



PAX WEST EXHIBITOR RULES & REGULATIONS

If there is a question not covered below please reach out to your customer success representative.

Sheen Guardiania - Companies Starting with #s, A – L

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Mikaela Benavides - Companies Starting with M – Z

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BAG/WEAPONS CHECK

We will perform bag checks of attendees and exhibitors at all entrances of the event.

BEST PRACTICES FOR ALL FANS

Everyone should be able to have a great time at PAX, and a large part of that comes from how we address attendees with disabilities, beyond the basic guidelines set forth in the Americans with Disabilities Act. In order to optimize the attendee experience for those who need accommodation, we strongly recommend that every booth have a plan to give disabled attendees access to their content. Consider setting one station with playable content at wheelchair height or having a plan in place to allow attendees with mobility devices or black Medical Badges an alternative / expedited queue.

Additionally, we encourage exhibitors showing playable content to have subtitles, headphones and/or alternative access controllers available whenever possible. PAX believes a commitment to accessible gaming is good business practice and helps elevate video games, and we hope our exhibitors will join us in further striving to welcome gamers of all kinds to PAX.

BOOTH STAFF ATTIRE

In order to maintain a family friendly atmosphere, we ask all exhibitor booth staff to adhere to this policy.

Applicable to any gender, partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed.

Hired/contracted cosplayed characters that are playable in-game are an exception to this rule (within reason), and exhibitors must obtain permission from show management prior to the show. Please contact paxsales@paxsite.com for questions or approval.

If for any reason an exhibit and/or its contents are deemed objectionable to PAX management, the exhibitor will be asked to alter the attire of its staff or remove said staff from the show. If questionable, to be safe send to paxsales@paxsite.com.

CHILDREN

In accordance with display rules and regulations and security measures, no one under the age of 16 will be admitted in the exhibit hall during move-in or move-out. There will be no exceptions. Children of any age are admitted during Show hours on Show Days ONLY; during that time, those 6 or over must be badged. For security reasons, children under the age of 16 must be accompanied by an adult at all times during show days and hours.

CLEANING

Exhibitors should arrange for booth cleaning services through the official show decorator (GES). Booths with food and beverage sampling must order porter service.



COPYRIGHTED MUSIC

If any copyrighted music is to be played in your booth, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner. The licensing requirements include the playing of live, as well as recorded music, (records, tapes, compact discs, etc.) and include music, whether it is the essence of the presentation or is only used as background, on a videotape or other presentation.

The proper license must be posted in your booth and available for inspection at the request of Show Management or properly authorized agents of ASCAP or BMI. We advise you to contact these agencies as listed below to acquire the proper licenses:

ASCAP Licensing Dept.
1 Lincoln Plaza
New York, NY 10023
Tel: 212-621-6000

BMI (Broadcast Music, Inc.)
10 Music Square East Nashville, TN
37203-4399
Tel: 800-925-8451, 615-401-2000

Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law, and a breach of your contract for exhibit space for the show.

COVERED BOOTHS

If your booth has any type of covering, please submit your booth plan to kristen.salierno@rxglobal.com. Any booth that has any material or object placed over or upon the exhibit is considered a **covered booth (e.g. roof, canopy, tent, moss fabric, etc.)**.

Covered booths of **100 square feet to 300 square feet** require the following:

- Booth plan must be reviewed and approved by the Fire Marshal at least three months in advance.
- Minimum of one "2A 10BC" rated fire extinguisher must be placed within the covered area.
- A smoke detector must be placed at the highest point of each covered area.
- There must be a means of turning off electrical power to the booth during non-show hours.
- Please submit booth plan to kristen.salierno@rxglobal.com
- Covered booths of **300 square feet + require special permissions** and may require installation of fire suppression system and additional Fire Marshal approval.
- For all booths over 600 sqft, please submit your booth plans to kristen.salierno@rxglobal.com to share with the proper approval team.

DAMAGE

Exhibitor will be invoiced for labor and materials required to repair damage or for the removal of excess refuse or leftover exhibit materials at the sole discretion of SCC.

