ANITA BORG INSTITUTE

GRACE HOPPER CELEBRATION OF WOMEN IN COMPUTING

EXHIBITOR REFERENCE GUIDE

October 4-6, 2017
Orange County Convention Center
Orlando, Florida

ghc.anitaborg.org

CELEBRATION OF WOMEN IN COMPUTING



Hello!

Thank you for sponsoring the 2017 Grace Hopper Celebration of Women in Computing (GHC 17) in Orlando, FL, October 4-6. We designed this Exhibitor Reference Guide to assist you in the planning process and provide all necessary details to ensure your successful participation in the Expo portion of the celebration. Even if you are a returning sponsor, please read this quide carefully as we have changed some information— including badging, access to the Expo Halls, event hours, and forms from previous years.

After you review this information, make sure to log into the Sponsor Portal to submit your organization's assets, sign forms, access vendor information, and verify who's registered for GHC from your organization.

Hargrove Inc., the official general contractor, will provide booth furnishings, services and shipping information. We encourage you to order any necessary services and equipment via the Hargrove Exhibitor Service Manual. Hargrove will email the Exhibitor Service Manual link to your organization's primary GHC contact.

Each year, we strive to produce a professional and well-organized event, and greatly appreciate your cooperation in following all rules and regulations. Please take the time to review the FAQ in the sponsor portal, available in May. If you still have questions about your Expo booth(s), please contact exposupport@anitaborg.org. For all other GHC questions, email us at qhc@anitaborq.org.

We look forward to seeing you in Orlando!

Sincerely, Anita Borg Institute

TABLE OF CONTENTS

GENERAL INFORMATION	4
Location	4
Exhibitor Move-in Hours	4
Career Fair Hours	4
Interview Hall Hours	5
Exhibitor Move-out Hours	5
BEFORE YOU GO	6
IMPORTANT DATES	8
BOOTH PACKAGES	11
CAREER FAIR BOOTH PACKAGES	11
10'x10'	11
5'×10'	11
INTERVIEW BOOTH PACKAGE	12
10'x10'	12
VENDORS	13
SHIPPING	17
REGISTRATION & BADGE INFORMATION	18
EARLY ACCESS FOR THE EXPO HALL	18
Exhibitor Move-in Hours	18
Exhibitor Move-out Hours	18
CAREER FAIR HOURS	19
Public Hours	19
Early Access Hours	19
Interview Hall Hours	19
Public Interview Hall Hours	19
Interview Hall Early Access Hours	19
REGISTRATION MANAGEMENT	20
Temporary Wristbands for Move-in and Move-out	20
Exhibitor Appointed Contractors	20
On-site Exhibitor Check-in	20
RULES & REGULATIONS	21

BOOTH DISPLAY REGULATIONS	31
Inline Booths	31
PERIMETER BOOTHS	32
5'х10'Воотнѕ	33
ISLAND BOOTHS	34
FIRE MARSHAL REGULATIONS	36
INSURANCE REQUIREMENTS	39
UNION LABOR REQUIREMENTS	41
SECURITY INFORMATION	42
TRAVEL & SERVICES	44
TRAVEL	44
GHC Conference Hotels	44
Conference Shuttles	44
Local Information	44
CONFERENCE SERVICES	44
Child Care	44
ADA Assistance	45
Luggage/Coat Check	45
Business Center	45

We updated this document July 11, 2017. If you print or download, please make sure you check for the most up-to-date version.

GENERAL INFORMATION

Location

Orange County Convention Center

West Building

9800 International Drive

Orlando, FL 32819

(407) 685-9800

Exhibitor Move-in Hours

Sunday 10/1 By appointment only, starting at 12 p.m.

Monday 10/2 8 a.m. – 5 p.m. Tuesday 10/3 8 a.m. – 5 p.m.

Wednesday 10/4 8 a.m. – 9 a.m. (final touches only)*

9 a.m. – 10:30 a.m. (final cleaning)

Career Fair Hours

Public Hours

Wednesday 10/4 10:30 a.m. – 5:30 p.m. Thursday 10/5 10:30 a.m. – 5:30 p.m.

Friday 10/6 9 a.m. – 2 p.m.

Career Fair Early Access Hours

Wednesday 10/4 8 a.m. – 10:30 a.m. Thursday 10/5 8 a.m. – 10:30 a.m. Friday 10/6 7 a.m. – 9 a.m.

^{*}You must complete your booth set-up by 9 a.m. We will perform final aisle cleaning at 9 a.m. and the Expo Halls will open promptly at 10:30 a.m.

Interview Hall Hours

We recommend you schedule your first interviews so that they begin each day 30 minutes after the interview hall opens. Sponsors should allow enough time for interviewees to pass the badge security at the entrances and to find their interview location.

