



NORTHEAST CANNABIS BUSINESS CONFERENCE

BOSTON, MA | EDUCATION & EXHIBITS: FEBRUARY 19-20, 2020

Exhibit Specifications

These expanded Exhibit Specifications have been adopted to give each exhibitor more effective use of space without infringing on the rights of neighboring booths. Rules and Regulations including updated exhibit specifications are found in the online Exhibitor Service Manual, which is available approximately 90 days from the event.

Exhibition Management reserves the right to ensure that the equipment and product being displayed is not placed in the booth in a manner which obstructs other exhibitors' displays. Any equipment or product scheduled for exhibition, which could possibly cause a conflict or infraction, should be cleared and approved by Exhibition Management by **January 15, 2020**.

Booth Furnishings

The official show contractor, EXPO CCI can provide you with any additional items you might need for your booth. Please note: your booth fee does NOT include electrical service.

The following STANDARD booth furnishings will be supplied with purchase of your exhibit space.

- 8' high blue and black back drape (for linear and peninsula booths)
- 3' high black side drape for linear booths only
- 7" x 44" booth identification sign
- Additional furnishings are provided as outlined below based on your booth sponsorship level

All booths must be carpeted or covered with other suitable floor-covering material at the exhibitor's expense. Carpet may be ordered from the General Service Contractor (see the Decorator Services section for the carpet order form). If you install your own carpet, you must use tape that can be easily removed. You are responsible for removing all tape and residue. Carpet tape can be purchased from General Service Contractor.

Booth Sponsor Levels

Additional furnishings supplied with the purchase of your exhibit space based on your booth sponsor level.

Industry Leader (10'x10')

- Two chairs and a black skirted table
- 6 complimentary exhibitor conference passes (exhibitor conference passes are to register only your exhibiting company personal)
- 20% off additional exhibitor conference passes at regular conference rate
- (1) Lead Retrieval App System with three downloads
- Logo and 50-word count description displayed on website

Industry Influencer (20'x10', 30'x10', 40'x10')

- Four chairs and two black skirted tables
- 12 complimentary exhibitor conference passes (exhibitor conference passes are to register only your exhibiting company personal)
- 20% off additional exhibitor conference passes at regular conference rate
- (1) Lead Retrieval App System with three downloads
- Logo and 50-word count description displayed on website



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Industry Ambassador (20'x20' and larger)

- Four chairs and two black skirted tables
- 24 complimentary exhibitor conference passes (exhibitor conference passes are to register only your exhibiting company personal)
- 20% off additional exhibitor conference passes at regular conference rate
- (1) Lead Retrieval App System with three downloads
- Logo and 50-word count description displayed on website

Industry Pioneer

- Four chairs and two black skirted tables
- Most prominent placement in expo area
- Your banner displayed prominently in general session meeting room
- 24 complimentary exhibitor conference passes (exhibitor conference passes are to register only your exhibiting company personal)
- 20% off additional exhibitor conference passes at regular conference rate
- Full page advertisement in attendee folders
- (1) Lead Retrieval App System with three downloads
- Logo and 50-word count description displayed on website
- Company logo most prominently featured throughout event slide show
- Logo impression in summit documents

Exhibitors will not be permitted to purchase back-to-back booths and remove the existing back drape. Exhibitors may purchase multiple 10x10 booths in a row and remove the existing side rails between the booths.

If you have any questions about your exhibit configuration, these Exhibit Specifications or any matter pertaining to exhibiting at NCIA Cannabis Events, contact your exhibit sales representative.

Exhibit Sales Contact Information

Companies A-H: Marlena Turner | marlena.turner@mci-group.com | +1 (410) 584-1978

Companies I – Q: Allison Zippert | allison.zippert@mci-group.com | +1 (410) 584-1939