DELIVERY OF EXHIBITOR MATERIALS AND FREIGHT

Goods/materials may not be delivered in advance of the show or left after the show's official move-out time.

ELECTRICAL SERVICES

- Power for lighting packages & chain motor power will be added to exhibitor bills as needed – so order in advance for best pricing.
- Exhibitors must order a separate outlet for each location where power is required.
- Exhibitors may not distribute their own power under flooring or carpeting



- All exhibitor provided 110-volt wiring must be grounded three-wire.
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is prohibited.
- Power strips (multi-plug connectors) must be UL approved, with built-in over-load protectors.

BATTERIES/TEMPORARY POWER

- Temporary power must be provided by Exhibitor Services and ordered in advance. Not allowed: Portable or car batteries; power banks; any device that is not UL listed, not self-contained, can accept a two or more pronged plug and/or is intended to power anything larger than a small electronic device, such as a tablet or cell phone.

EXHIBITOR APPOINTED CONTRACTORS (EAC's)

Exhibitor Appointed Contractor Process

An Exhibitor Appointed Contractor (EAC) is a company or contractor hired by the exhibitor, who is not an employee of your company or of an official show contractor. EACs are most often independent installation & dismantle companies but also include supervisors, technicians, photographers, audiovisual, floral, furniture, flooring, and any other contractors who aren't the official of the show but provide a necessary service at show site for the Exhibitor.

PAX West recognizes that exhibitors may have unique needs or partnerships with vendors other than our official partners. Therefore, we support this choice as long as the EAC conforms to the show and venue Rules & Regulations and carries the required insurance coverage.

With the increasing number of EACs, have come numerous added expenses. These expenses include legal costs resulting from increased liability claims, exhibit hall damage, excess cleaning charges, extra administration costs for wristbands, contracting, insurance tracking, etc. Rather than passing on these added costs to exhibitors, we have implemented an administrative fee payable by the EAC.

Each EAC hired by an Exhibitor must agree to the Rules & Regulations and will be assessed a fee. An administrative fee of \$300 per booth location the EAC represents is required. The fee applies to all contractors regardless of the service they provide (labor, supervision, products, services, etc.).

The Exhibitor is responsible for providing the EAC with any necessary information pertaining to the exhibit hall (i.e., utilities, order forms, dates, hours, shipping information etc.)

EAC Check-In Process & Location(s): All EACs must check-in at the EAC counter(s) as follows:

Exhibits in **Summit Building** (Level 0 and Flex Hall Locations):

Seattle Convention Center Security Office – 1101 Olive Way. (Olive Way and Boren Ave.)

Exhibits in **Arch Building** (Halls 4E & 4F):

Seattle Convention Center Security Office – 905 Pike Street. (Pike and 9th Avenue)

Identification Process: Individuals picking up wristbands/Venue Visitor badge must show a form of identification (ESCA badge, company badge, business card, apparel, etc.)

Dates and Times: Wristbands or Venue Visitor badge required for entry for both Arch Exhibits and Summit Exhibits:

Move-in:

Monday, August 25	8:00 am – 5:00 pm **Approved Early Move-In ONLY.
Tuesday, August 26	8:00 am – 5:00 pm
Wednesday, August 27	8:00 am – 5:00 pm
Thursday, August 28	8:00 am – 8:00 pm



Expo Floor Hours

Note: EAC's are not allowed in the exhibit halls during the show hours.

Friday, August 29	9:00 am – 10:00 am	<i>Media Only</i>
Friday, August 29	10:00 am – 6:00 pm	
Saturday, August 30	10:00 am – 6:00 pm	
Sunday, August 31	10:00 am – 6:00 pm	
Monday, September 1	10:00 am – 6:00 pm	

Move-out:

Monday, September 1	6:00 PM – 11:00 PM
Tuesday, September 2	8:00 AM – 5:00 PM
Wednesday, September 3	8:00 AM – 2:00 PM

EXHIBITORS HIRING LABOR

Exhibitors who hire other than the official show decorator for booth installation and dismantling, must notify Show Management of the names of their EAC's.