Interview Hall Public Hours

Wednesday 10/4	11 a.m. – 6:30 p.m.
Thursday 10/5	11 a.m. – 6:30 p.m.
Friday 10/6	8 a.m. – 2 p.m.

Interview Hall Early Access Hours

Wednesday 10/4	8 a.m. – 11 a.m.
Thursday 10/5	8 a.m. – 11 a.m.
Friday 10/6	7 a.m. – 8 a.m.

Exhibitor Move-out Hours

Friday 10/6 2 p.m. – 10 p.m.

- You must not dismantle or pack before the Expo closes at 2 p.m. on Friday.
- Hargrove will return cartons/crates after removal of the aisle carpet. Please anticipate receiving your crate(s) between two and four hours of close.
 Please check with Hargrove at the Exhibitor Service Desk at the back of Hall WB1.
- You must remove all exhibit materials from the Expo Halls by 10 p.m.

BEFORE YOU GO

Please utilize resources available to you so you can successfully plan for your exhibition at the Grace Hopper Celebration (GHC). This Exhibitor Reference Guide, in addition to the Sponsor Portal, will provide you with the important information you need for your participation.

Please review the exhibitor deliverables below:

Deliverables

Review the list of important dates for your sponsorship and exhibition in the following section. Also, make sure to log into the Sponsor Portal to view a checklist of your deliverables.

Booth Selection and Floor Plan

Sponsors can select their career fair and/or interview booth location choices online. You will receive an invitation email with instructions on how to select your booth space.

Diamond and Platinum sponsors will select their booth spaces in May. Gold sponsors will select their booth spaces at the end of May through early June. Silver sponsors will select their booth spaces in June. Sponsors within each level of sponsorship will select based on the order of the date of agreement and payment to participate. For more information on the booth selection process, please log into your sponsor portal.

Hotels and Travel

We are excited to announce that there are four hotels connected to the Orange County Convention Center (OCCC) - offering more than 5,000 rooms within walking distance.

There are also several additional hotels nearby which are close to each other for an easier commute to and from the convention center. To see the list of hotels where we have negotiated special rates, click here. We encourage sponsors to book within the hotel

block for GHC.

Registration

Review registration types, check who has used your registrations, and see how many registrations you have left in the Sponsor Portal.

Shipping

You can find answers to common shipping questions in the Shipping Cheat Sheet located in the Exhibitor Service Manual, available July 10, 2017. If you have additional questions, please reach out to Hargrove directly at exhibitorservices@hargroveinc.com.

Sponsor Portal

The Sponsor Portal is your go-to resource for GHC planning. You can register your staff, upload your deliverables (logo, support materials, etc.), and download important forms. Log into the Sponsor Portal.

Vendors

View our official GHC vendors in this Exhibitor Reference Guide, starting on page 12. The Exhibitor Service Manual contains all vendor contact information & order forms, and will be available July 10, 2017. You may order services such as booth furnishings, labor, material handling, utilities, catering, etc. with this manual.

IMPORTANT DATES

Please review the list of important dates for your exhibit. Details for each deliverable will be available through the links shown beside each item before, on, or after the date listed.

Χ	Item	Date	Action
	Review the GHC Exhibitor Reference Guide	ASAP	
	Register your staff	Started in February	Visit Attendee Registration in the Sponsor Portal.
	Group hotel room booking opens	March 1	We will send emails with the link to access the conference hotel site once we receive full payment. Cut-off date is June 29.
	Review floor plan & select booth space	Starting in May	We will notify you when it is your turn to request booth location(s).
	Event Sponsorship (Corporate, Academic, Government, Nonprofit/Labs) sales close	June 21 or until sold out	Visit Sponsorships on GHC website.
	Hargrove's Exhibitor Service Manual (ESM) available	July 10	Visit the Sponsor Portal.
	Exhibit vendor services available	July 10	Visit the Sponsor Portal.
	Public registration opens	July 19	Visit Attend on the GHC website.
	Hotel reservations open for individuals	July 19	Cut-off date is September 5, while rooms available. Book early.
	Child care reservation opens	July 19	We will post information this summer on the GHC website.

