levels in excess 75 decibels as determined by WISPA in its sole discretion may be subject to corrective, remedial or disciplinary action by WISPA at Exhibitor's sole expense including interruption of electrical power to the Booth Space and/or fines.

- Audio speakers must face into Booth Space and not into an aisle or neighboring booths.
- Except as authorized in writing by Event Management, live music and/or the use of musical instruments, whistles, horns, crickets, and/or other similar noise devices are prohibited in the Exhibit Hall.
- Exhibitor use of megaphones, loudspeakers, or public address systems is prohibited in the Exhibit Hall.

### *Lighting*

Exhibitor-provided lighting and fixtures (including overhead lighting) are allowed within the boundaries of the Booth Space, subject to the following restrictions:



- Such lighting must not project beyond the Booth Space (e.g., onto other exhibits or into the aisles).
- Potentially harmful lighting such as lasers or ultraviolet spectrum devices must comply with any venue rules and be approved in advance and in writing by Event Management.
- Special lighting effects (e.g., lighting that spins, rotates, pulsates, etc.) should i) be in good taste, ii) not interfere with neighboring exhibitors, and iii) not otherwise detract from the general atmosphere of the Event.

#### *Announcements*

Event Management reserves the right to make public address announcements in the Exhibit Hall (e.g., conference sessions, meetings and/or other official events, or in the event of an emergency). No unauthorized announcements or advertisements will be allowed.

#### *Exhibitor Behavior*

Exhibitors (including their officers, directors, employees, agents, and others permitted to be working on the exhibitor's behalf) must always conduct themselves in a professional and ethical manner. Attendees are expected to behave responsibly and to treat each other – and the communities we serve – with respect, kindness, and compassion.

The Event is private (not open to the general public) and is a weapons-free zone regardless of whether or not signs prohibiting weapons are posted. Attendees are prohibited from carrying weapons of any kind, including concealed or displayed firearms, onto or within the premises of the Event or any Conference venue.

WISPA reserves the right, in its sole discretion, to revoke the Event credentials of any Attendee, including any Exhibitor, without refund:

- whose conduct is deemed inappropriate, disorderly, or offensive by WISPA, Event Management, or any jurisdictional authorities;
- who violates the weapons-free zone policy; or
- who displays, uses, offers samples of, or sells any controlled substance(s) of any kind, including but not limited to marijuana/cannabis.

#### *Solicitation*

**Exhibitor must confine its activities, including solicitation, to the Booth Space during the Event, including when the Exhibit Hall is closed.** In addition:

- Soliciting is prohibited outside of the Booth Space, such as elsewhere on venue or hotel property (e.g., lobbies, streets, or common areas).
- Any “special talent” retained by Exhibitor must remain in the confines of the Booth Space. Special talent is not permitted to “walk” the Exhibit Hall.
- Attention-gathering items and devices such as flashing lights, sound devices, “sandwich boards,” or product parading, whether carried or worn, is prohibited outside the Booth Space.

#### *Move-out/Dismantling*

Upon the conclusion of the Event, Exhibitor must dismantle, clear, and remove all related Exhibitor materials from the Booth Space no later than the time on the Event End Date specified by WISPA.



**No action may be taken to change the “show ready” appearance of the Booth Space, including but not limited to organizing and/or preparing packing materials, taping boxes, etc., prior the designated time on the Event End Date**, which will generally be when the Exhibit Hall last closes on the Event End Date. In the event Exhibitor initiates any action to dismantle the Booth Space prior to the designated time on the Event End Date, WISPA may assess the Exhibitor a fine of up to \$2,500.00 per 100 square feet of Booth Space, which if left unpaid may disqualify Exhibitor’s participation in future Conferences.

#### *Age Limit*

No person under the age of 18 shall be allowed in the Exhibit Hall at any time.

#### *Animals*

Exception for certified service animals (such as guide dogs for sight-impaired individuals), no live animals or pets will be allowed in the Exhibit Hall for any reason, including for use in Exhibitor’s Booth Space.

#### *Third Parties/Entertainers*

Except as authorized in advance and in writing by Event Management, no third parties (e.g., entertainers or temporary personnel not otherwise subject to an employment agreement with Exhibitor), will be allowed in the Event venue including, but not limited to, the Exhibit Hall, without the prior written consent of Event Management.

#### *Balloons*

Helium balloons are not allowed in the Exhibit Hall.

#### *Catering, Exhibitor Services*

- To the extent Exhibitor requires catering service in the Booth Space during the Event, such service must be obtained from the Event’s exclusive caterer. More information, including menus, can be found in the Exhibitor Services Portal.
- Event Management and/or its official contractor(s) will be available during the Event in the Event service center and/or another conspicuous location to serve Exhibitor needs.
- Event Management reserves the right to address and resolve any matters not specifically covered in this document.

#### *Security*

Exhibitor is always solely responsible for the security of its property, including in the Booth Space, even though WISPA may retain security service(s) to ensure the Exhibit Hall remains locked “after hours.”

#### *Utilities*

Event Management will identify to Exhibitor any official contractors or providers of Event utility services through the Exhibitor Services Portal. To the extent offered and available for the Event:

- Electrical service may be ordered in advance through the Exhibitor Services Portal. Typically, a basic 110V AC outlet is included for Booth Spaces other than tabletop exhibits.