EXHIBITOR REGISTRATION

Exhibitor staff personnel wishing to enter the exhibit floor must wear an Exhibitor Badge at all times during Move-In, Show days and Move-Out. Access to the show floor all days starts at 8:00 am. Access show badges can be obtained as follows:

Registration at Summit – Flex Hall Lobby Level 2

Thursday, August 28	8:00 am to 6:00 pm	Exhibitors only
Friday, August 29	7:30 am – 10:00 am	Exhibitors only

Registration at Arch – Skybridge Lobby Level 4

Wednesday, August 27	9:00 am to 5:00 pm	Exhibitors only
Thursday, August 28	8:00 am to 11:30 am	Exhibitors only

Registration at Arch – TCC Tahoma Level 3

Thursday, August 28	12:00 pm to 6:00 pm	Attendee + Exhibitor
Friday, August 29	8:00 am to 7:00 pm	Attendee + Exhibitor
Saturday, August 30	8:00 am to 7:00 pm	Attendee + Exhibitor
Sunday, August 31	8:00 am to 7:00 pm	Attendee + Exhibitor
Monday, September 1	8:00 am to 3:00 pm	Attendee + Exhibitor

EXHIBITORS WITH SPECIAL REQUESTS

In the interest of fairness to all exhibitors, variances to allowable display heights will not be granted. Exhibitors wanting to discuss special needs for their exhibit should send detailed plans of their proposed display for this approval to:

Kristen Salierno, Senior Operations Manager

kristen.salierno@rxglobal.com



FIRE REGULATIONS

All materials within your booth must meet local, state and federal fire retardation levels. If a violation is found, Show Management will inform the exhibitor and the violation must be removed immediately. If the exhibitor cannot be found, Show Management will remove the violation at the exhibitor's expense.

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

- Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.
- Display vehicles must be pre-approved by Show Management.
- Decorations may not be affixed to any surfaces in the building. No holes may be drilled, cored or punched into the building. All equipment used must be stable without bolting or anchoring to floors or walls.

FLOOR TAPE

The use of foam tape, cellophane tape, duct tape or packing tape is prohibited on any surface in SCC. Contact the Exhibitor Service Desk if you need assistance.

FOOD & BEVERAGE

Aramark is the exclusive provider of Food and Beverage services. An exhibitor who does not manufacture, process or distribute food as their normal course of business and would like to distribute food items must purchase these items from Aramark Food Services. Please contact SCC Exhibitor Services at 206-694-5015 to make these arrangements or to purchase food and beverage from the exhibitor menu. Catering orders must be placed before the published advanced ordering deadline in order to receive advanced pricing rates. A six week lead time is needed to guarantee special order requests. No selling of food or beverage is permitted by exhibitors.

Food Sampling

Subject to Show Management approval, those exhibitors who manufacture, process or distribute food as their normal course of business and wish to distribute food samples may be allowed. This is provided food samples are no larger than bite size and beverage sizes no more than three ounces. Any food sampling requires a valid Washington State Food Handlers Permit. Exhibitors are required to order booth porter service for cleaning. Please contact Show Management and Exhibitor Services for prior approval of food distribution. No selling of food or beverage is permitted by exhibitors.

- No selling of food or beverage is permitted.
- Alcoholic beverages are prohibited on the show floor.
- For prior approval of food and beverage distribution or if you have any questions, please contact kristen.salierno@rxglobal.com for assistance.
- No outside food is allowed into the exhibit halls at the Seattle Convention Center. If outside food is located, a service fee will be applied. This includes team lunches and drinks.

GIVEAWAYS

Giveaways may not include stick-on decals or helium balloons. Please contact Show Management for any other restrictions.



HAND CARRIED FREIGHT (HCF)

The Seattle Convention Center has a temporary small vehicle delivery area within its facility. This space is reserved by Show Management to allow safe access for exhibitors to transport materials to and from their exhibit areas. Show Management will publish the dates and times established for the operation of Hand Carried Freight (HCF) in advance but please adhere to your Target Move-In times for when you are allowed to move into your booth/area. Please consult your building/exhibit hall assignment and refer to the designated maps/directions for specific building navigation.