Χ	Item	Date	Action
	ADA service reservation opens	July 19	We will post information this summer on the GHC website.
	Additional Sponsorships sales close	July 26 or until sold out	Visit Additional Sponsorships on the GHC website.
	Sponsor logo due	July 26	Submit through Sponsor Portal.
	Booth assignments published on GHC Website	August 3	Visit the GHC website.
	Hotel rooming list due for Group Blocks	August 11	Contact Orchid Event Solutions at (888) 287-7454.
	Resume database access opens	August - September	Exact dates vary by sponsorship level. Please view Sponsorship Benefits in the Sponsor Portal.
	Advanced shipping/receiving to Hargrove Advance Warehouse	August 30	Visit Shipping in the Sponsor Portal.
	Hotel reservations close	September 5 or until Sold Out	Visit Conference Hotels in the Sponsor Portal.
	Booth rendering and booth plan due	September 6	Submit through Sponsor Portal.
	Organization profile due (all sponsors)	September 6	Submit through Sponsor Portal.
	Credit reel announcement due (Diamond)	September 6	Submit through the Sponsor Portal.
	Mobile app announcement due (Platinum & Gold)	September 13	Submit through the Sponsor Portal.
	Advance order deadline for all exhibit services	September 19	Visit Vendors in the Sponsor Portal.

Χ	Item	Date	Action
	Deadline for Exhibitor requests for early move-in (on 10/1)	September 19	Visit Vendors in the Sponsor Portal.
	Advance shipping to the Hargrove warehouse ends	September 27	Visit Vendors in the Sponsor Portal.
	Early exhibitor move-in (by appointment only)	October 1	To view hours, visit Exhibitor Information in the Sponsor Portal
	First date the Conference Center can directly receive shipments.	October 3	Visit Shipping in the Sponsor Portal.
	Exhibitor move-in	October 2-3	To view hours, visit Exhibitor Information in the Sponsor Portal.
	Grace Hopper Celebration	October 4-6	To view hours, visit Exhibitor Information in the Sponsor Portal.
	Exhibitor move-out	October 6	To view hours, visit Exhibitor Information in the Sponsor Portal.
	Access to resume database ends	December 31	Last chance to visit the Resume Database.

BOOTH PACKAGES

Career Fair Booth Packages

10'x10'

- 8' high pipe and drape (white & teal)
- 3' high draped side rails (teal)
- (1) 7" x 44" Standard Booth ID Sign (text only)
- Carpet (black/white tuxedo)
- (1) 6' x 30" Skirted Table (white drape)
- (2) Standard Side Chairs
- Electricity (1) 10 AMP outlet see Utilities section for detailed information
- (1) Wastebasket
- Up to 100 lbs. of material handling, per sponsor

5'×10'

- 8' high pipe and drape (white & teal)
- 3' high draped side rails (teal)
- (1) 7" x 44" Standard Booth ID Sign (text only)
- Carpet (black/white tuxedo)
- (1) 4' x 30" Skirted Table (white drape)
- (2) Standard Side Chairs
- Electricity (1) 10 AMP outlet see Utilities section for detailed information
- (1) Wastebasket
- Up to 100 lbs. of material handling, per sponsor

Interview Booth Package

10'x10'

- 8' high perimeter drape (blue drape will be on all four sides of the booth)
- (1) 7" x 44" Standard Booth ID Sign (text only)
- (1) 6' Skirted Table (white drape)
- (4) Standard Side Chairs
- (1) Wastebasket

Note: Interview booth and interview floor aisles will not have carpeting. You may order carpet for your interview booth through the Hargrove Exhibitor Portal, available in July 10.

VENDORS

Official Contractor

Hargrove is the official contractor and exhibit decorator for GHC 17. Your sponsorship package includes many Hargrove services. Please refer to the Booth Packages page for more information on what items are included with your sponsorship. You can order material handling, labor, furnishings, lighting, and other items through Hargrove, as well as turnkey exhibit solutions. You will find all of our other vendor forms in the **Exhibitor Service Manual (ESM)**, which we will make available starting July 10. If you have any questions about ordering exhibit services or arranging for shipping, please contact Hargrove directly.

After July 10, you may log into the Hargrove Exhibitor Portal to access the Exhibitor Service Manual and order services. The GHC Sponsor Portal will have a link to the Hargrove portal.

Contact

Email: exhibitorservices@hargroveinc.com

Phone: (301) 306-4627

Audio/Visual

PRG will provide audio/visual services at GHC. After July 10 you may order audio/visual services through the Hargrove Exhibitor Portal.

Contact

Email: tradeshows@prg.com Phone: (404) 214-4800

Food & Beverage

Centerplate is the exclusive caterer for the OCCC. You must purchase all food dispensed from booths, including bottled water, through Centerplate, and you may not bring in items from outside sources. Catering service is available. You may obtain it for your exhibit booths. Please contact Centerplate directly with all questions surrounding food and beverage.

After July 10, you may log into the Hargrove Exhibitor Portal and order food and beverage.

Contact

Andrew Brailsford

Email: andrew.brailsford@centerplate.com

Phone: (407) 685-5866 Fax: (407) 685-9859

Conference Hotels

Please make sure to secure your hotel rooms early through Orchid Event Solutions. Once you provide us with an approved form of payment for your sponsorship, you will receive communications regarding hotel room requests and deadlines.

