

## SAE Engineering Events Tabletop Rules & Display Reference Guidelines

The following Exhibitor Rules & Display Reference Guidelines have been established by SAE High Efficiency IC Engine Symposium Show Management. These guidelines are created to promote continuity and consistency among tabletop exhibitors and follow industry tabletop exhibitor standards.

Tabletop displays are considered “static displays” and do not require booth staffing at all times. Please note that the display will be located inside the main session room. All breaks and the reception will be held in this room.

### Exhibitor Rules:

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- Floor standing banner stands are not permitted in front or on the side of the tabletop. Any **pop-up banner MUST be behind your table**. There will be approximately three (3) feet behind the table which includes the space needed and room for your provided chairs.
- Do not bring pop-up displays unless approved by Show Management.
- Exhibitors are encouraged to display promotional items on the tabletop. Table display banners must not exceed 5’ in height and 4’ in width and/or floor standing display banner stands (*behind your table*) must not exceed 8’ in height and 3 ½’ in width.
- Please do not leave valuables at your tabletop space overnight! There will not be security at the exhibit area during closed hours/overnight.
- Exhibitors may not solicit in the aisles or in any other location in, around or outside the hotel except at their tabletop booth.
- If you require electricity and/or internet for your exhibit, please order these services directly from the Westin Hotel. Contact and information is below.
  - Meredith Hackett  
Email: [meredith.hackett@westin.com](mailto:meredith.hackett@westin.com)  
Phone: 1.313.442.1628
- Exhibitors may be asked to remove any display items not in compliance with these guidelines.
- Storage will not be provided. Please place any items under your skirted table display.
- No tapes, adhesives, or any items are to be used to hang or attach signs or display materials to the hotel facility walls.
- You may have your table removed to place a piece of machinery or furniture in its place. The machinery must be manufactured and sold by the company. **It must conform to the dimensions of the table and must be approved prior to the conference.**

### **Tabletop Package Includes:**

- (1) 6' x 2' skirted table
- (2) Side chairs
- (1) Full technical conference registration
- 50-word company listing in the event guide (*Due February 25, 2019*)
- Post-event attendees list (*complete mailing address, name and title – No email addresses*)

### **Event Details:**

- Installation hours will be Sunday, April 7, 10:00am – 12:00pm.
- Dismantle hours will be at the conclusion of Symposium on Monday, April 8 after 5:30pm.
- Exhibits will be held in the same room as the Technical Sessions.
- Sunday evening networking reception will be held in the Woodward Ballroom.
- Networking Activities (breaks) will be held in the Woodward Ballroom.
- Lunch will be held in the Venetian Ballroom on the 4<sup>th</sup> Floor.

### **Miscellaneous Items Included:**

- One complimentary symposium registration is included with your purchase of a table top display (*includes refreshment breaks, evening reception, Monday lunch, and handout materials.*)
- Company recognition and profile in the symposium handout.
- Company recognition onsite.

### **Shipping Information**

- Ship your display materials to The Westin Book Cadillac. Materials may not arrive before Thursday, April 4, 2019.
- Shipping address:

Vendor Name:

Group Name: SAE 2019 HIGH EFFICIENCY SYMPOSIUM

c/o Meredith Hackett

The Westin Book Cadillac Detroit

1114 Washington Blvd.

Detroit, MI 48226

Booth #:

**Please Note:** With written permission, variances may be allowed. Requests for variations must be submitted to Show Management no later than 30 calendar days prior to the set-up day for the show.

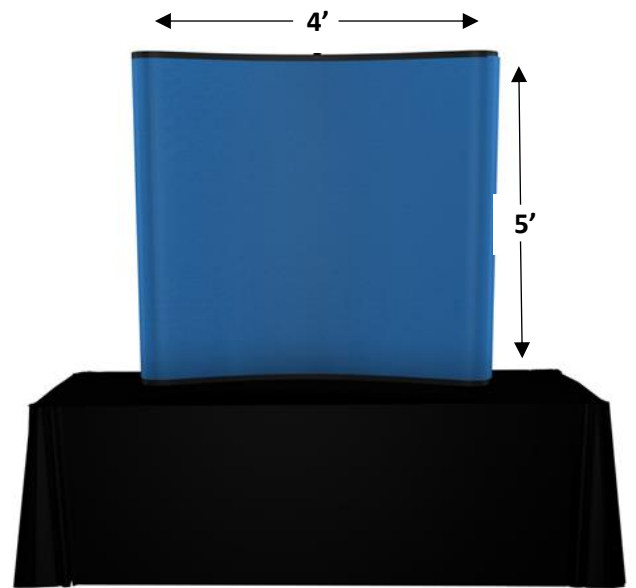
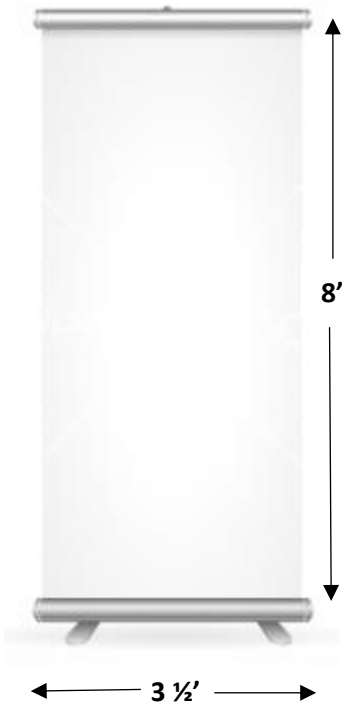
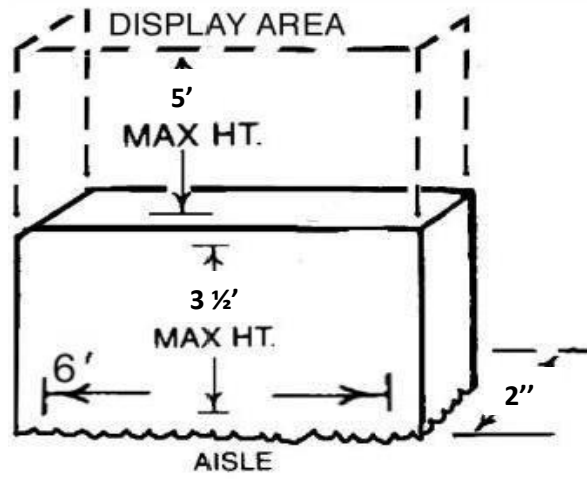
**Tabletop Assignment Policy:** Requests for table locations will be handled on a first-come, first-served basis. If extra space is needed, please let your Sales Manager know as it may require purchase of a second space. Tables will be assigned only after full payment has been received. Show Management reserves the right to determine final exhibit table assignments. SAE reserves the right to relocate table top displays to ensure maximum exposure for exhibiting companies to the event attendees. This may include relocation to a different meeting space/location, being located in the general session room. Exhibitors will be notified in advance.

### **QUESTIONS?**

**Contact: SAE Customer Sales • Toll-free: 1-888-875-3976 (U.S. and Canada) • 724-776-4086 (outside U.S. and Canada) [CustomerSales@sae.org](mailto:CustomerSales@sae.org)**

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# Renderings for Example Only



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