Arch South HCF – [Map + Driving Directions](#)

1009 Olive Way. Seattle, WA 98101

Exhibitors must use the 8th Avenue Arch Garage entrance (1400 8th Avenue).

Height clearance at this entry is 6'5". Standard full-size vans will not clear this entry.

Arch North HCF – [Map + Driving Directions](#)

1521 9th Avenue. Seattle, WA 98101

Access via the 9th Avenue Arch Garage entrance (9th Ave and Pike St).

Height clearance at this entry is 9'8". Standard full-size vans will clear this entry only. No trailers can be accommodated.

Summit HCF – [Map + Driving Directions](#)

1400 8th Avenue. Seattle, WA 98101

Access via the Summit Parking Garage on Olive Street (1009 Olive Way).

Height clearance at this entry is 8'4" for Level 1 HCF Loading area. Standard full-size vans will clear this entry only.

No trailers can be accommodated.

Hand Carried Freight: Bring Your Own Carts

To expedite your work, we have a limited number of flatbed carts available on a first come, first served basis. Carts are checked-out at the HCF zone in the garage. Please return the cart when finished.

Hand Carried Freight: Complimentary Parking

Complimentary parking is available at both the Arch and Summit locations only if you enter and exit within one hour. You can have your parking ticket validated at the HCF Service Desk.

Hand Carried Freight: Loading Dock Access (For vehicles over the HCF max height)

Exhibitor vehicles that are too large for the Hand Carried Freight access will be required to use the loading dock. Use of the loading dock is strictly limited to those vehicles that are granted access according to rules set forth by Show Management and/or the official show contractor. Such vehicles may be required to use a Marshaling Yard. Any vehicle that accesses the loading dock will be unloaded by GES and will incur material handling charges.

HANGING SIGNS

(Show Management Requires all hanging banner drawings in advance to ensure placement, if not shown, Show Management cannot guarantee placement) Hanging signs must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend "hanging signs" are only Island, Peninsula or Walk-Through booths of 400 sq. ft. or larger.

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on-site at the show. Please plan your booth display and sign structures accordingly. **Maximum allowable height is also directly affected by the ceiling height of your booth area.** The maximum height of a display booth at the backwall, including any



form of lighting system, signage, or header shall be:

Linear Booth – Bounded by 1 or 2 aisles. Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 8 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 8 FEET

Peninsula Booth – Bounded by 3 aisles. Exhibit booths must also be at least 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 15 ft. to top of sign. Two-sided Signs must be hung 5 ft. from the back wall and the side facing rear of the booth must be clear of copy, logos or other graphics so as not to be an eyesore to neighboring exhibitors. Note: the back-drape provided is 8 feet high.

MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH = 15 FEET

Island Booth – Bounded by 4 aisles. Booths must also be 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in island booths may reach a height limit of 25 ft. to top of the sign.

MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH = 25 FEET

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. **The maximum allowable height is also determined by the ceiling height of your booth area.**