- Telephone and/or Internet services may be ordered in advance through Exhibitor Services Portal. Typically, wireless Internet service is not provided within the Exhibit Hall or meeting spaces.
- Hanging Sign services may be scheduled in advance with Exhibitor Services Portal.

## WISPA Exhibit Hall Booth Space Policies

**Exhibitor shall be liable for any damage caused, directly by Exhibitor or Exhibitor's agents, to Event venue floors, walls, or columns, or to other exhibitors' property. Exhibitor may not mark, tack, make holes, and apply paint, lacquer, adhesives, or other coating(s) to Event venue building columns and floors. All aisles, corridors, exit areas, and stairways must be always maintained at their required width. No obstruction may protrude into the aisles. Exhibitor must be knowledgeable of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Event, compliance with which is mandatory and the sole responsibility of Exhibitor. Violations may be subject to corrective, remedial or disciplinary action by WISPA at Exhibitor's sole expense, which may including fines, forfeiture of registration fees, and/or expulsion from the Event.**

### *Booth Height Specifications*

Exhibit Hall booth options include:

- Inline Booth – defined as one or more (10' x 10') standard units in a straight line, with exhibitors on one or both sides. All booth materials, backdrops or walls will have a maximum height of 8' 3".
- Corner Booth – an Inline Booth at the end of a series of Inline Booths with exposure to intersecting aisles on two sides. All other guidelines for Inline Booths apply.
- Perimeter Booth – an Inline Booth that backs to an outside wall of the Exhibit Hall rather than to another exhibit. All other guidelines for Inline Booths apply except that the maximum back wall height is 12'.
- Endcap Booth – generally 10' deep by 20' wide. The maximum back wall height allowed is 8'3" and the maximum back wall width allowed is 10' at the center of the back wall with a maximum 5' height on the two side aisles. Within 5' of the two side aisles, the maximum height for any display materials is 4'.
- Peninsula Booth – minimum booth size 20' x 20', aisles on three sides – maximum height is 8'3" if backing to Inline Booths. If backing to another Peninsula Booth, maximum height is 16'. Maximum height of hanging sign or hanging graphic is venue-specific but typically 16'.
- Island Booth – minimum island booth size is 20' x 20', with aisles on four sides. Maximum height for any structure, hanging sign and/or hanging graphic is venue-specific but typically 16'.

### *Displays, Hanging Signs & Graphics*

Exhibitors must mask the sides and back of all displays that are unsightly on those surfaces.

Hanging Signs and Graphics are not permitted in Inline Booths, Corner Booths, Perimeter Booths, or Endcap Booths. Hanging Signs and Graphics are permitted in all standard Peninsula Booths and



Island Booths (20'x20' i.e., 400 square feet, or larger), extending a maximum of 16' feet measured from the floor to the top of the sign. Hanging Signs and Graphics should be directly over and fully within the confines of the Booth Space and set back 10' from adjacent booths.

Hanging signs and/or graphics require approval by Event Management at least 30 days in advance of the Event Start Date. Drawings should be available for inspection. Variances, if accommodated, will be at WISPA's sole discretion.

#### *Towers and Multi-Story Exhibits*

A Tower is a free-standing exhibit component separate from the main exhibit fixture in the Booth Space. Exhibitor should anticipate the following requirements: i) a height restriction applicable to the venue's exhibit space configuration in use for the Event, ii) a building permit and/or appropriate safety lines, and iii) prior approval from WISPA, Event Management and/or the local fire marshal with jurisdiction over the Event venue.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. Drawings will be required for inspection. Exhibitor should anticipate all the requirements set forth above for a Tower, and additionally the venue's city building department prior approval and issuance of a building permit based on Exhibitor's application with drawings prepared and submitted by a licensed architect or engineer. Exhibitor should become familiar with local building regulations well in advance of the Event to ensure that all time constraints are met.

#### *Storage in Booth Space*

Exhibitor should note that the storage of excess literature, product(s), or packing materials and cases in the Booth Space behind the exhibit back drape is strictly prohibited in every major exhibit venue in the U.S. In most cases, a limited supply of literature and/or product may be stored within the Booth Space, as well as fire retardant shipping cases, as long as i) these materials do not block access to any utility service, or ii) appear unsightly from the aisle.

#### *Fire Extinguishers, Fire Hose Cabinets, Fire Control Valves*

Fire extinguishers, fire hose cabinets, and fire control valves must always be kept clear, accessible, and remain free of obstruction (with a clearance of 3', or 36"). These and other related permanent fixtures of the venue cannot be moved and are typically located on most columns.

#### *Vehicles*

- Each display vehicle must be equipped with its own fire extinguisher, within easy reach always.
- Each display vehicle must have all battery cables disconnected and taped, and alarm systems deactivated. There may be no fluid leaks under a display vehicle. Auxiliary batteries not connected to the engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted on the Event premises.
- Fuel stored in a display vehicle shall be limited to no more than one-eighth (1/8) of the tank's capacity or a maximum of five gallons of fuel, whichever is less. Fuel tank openings shall be locked or sealed in a manner to prevent the escape of vapors through fuel filler caps. Fueling or



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defueling of vehicles on the Event premises is prohibited. Combustible/flammable materials must not be stored beneath any display vehicle.

- Once placed, display vehicles may not be started or moved without the approval and direction of Event Management. Ignition keys must be removed and securely stored.
- Exhibitor must provide to Event Management the names and mobile phone numbers of at least two Booth Space contacts should the vehicle need to be moved in an emergency or some other unforeseen situation.