Log into the Sponsor Portal for more information.

Contact

Email: ghchousing@orchideventsolutions.com

Phone: (888) 287-7454

Internet, Telecommunications & Wi-Fi

Smart City is the exclusive OCCC provider for internet, telecommunications, and Wi-Fi. There will be complimentary Wi-Fi available throughout the OCCC. However, this service is provided as an amenity for the attendees and is not for exhibitor use. There is a risk of interference with the conference Wi-Fi when exhibitors bring their own devices for use within their booth space. If you require any network service in your booth, please order a dedicated internet connection through Smart City.

After July 10, you may log into the Hargrove Exhibitor Portal and order services.

Contact

Email: csr@smartcity.com Phone: (888) 446-6911

Lead Retrieval (Badge Scanning)

Validar will manage our exhibitor lead retrieval scanner rentals. You may order a lead retrieval device if you would like to capture attendee data. You may only use your scanner within your booth space; you may not use it at sessions or social events.

After July 10, you may log into the Hargrove Exhibitor Portal and order lead retrieval services.

Security

If you need dedicated security for your booth, you may order services through GHC contracted security company.

After July 10, you may log in to the Hargrove Exhibitor Portal and order services.

Utilities

OCCC Event Services Department will provide electrical, water, gas, and air services. Every exhibitor will receive one (1) 10-amp electrical outlet per 100 sq. ft. of contracted Career Fair booth space. Exhibitors with 50 sq. ft. of space will each have their own one (1) 10-amp outlet. For inline booths, your outlet access will be centered in the back of your booth. For island booths please complete the electrical layout form in the Exhibitor Service Manual. Contact OCCC directly if you need to modify your booth's electrical placement or order additional electrical outlets.

After July 10, you may log into the Hargrove Exhibitor Portal and order utility services.

Contact

Email: exhibit.services@occc.net

Phone: (800) 345-9898 or (407) 685-9824

Fax: (407) 685-9884

SHIPPING

You will ship your booth materials and supplies to the Hargrove advanced warehouse prior to the event. Shipping addresses and acceptance dates are available July 10.

Benefits of Shipping to the Advanced Warehouse

- Shipping in advance gives you time to confirm all your items have arrived, giving you time to resolve problems before GHC opens.
- Hargrove trucks will pick up your packages and safely transport them to the event.
- Your boxes will be in your booth when you arrive and you can begin installation immediately.

Shipping Addresses & Due Dates

Advance Shipments to Warehouse

To: (Exhibiting company name and booth #)

For: GHC

c/o: Hargrove

After July 10, you may log into the Hargrove Exhibitor Portal to receive full address information as well as shipment acceptance dates. Shipments received at the Hargrove advance warehouse after the delivery deadline will incur an additional 50% (late-to-warehouse) charge.

Direct Shipments to Site

To: (Exhibiting company name and booth #)

For: GHC c/o: OCCC

After July 10, you may log into the Hargrove Exhibitor Portal to receive full address information as well as shipment acceptance dates.

REGISTRATION & BADGE INFORMATION

Everyone attending GHC and/or working in the Expo Halls must wear an official badge at all times. Your sponsorship package determines the specific number of registration types you receive. You can find detailed information in the Sponsor Portal.

Early Access for the Expo Hall

- We will provide early access *only* to attendees who have Booth Staff registrations or Individual Academic Registrations
- Exhibitor Appointed Contractors (EACs) do not need to wear an official badge, but must have wristbands
- Attendees with full conference registrations will *not* have early access
- You must wear your badge to access the Expo floor— no exceptions
- You can pick up badges at the On-site Exhibitor Check-in counter

Exhibitor Move-in Hours

Sunday 10/1 By appointment only, starting at 12 p.m.

Monday 10/2 8 a.m. – 5 p.m. Tuesday 10/3 8 a.m. – 5 p.m.

Wednesday 10/4 8 a.m. – 9 a.m. (final touch up)*

9 a.m. – 10:30 a.m. (final cleaning)

*You must complete your booth set-up by 9 a.m. We will perform final aisle cleaning at 9 a.m. and the Expo Halls will open promptly at 10:30 a.m.

Exhibitor Move-out Hours

Friday 10/6

2 p.m. – 10 p.m.

- You must not dismantle or pack before the Expo closes at 2 p.m. on Friday.
- Hargrove will return cartons/crates after removal of the aisle carpet. Please anticipate receiving your crate(s) between two and four hours after the Expo

Halls close. Please check with Hargrove at the Exhibitor Service Desk at the back of Hall WB1.

• You must remove all exhibit materials from the Expo Halls by 10 p.m.