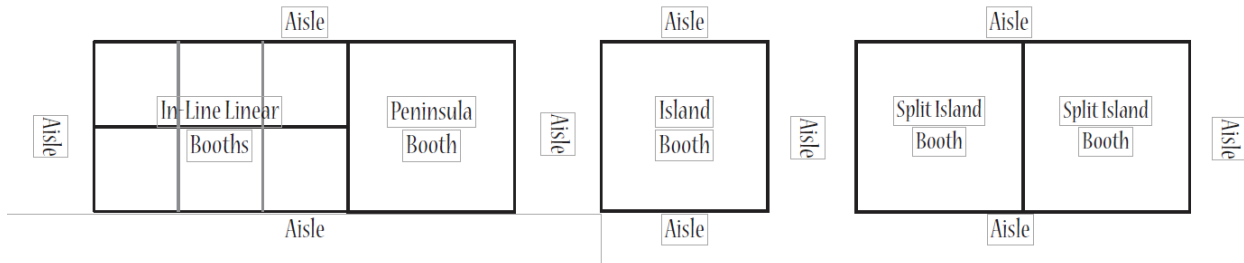
Companies R-Z, #s: Colby Hogan | colby.hogan@mci-group.com | +1 (410) 584-1903



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Linear Booth

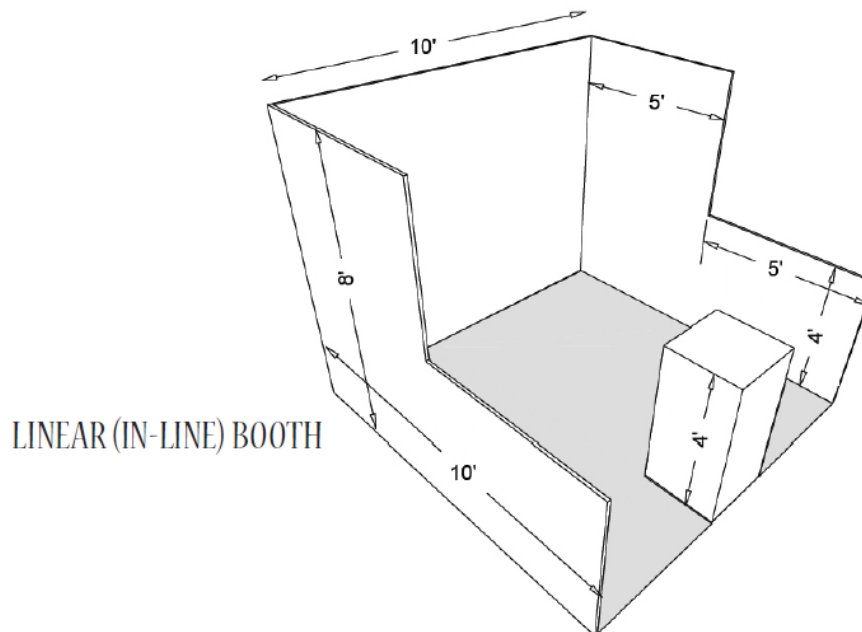


Linear booths have one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions and Use of Space:

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10') has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear booths are ten feet (10') deep, i.e. 10'x10', with a maximum back wall height of eight feet (8').

Regardless of the number of Linear booths utilized, (e.g. 10'x20', 10'x30', 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three (3) or more Linear booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)





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Corner Booth

A Corner booth is defined as a booth exposed to an aisle on two sides, or a booth without an adjacent exhibitor within ten feet (10').