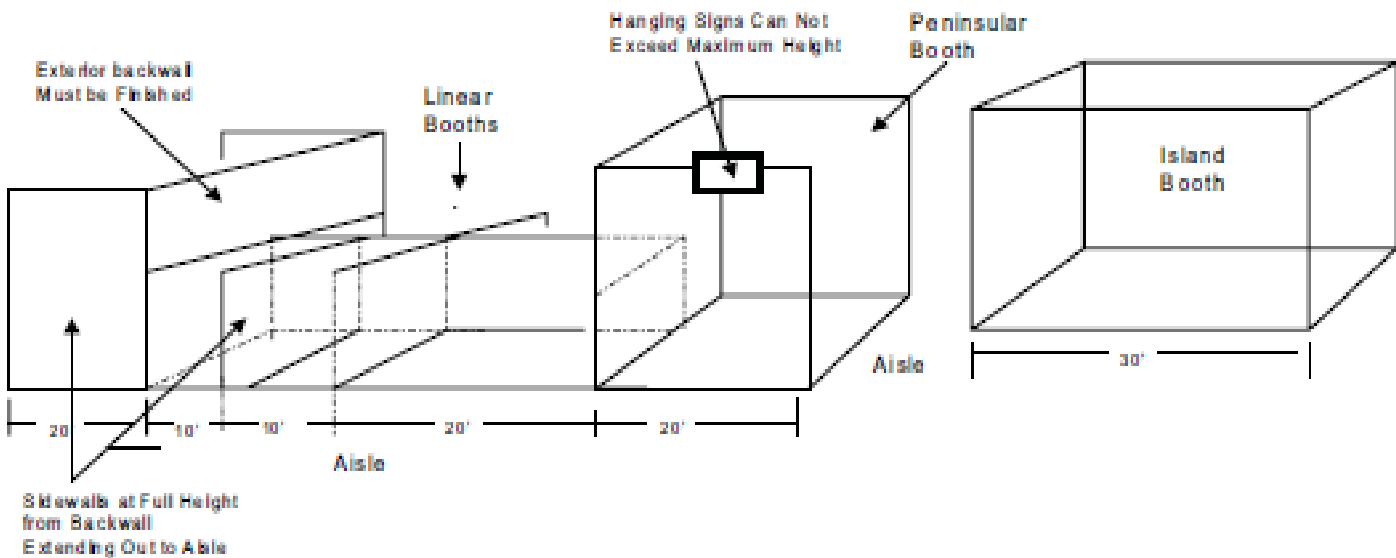
HAZE OR FOG MACHINES

Exhibitors are not allowed to use any haze, fog or other similar device in their booth.

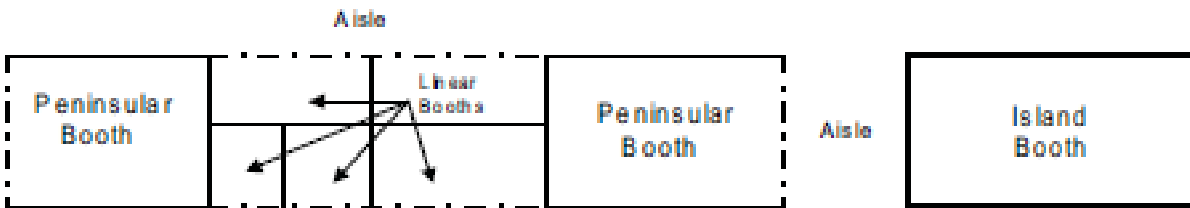
HEIGHTS OF DISPLAY/BOOTH

PAX WEST follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below. **However, anything above the provided drape heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor.**

Perspective View



Plan View



The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show.

Please plan your booth display and sign structures accordingly. Maximum allowable height is also directly affected by the ceiling height of your booth area. Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 8 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

<u>BOOTH TYPE</u>	<u>BOUNDED BY</u>	<u>MAXIMUM HEIGHT LIMIT</u>
Linear Booth	1 or 2 Aisles	8 Feet
Peninsula Booth	3 Aisles	15 Feet
Island Booth	4 Aisles	25 Feet

All structures over 15 feet must be approved by show management and the rigging partner on the event. Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. **Maximum allowable height is also directly affected by the ceiling height of your booth area.**



INTERNET/TELECOMM SERVICES

Smart City is the exclusive provider of telecommunications and internet services at SCC. Smart City requires that all devices directly or indirectly accessing Smart City's network have the latest virus scan software, Windows security updates, system patches, and any other technological precautions necessary to protect yourself and others from viruses, malicious programs and other disruptive applications. Any device which adversely impacts Smart City's network will be disconnected from the network with or without prior notice at Smart City's discretion. The device(s) in question will remain disconnected from the network until all issues are adequately resolved. Additional charges may apply for trouble diagnosis and/or problem resolution.

LIGHTING & SPEAKERS

Please note that lighting within the exhibition hall will be **dimmed as dark as possible**. If your booth requires light, please arrange this in advance. If you have any concerns, please contact paxsales@paxsite.com. Our team will discuss this with you while onsite.

- Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting and speakers, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles. Audio should not impact neighboring exhibitors.
- Lighting which is potentially harmful, such as lasers must be approved in writing by exhibition management.
- Quartz halogen lighting fixtures in exhibits are prohibited due to fire hazards.
- DJ & music broadcasts should be related to game content only. No powered microphones or bullhorns; if you want to address a large number of people at once, inquire about booking a panel room. If you have any questions, please contact paxsales@paxsite.com.