Career Fair Hours

Public Hours

Wednesday 10/4 10:30 a.m. – 5:30 p.m. Thursday 10/5 10:30 a.m. – 5:30 p.m.

Friday 10/6 9 a.m. – 2 p.m.

Early Access Hours

Wednesday 10/4 8 a.m. – 10:30 a.m. Thursday 10/5 8 a.m. – 10:30 a.m. Friday 10/6 7 a.m. – 9 a.m.

Interview Hall Hours

We recommend you schedule your first interviews so that they begin each day 30 minutes after the interview hall opens. Sponsors should allow enough time for interviewees to pass the badge security at the entrances and to find their interview location.

Public Interview Hall Hours

Wednesday 10/4 11 a.m. - 6:30 p.m. Thursday 10/5 11 a.m. - 6:30 p.m. Friday 10/6 8 a.m. - 2 p.m.

Interview Hall Early Access Hours

Wednesday 10/4 8 a.m. – 11 a.m. Thursday 10/5 8 a.m. – 11 a.m. Friday 10/6 7 a.m. – 8 a.m.

Registration Management

To register your booth staff and organization's attendees, log into the Sponsor Portal. Detailed information about your types and number of badges is also available in the Sponsor Portal.

Temporary Wristbands for Move-in and Move-out

We will provide you with wristbands on a daily basis. You may use these wristbands for booth builders, designers, and Exhibitor Appointed Contractors (EACs) associated with your booth that are solely working during move-in and move-out. You can pick them up at the Exhibitor Check-in Counter in the Pre-function foyer on OCCC Level One. You must present a company ID upon request to obtain a wristband.

Exhibitor Appointed Contractors

You do not need to provide badges for your Exhibitor Appointed Contractors (EACs). However, you will have to notify Hargrove of their presence by filling out the Exhibitor Appointed Contractors form, which you can find in the Exhibitor Service Manual. Upon arrival, EACs must provide their company ID to receive a wristband. Please refer to the Exhibitor Appointed Contractors Form and insurance requirements in the Exhibitor Service Manual for more information.

On-site Exhibitor Check-in

The Sponsor Portal will provide more information about the location of exhibitor checkin counters and badge pick-up times.

RULES & REGULATIONS

Use of Exhibits: Operation and Conduct

The Anita Borg Institute reserves the right to restrict exhibits that – because of noise, method of operation, materials, or any other reason – become objectionable. We are the sole authority in this regard. The Anita Borg Institute may prohibit or remove any exhibit, which, in our opinion, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exhibition. If in doubt, please contact exposupport@anitaborg.org in advance to discuss your exhibit.

Accessibility

The Anita Borg Institute will provide reasonable accommodations to individuals with disabilities who make their situation known to event personnel. It is the responsibility of each exhibitor to be aware of and comply with ADA guidelines. You are encouraged to provide exhibits that are accessible to all and offer barriers to none. In the absence of accessibility, each exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities. Additionally, raised flooring and platforms on booths present a hazard for tripping and injury, and should be clearly marked for visibility with special caution tape or similar warning devices.

Accessible Storage

Accessible storage is available at GHC for exhibitors to easily access their product samples and literature during Expo hours only. You may make arrangements for accessible storage by contacting Hargrove in advance. There is an additional fee for this service. Contact Hargrove for pricing.

Advertising

All signs and graphics must be professionally lettered and in keeping with the

atmosphere of the event. Signs are limited to your booth area only and may not extend into the aisle or other venue areas. Signs placed without the Anita Borg Institute's permission are subject to removal.

Aisle Space

You may not solicit business or distribute literature in aisles or in the public seating areas, or engage in any activity that leads to congestion in the aisles. Aisle merchandising elements, such as logo gels or footprints, are not allowed unless they are purchased as part of an official sponsorship.

Alcohol

Alcohol is prohibited in booths at all times.

Badges

All exhibitors must wear an official badge at all times at GHC before, during, and after the event. Sponsorships include Booth Staff passes, giving you early access into the Expo Halls for set up. Under no circumstances will we allow attendees with an individual full-conference registration into the Expo Halls during early access hours.

For Academic sponsors, your Individual Academic Registrations will also serve as Booth Staff badges. We will indicate Booth Staff on your badges during registration. For more information about badges and access, log into the Sponsor Portal.

Note: Any vendor staff (massage therapists, t-shirt vendors, photo booth vendors, etc.) working within your booth will need to be registered as Booth Staff. You may purchase additional booth staff registrations for \$600 per registration until June 21 or until sold out.

You do not need to provide badges for Exhibitor Appointed Contractors (EACs). However you will need to notify Hargrove. See above EAC section for details.