Perimeter Booth

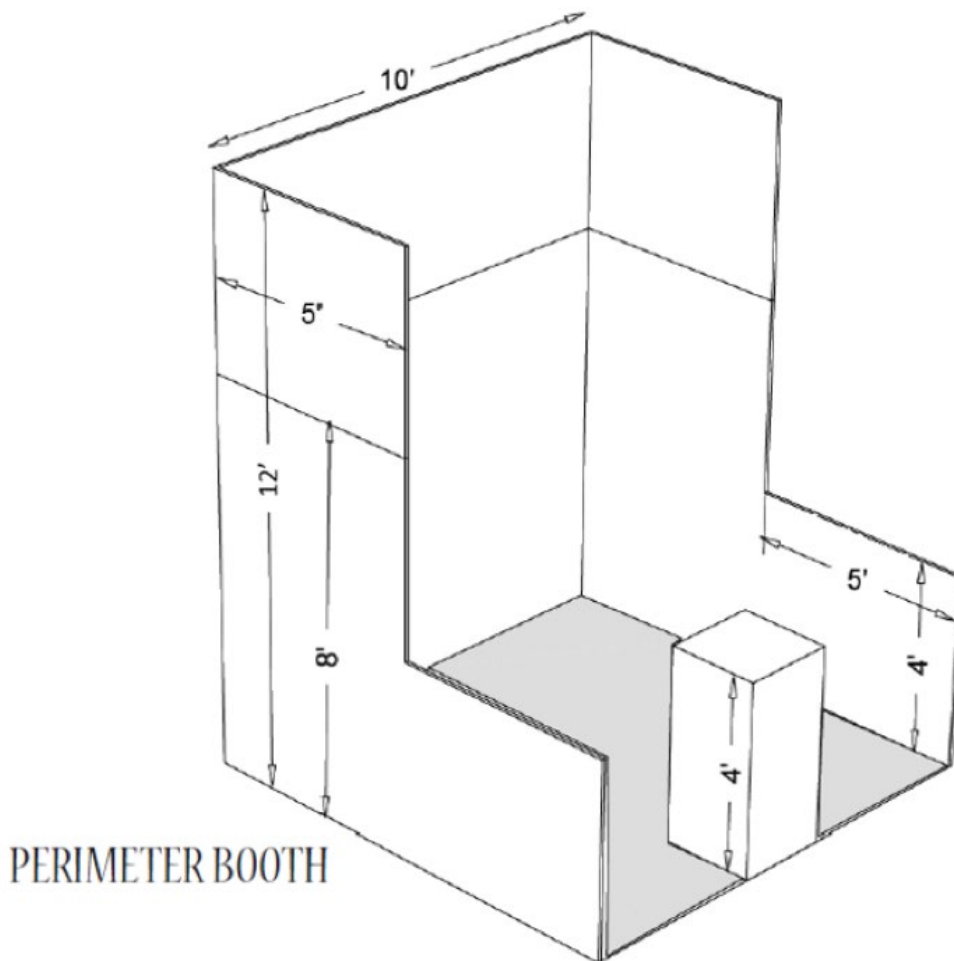
A Perimeter booth is simply a Linear booth that backs up to a wall of the exhibit facility rather than to another exhibit.

End Cap Booth

An End Cap booth is typically two (2) inline booths but can be (1) or more inline booths, which are positioned and connected at the end of a row of inline booths and facing a cross aisle. **End Cap booths are not permitted.**

Dimensions and Use of Space:

All guidelines for Linear booths apply to Perimeter booths except that the max back wall height is twelve feet (12').