MATERIAL HANDLING AGREEMENT / SHIPPING INFORMATION

- All freight that is to be shipped to the SCC must be accompanied by Certified Weight Ticket. If the shipment does not have a certified weight ticket, additional charges will be applied. All Carriers know they should have one, please make sure you carrier has one once they arrive onsite.
- All freight that is to be shipped from the SCC must be accompanied by a Material Handling Agreement (MHA) unless you have small pieces which you intend to hand carry. All pieces must also be labeled with the booth name and number, as well as destination.
- Material Handling Agreements may be obtained from GES at the Exhibitor Service Center. You must have your exhibit completely dismantled and packed before returning your completed Material Handling Agreement (MHA) to the GES Service Desk.
- RIGGING:
- GES is the sole provider of rigging services. All rigging must be pre-approved by Show Management and comply with SCC Rigging Rules and Regulations.

PARKING

Complimentary parking is available in HCF **only if you exit the garage within one hour**. You can have your parking ticket validated at the HCF Service Desk. Exhibitors who remain in the garage will be charged normal rates. No parking is allowed at the Loading Dock.

RESTOCKING SUPPLIES

If you need to replenish supplies during the show, make sure you know the access hours for HCF and the Loading Dock. Please refer to our operational Hand Carried Freight hours to ensure it is available at the time you need.



SHIPPING

Please refer to the **SHIPPING QUICK FACTS** section of the online manual for information on your shipping options.

SIGNAGE, BANNERS & FLYERS

Exhibitors are not allowed to install any signage, distribute flyers, or post other materials outside of their assigned booth.

SMOKING/VAPING POLICY

The SCC is a smoke-free environment, this includes vaping, e-cigarettes or other similar devices. Please do not smoke in any area of the facility, including parking garages, exit stairwells, or loading areas. Smoking is allowed outside SCC, 25 feet from any doorway.

SOUND LEVELS

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. PAX will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints

STORAGE

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. Storage in closets may not be within 18 inches of any electrical wiring.

TICKETED RAFFLES

Right to host Ticket Raffles: FOC with 20x30's and larger

If you exhibit in a 20x30 or larger, you have the option to host ticketed raffles at your booth. You can produce and distribute tickets to fans and invite them to return at designated times to announce winners. Please inform your designated enforcer if you plan to host a raffle along with any necessary info.

Ticketed Raffle Rules

- Must be 20x30 or larger
- Limited to twice per day

<p>Max number of tickets distributed per size, per raffle:</p> <p>20x30: 100</p> <p>20x50: 150</p> <p>30x50: 200</p> <p>50x50 or larger: 250</p>	<p>Max number of products per giveaway:</p> <p>20x30: 4</p> <p>20x50: 6</p> <p>30x50: 8</p> <p>50x50 or larger: 10</p>
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Note: This is for designated raffles taking place at specific times that create larger crowds and elevated noise. These rules do not apply to strategies like prize wheels or silent raffles with winners being contacted post show. We also have other in-house solutions if you're looking to simultaneously gain leads like **PAX XP** and **digital show specials**.



VEHICLE DISPLAY

Gasoline powered vehicles may be displayed with a maximum of 1/4 tank or 5 gallons of gas, whichever is less. The vehicle gas cap must be taped or locked and the battery disconnected with cable ends taped over. Flooring beneath vehicle must be protected. There are no exceptions. Show management must provide approval for all vehicle displays. Please contact Kristen Salierno kristen.salierno@rxglobal.com

WHEELCHAIRS / MOBILITY SCOOTERS

The SCC does not provide wheelchairs or other mobility devices for attendees or guests. Mobility devices can be rented from:

Access Medical Equipment 7612 Aurora Avenue North Seattle, WA P: 206-365-7700	Access Mobility Systems 7202 Evergreen Way Everett, WA 98203 P: 425-353-6563 P: 800-854-4176	Scootaround Seattle P: 888-484-1804	Wheels for Feet P: 425-256-2882 P: 855-494-3338
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