Booth Operations and Demonstrations Including Sound

You may not solicit business in aisles or in the public seating areas, or engage in any activity that leads to congestion in the aisles; this includes any roaming characters or models. If you wish to provide demonstrations, presentations, drawings, or crowd-gathering activities of any type, you must confine such activity within your specific booth space, and the activity must take place during GHC hours only. If you have any type of interactive display, you must maintain 3-feet of clearance from the aisle(s) to allow for crowds.

All demonstrations must maintain a professional presence. The Anita Borg Institute may prohibit or remove any exhibit, which, in our opinion, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exhibition.

Music played in your booth, 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. Please take into consideration the placement of speakers and theater presentations when designing your booth, and face the speakers to direct sound into your booth rather than out toward the aisle. The maximum allowable level of sound emitted from an exhibit booth or display will be **90 decibels**. If your exhibit exceeds this level, you will receive three warnings to comply. Upon receipt of your third warning, Anita Borg Institute reserves the right to disconnect power from your booth for the remainder of the day. In the case of ongoing problems, we will permanently disconnect power.

Booth Set-up

All in-line booth spaces will come with pipe and drape.

Full-time employees of the exhibiting companies and organizations may set and dismantle their own exhibits without assistance from Hargrove. You can also order labor from Hargrove by completing the labor form in the Exhibitor Service Manual or onsite at the Hargrove Service Desk.

We do not permit exhibitors to use power tools. Manual tools such as hammers, screwdrivers, ratchets, pry bars, etc. are allowed for exhibitor use. Please refer to the **Union Labor Rules** for more information.

Cancellation

You may not cancel or downsize your booth space once you selected your space. We will not give refunds, and exhibit space is non-transferrable.

Carpet/Flooring

Every sponsor booth and the aisles will have black/white tuxedo carpeting. If you wish to order different colored carpeting, you may order through Hargrove at your expense. You may provide your own floor covering; however, you must notify Hargrove and any flooring that is used in your booth should not create a different elevation that creates a tripping hazard or does not comply with accessibility guidelines.

Children

For safety reasons, children 17 and under are not permitted in the Expo Halls or conference sessions. We provide child care and nursing mother rooms for your convenience in the convention center and headquarter hotels. More information will be posted on the GHC Website.

Cleaning

Booth cleaning of exhibits and displays is not automatic. You are responsible for

maintaining your own booth in a tidy and clean condition at all times. You may not dispose of trash, excess collateral materials, etc. in the waste bins on the floor, which are for attendee trash only. Any exhibitor caught using trash bins on the floor may be fined and charged the cost of booth cleaning services. You may order booth-cleaning services through the facility. You will find the appropriate order form in Hargrove Exhibitor Portal.

Early Access for the Expo Halls

Booth Staff and Individual Academic Registrations are the only badge types allowed early access into the Expo Hall. Individual General Registration and Individual Student Registration badges are not allowed early access.

Exhibitor Appointed Contractors (EACs)

An Exhibitor Appointed Contractor is **any** contractor **not** listed in the Exhibitor Services Manual as an official GHC contracted vendor. Any business other than those listed in the Exhibitor Reference Guide will need to complete the Hargrove Exhibitor Appointed Contractors form and return it to Hargrove 30 days before GHC. **A certificate of insurance** for the Exhibitor Appointed Contractors must also accompany the form.

If you use any service of an Exhibitor Appointed Contractor, you are responsible for ensuring that they conform to all GHC rules and regulations. Exhibitor Appointed Contractors may obtain wristbands from security upon arrival after presenting appropriate identification.

Food & Beverage

You may obtain catering service for your exhibit booths from Centerplate, the exclusive caterer at the OCCC. You must purchase all food dispensed at your booth through Centerplate and may not bring in from outside sources.

After July 10, you may log into the Hargrove Exhibitor Portal to access the Exhibitor Catering Menu.

Freight-free Aisles

There are designated freight-free aisles in the Career Fair Hall. We do not allow crates, equipment, carpet, or exhibit materials in these designated aisles at any time during set-up or dismantle.

Hand Carried Items

You may use a separate lot behind the loading dock to unload items from Personally Owned Vehicles (POVs) with your own hand or dollies. Hargrove will impose material handling charges to any vehicles that access the loading dock ramp or any designated freight loading bays.

Handouts/Literature Distribution

You may hand out literature, samples, or other promotional materials only within your contracted booth space or in a designated area preapproved by Anita Borg Institute. We will discard any unauthorized materials placed elsewhere.

Insurance

Show Management (Anita Borg Institute, the Facility (Orange County Convention Center) and Grace Hopper Celebration affiliates (vendors) do not provide any form of insurance to cover exhibitor activities and assumes no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. The exhibitor **agrees** to carry a required insurance to cover these risks along with public liability insurance against injury to the person or property of others. Your organization must be able to provide evidence of such insurance to Anita Borg Institute and OCCC upon request.