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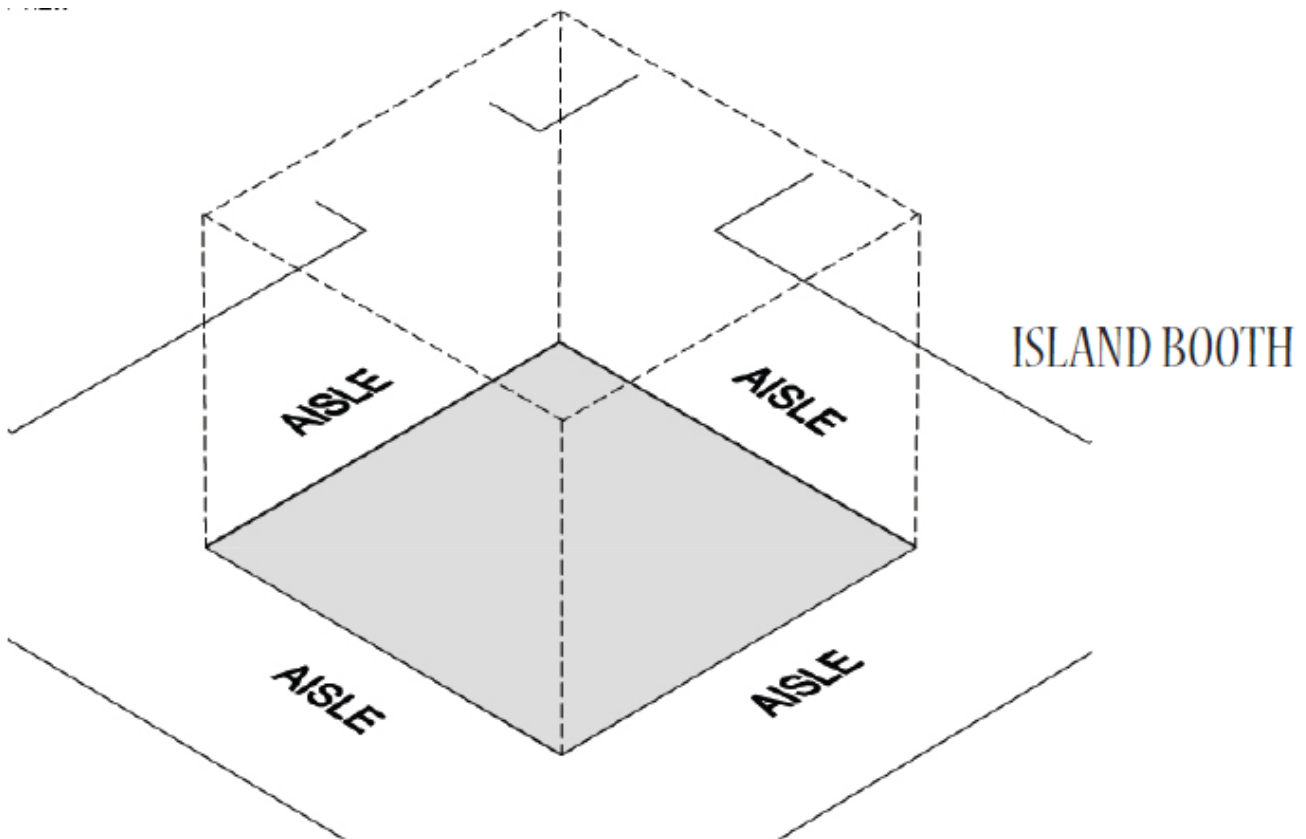
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Island Booth

An Island booth is any 20'x20' booth or larger exposed to aisles on all four sides.

Dimensions and Use of Space:

The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet (16'), including ground supported signage.





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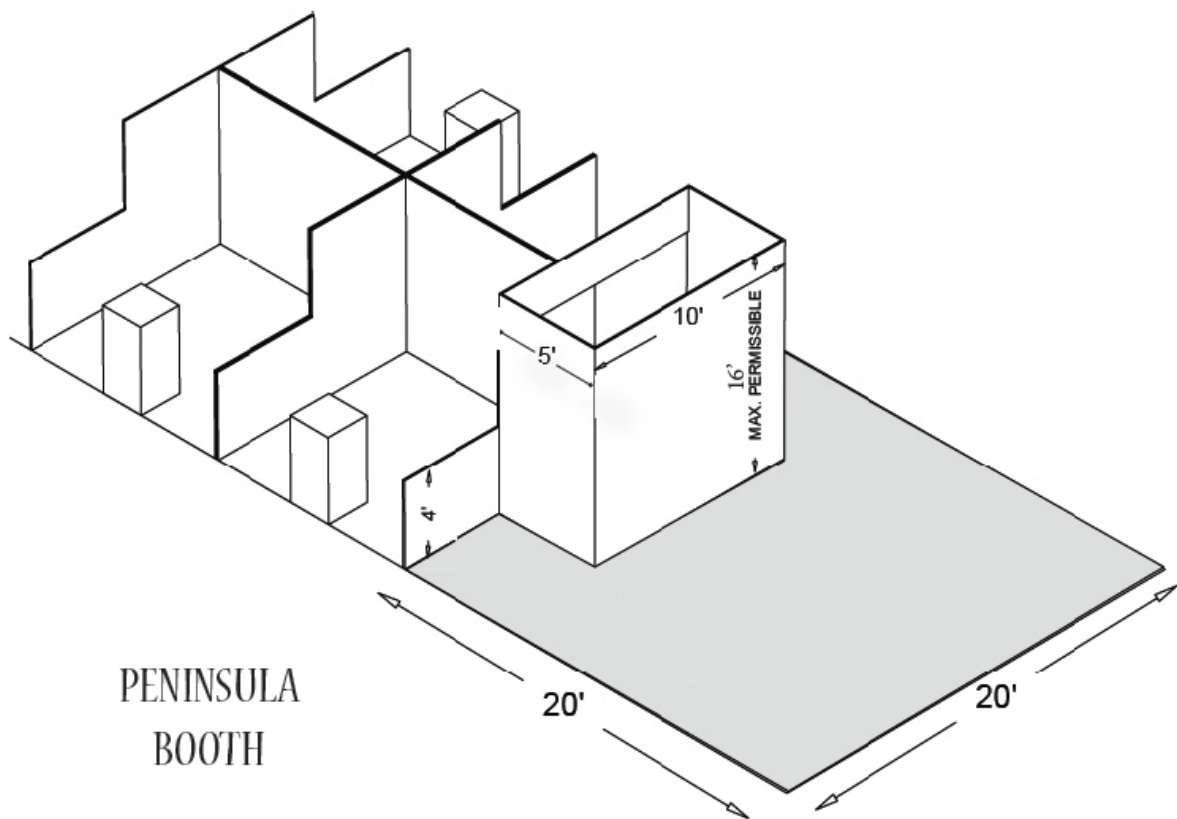
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Peninsula Booth