Exhibitors Insurance: For Exhibitor Certificate of Insurance requirements, please visit the Sponsor Portal.

Exhibitor Appointed Contractors (EACs): A Certificate of insurance for

Exhibitor Appointed Contractors should accompany the Exhibitor Appointed Contractor Form. Email completed copies to exhibitorservices@hargroveinc.com 30 days before the GHC starts. You can find Certificate of Insurance requirements and EAC forms for the Exhibitor Appointed Contractors in the Hargrove Exhibitor Portal.

Intellectual Property

The Exhibitor warrants and represents that it owns all intellectual property being used in promotion or exhibition at GHC. The exhibiting organization agrees to defend, at exhibitor's expense, and to indemnify Anita Borg Institute for any action brought against Anita Borg Institute directly arising out of any dispute over intellectual property.

Liability

The Exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify Anita Borg Institute, its leadership, employees, and contractors from and against any and all claims, actions, losses, damages, costs (including reasonable attorney's fees), liability charges, or expenses directly arising out of or in conjunction with (1) any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which directly arises out of or is in conjunction with the exhibitor's occupancy and use of the exhibition premises or any part thereof, and, further, (2) any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. Anita Borg Institute expressly disclaims any possible liability for the safety of the exhibitor's property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it immediately to the security person on duty, hired by the Orange County Convention Center.

Move-in

Please plan on arriving to set up your booth during the posted move-in hours. We only will allow those with Booth Staff badges, Individual Academic Registration, and wristbands into the halls for move-in.

Move-out

All exhibitors must remain on the floor until the Expo closes on the last day. Early dismantling is not allowed. Any organization that does not comply may lose its privileges to exhibit at next year's Grace Hopper Celebration.

Sponsor-hosted Events

We do our best to support these sponsor events by making any additional conference rooms/spaces available in one of the GHC official celebration venues.

Official GHC 17 Celebration Venues

- The Orange County Convention Center
- Hyatt Regency Orlando
- Rosen Centre Hotel

Diamond Sponsors will have the first opportunity to request meeting space. An email will be sent to each sponsorship level until all remaining space has been booked.

The Anita Borg Institute has not secured space in hotels outside of the GHC venues. GHC policies restrict sponsoring organizations from holding events during GHC Celebration hours.

Photography & Filming

Anita Borg Institute reserves the right to use any photography from the event for marketing purposes. By entering the OCCC, you acknowledge your image and organization's booth property may be used in marketing and press materials. You may not take photographs or record video during setup or dismantling. During GHC hours, photography is permitted. An exhibitor who contracts with someone other than the official show photographer must treat the photographer as he would any other Exhibitor Appointed Contractors (EACs), i.e., exhibitor must supply name and address of the supervisor in attendance and the names of personnel on site, as well as a certificate of insurance. Security will receive a list of these photographers, and they will be allowed only in the booth for which they were contracted. You may not deny a reasonable request from an attendee to photograph an exhibit from the aisle. You may not photograph or videotape another exhibitor's display without permission from the exhibitor.

Press

All sponsors should direct any press-related inquiries to Hotwire, our PR agency, at ABIUS@hotwirepr.com. Hotwire will also coordinate with the Anita Borg Institute to allocate press registrations. Hotwire will do a case-by-case evaluation in coordination with Anita Borg Institute.

Hotwire will release a comprehensive media guide for sponsors that will go out approximately 6 to 8 weeks prior to GHC. The media guide will include information, tips, and ideas about media relations at the event, social media, photography, and videography. Hotwire will also release the list of attending press a few weeks before the event.

Protection of the Exhibit Facility

Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the expo halls without permission of Anita Borg Institute and the proper building authority. Packing, unpacking, and assembling of exhibits shall be done only in designated areas and in conformity with directions of the exhibit manager, the convention hall manager, or their assistants.

Security/Access Control

Uniformed Security Guards and Badge Checkers will be stationed throughout the event and expo hall entrances on a 24-hour basis and will patrol the floor during non-GHC hours. We take every reasonable effort to prevent losses. The final responsibility, however, lies with the exhibitor. We advise that display materials of value and/or items such as laptops, small monitors, expensive products, etc. be removed with the exhibitor at the end of each day. You may also hire your own private booth security through our security company. Please see the form in Hargrove's Exhibitor Service Manual if you are interested. At the conclusion of GHC, if you have any materials/items being shipped out, please remain in your booth until the decorator has picked up your boxes.