A Peninsula booth is exposed to aisles on three sides and composed of a minimum of four booths: (a) one that backs up to Linear booths, and (b) one that backs up to another Peninsula booth and is referred to as a "Split Island Booth."

Dimensions and Use of Space:

A Peninsula Booth is 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') height within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the back wall.



PENINSULA
BOOTH



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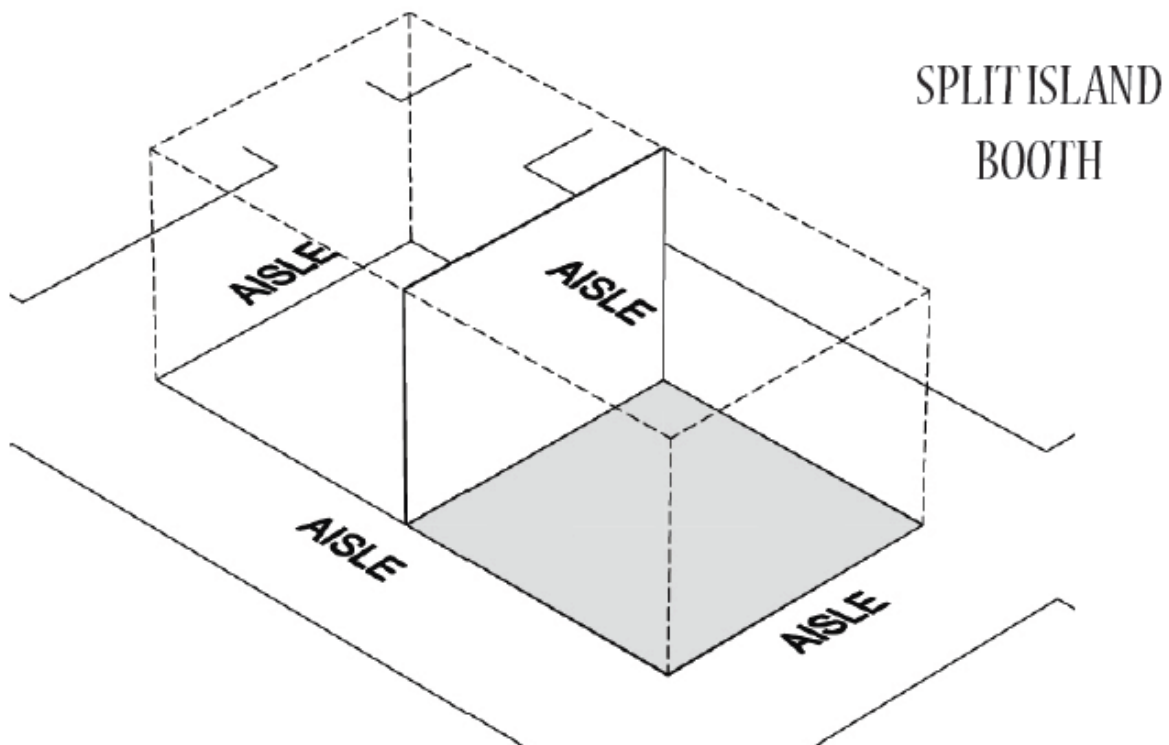
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Split Island Booth

A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth.

Dimensions and Use of Space:

The entire cubic content of this booth may be used, up to the maximum allowable height, without any back-wall line of sight restrictions. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the back wall. The entire cubic content of the space may be used up to the maximum allowable height. Exhibitor is responsible for covering the cost of structure and signage used in the center portion of the back wall.





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Multi-Story/Canopies/Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with height restrictions and line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

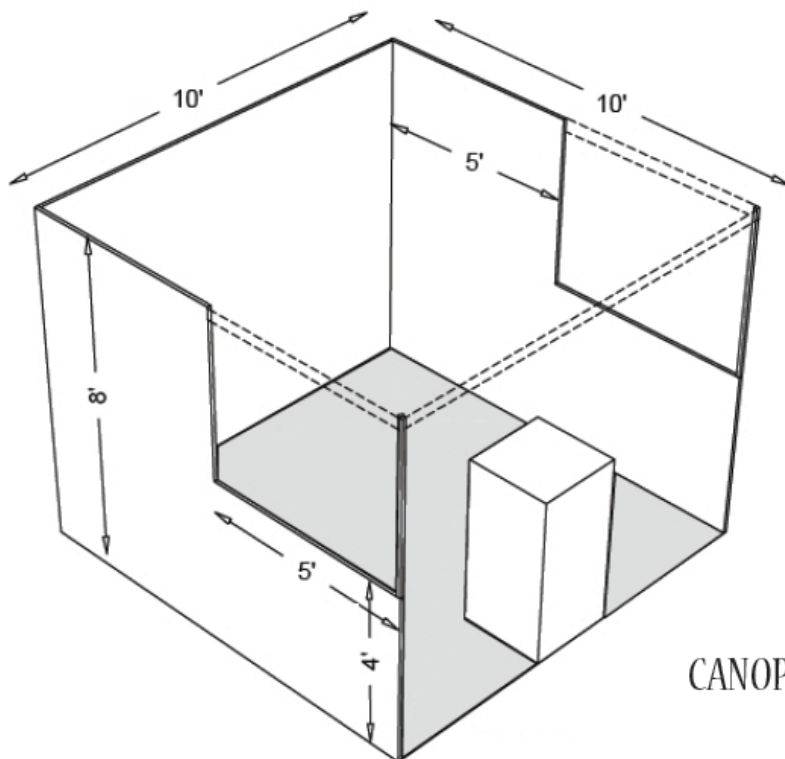
Dimensions and Use of Space:

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth.

No signage, branding, or logos may be displayed or projected towards a neighboring exhibit (including exhibits behind the booths back wall). The back side of exhibit booths and displays visible to neighboring exhibits must be finished.

Multi-Story Exhibits follow the same guidelines as Island Booths. See Island Use of Space on page 6.

Any exhibitor utilizing Multi-Level/Canopies/Ceilings exhibits or covered exhibits must notify Exhibition Management in writing no later than 60 days from the opening date of the event, for approval and further instruction.



CANOPIES/CEILING



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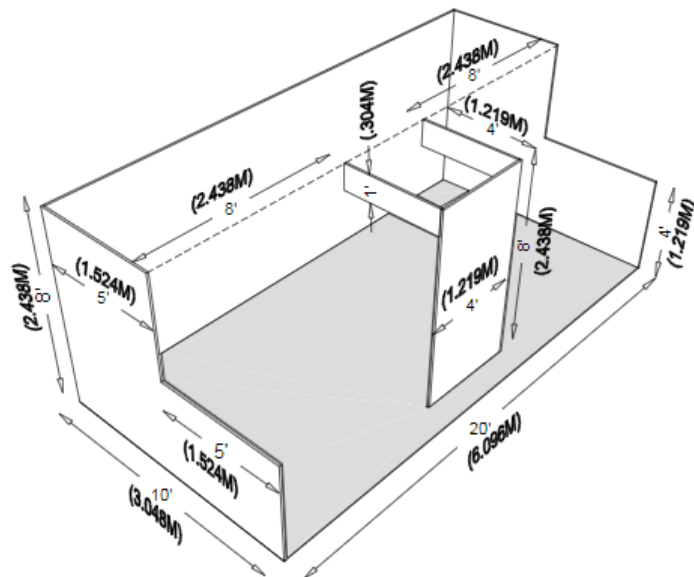
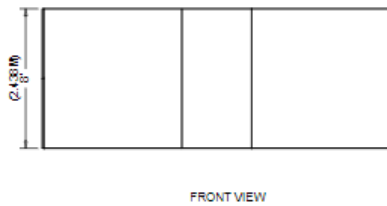
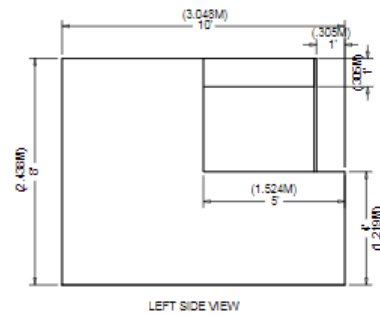
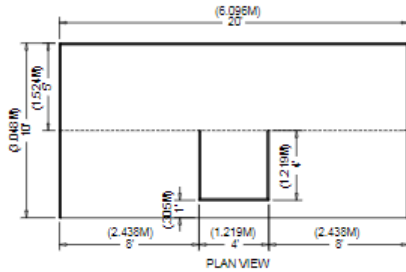
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Extended Header Booth

An Extended Header Booth is a Linear Booth 20ft or longer with a center extended header.

Dimensions and Use of Space:

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft, a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft from the back wall.



10' X 20' EXTENDED HEADER BOOTH



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Additional Notes

Should your booth exceed eight feet (8') in height, and you back up to another exhibitor's booth, you must "finish" the portion of your booth that exceeds eight feet (8') and backs up to your neighbor's booth. Exhibition Management reserves the right to have the decorator (general service contractor) adjust unfinished portions of your booth that back up to neighboring booths at your expense.

All booths are 10'x10' unless otherwise noted. All aisles are ten feet (10') unless otherwise noted.

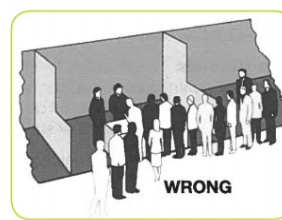
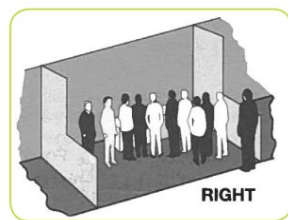
Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov. Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches (12") of run (change in length)
- Ramp the entry or use hydraulic lifts to trailer exhibits
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

To avoid heavy fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

Demonstrations



As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.



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Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel.

Flammable and Toxic Materials

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.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Fire Equipment

Fire hoses, extinguishers, and audible or visual devices for fire alarms must be visible and accessible at all times. Exhibitors may not block any fire safety equipment.

Hanging Signs and Graphics

Hanging Signs are only allowed on Island (20' x 20' and larger) and Peninsula booths (20' x 20' and larger). Height is measured from the floor to the top of the hanging sign/graphic. Please note the following height allowances:

- Island – twenty feet (20')
- Peninsula - twenty feet (20')

Exhibitor is responsible for covering all costs of hanging and removing signage and graphics used in the area.

Remote-Controlled Devices

Products such as remote-controlled cars, drones, planes, helicopters, etc are prohibited at all times within the Hynes Convention Center.

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Storage

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. 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.

Structural Integrity



All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft and larger require a drawing, plans or renderings, preferably digital, to be submitted to the organizer, and to the show's Official Services Contractor.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture that is used for identification display purposes only. The height is the same as that which applies to the appropriate exhibit configuration being used. Fire and safety regulations strictly govern the use of towers. A building permit or safety lines may be required.

Any exhibitor utilizing Towers must notify Exhibition Management in writing no later than 60 days from the opening date of the event, for approval and further instruction.

Exhibit Specifications are subject to change at the discretion of Exhibition Management. All updates will be posted to the Exhibitor Service Manual online at <https://northeastcannabisbusinessconference.com>