Sponsor Portal

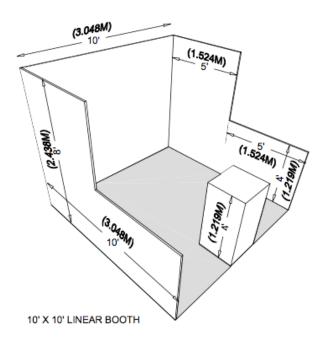
You can access sponsorship benefits, GHC registrations and deadlines, submit deliverables, and access service forms and information in the Sponsor Portal. Refer to your GHC sponsorship registration confirmation for login instructions and credentials.

Subleasing

Participant may not share, sell, assign, sublease, or charge admission for entry into any portion of their space (including to an affiliated company) without prior written consent from Anita Borg Institute. Companies that have been granted permission to share space with an affiliate or partner must exhibit under one name only.

BOOTH DISPLAY REGULATIONS

Inline Booths



An inline booth includes one or more standard booth units arranged in a straight line; these booths have a neighbor on one or more sides.

Height

Inline booth spaces come with eight-foot-high pipe-and-drape and three-foot-high side rails, and have a **maximum height limit of eight feet**. If your exhibit does not comply with these regulations on-site alterations will be made at your organization's expense.

You must place all signage and displays within your booth space and in such a way as to not obstruct the clear view of neighboring booths or to interfere with the flow of traffic. You must place all display fixtures taller than four feet at least five feet from the aisle line.

Width

The width of the booth space is defined by the side rails. A single booth unit measures 10 feet wide.

Depth

All inline booths are 10 feet deep.

Signage

We do not permit hanging signs and/or banners above inline booths. There is a maximum height of eight feet for ground-supported signage. Signage and displays taller than four feet must be places at least five feet from the aisle line.

Important

- Space dimensions shown on the floor plan are measured from centerline of booth equipment, such as side rails and back drape.
- We prohibit storage behind the back of the booth.
- If your booth includes any type of interactive display, you must maintain three feet of clearance from the aisle(s) to allow for attendee congregation.

Perimeter Booths

A Perimeter Booth is a Linear Booth that backs to an outside wall of the Career Fair Hall rather than to another exhibit.

Perimeter Booths must adhere to the same guidelines as the Inline Booths above.

5'x10'Booths

These booths measure five feet wide and 10 feet deep. They must adhere to the same quidelines as the inline booths above.

Height

Inline 5' x 10' booth spaces come with eight feet high pipe and drape and three feet high side rails, and have a **maximum height limit of 8'**. If your exhibit does not comply with these regulations on-site alterations will be made at your organization's expense.

You must place all signage and displays within your booth space and in such a way as to not obstruct the clear view of neighboring booths or to interfere with the flow of traffic. You must place all display fixtures taller than four feet at least five feet from the aisle line.

Width

All 5' x 10' booths measure five feet wide between the three feet high side rail.

Depth

All 5' x10' booths measure 10' deep.

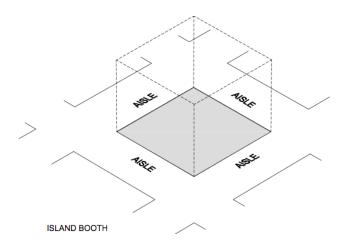
Signage

We do not permit hanging signs and/or banners above 5'x10' booths. There is a maximum height of eight feet for ground-supported signage. You must place signage and displays taller than four feet at least five feet from the aisle line.

Important

- Space dimensions shown on the floor plan are measured from centerline of booth equipment, such as side rails and back drape.
- We prohibit storage behind the back of the booth.
- If your booth includes any type of interactive display, you must maintain three feet of clearance from the aisle(s) to allow for attendee congregation.

Island Booths



An Island Booth measures 400 sq. ft. or larger and is exposed to aisles on all four sides.

Height

Island booths are those booth spaces with a minimum footprint of 20x20 feet that are open to aisles on all four sides; they do not come with any pipe-and-drape. Island booths have a maximum height limit of 20 feet.

Note: You must submit engineering drawings for multi-story structures to the Anita Borg Institute at least 30 days before the event; we will submit these plans to the OCCC for approval and issuance of a Building Permit.

Width & Depth

Because the width of an aisle automatically separates an island booth from all neighboring exhibits, we permit full use of the floor plan.

Structural Integrity

You must make structural drawings of all multistory exhibits—regardless of whether people will occupy the upper area or not—available for inspection by Anita Borg Institute, the OCCC, Hargrove, and all government authorities during the entire time the exhibit is erected, displayed, and dismantled at GHC. The drawings must include a

signature or stamp of a reviewing structural engineer indicating that the design is properly engineered for its proposed use as well as a signature of an authorized official of the exhibit-building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. You must also post signs indicating the maximum number of people the structure will accommodate.

Signage

Maximum height from the floor to the top any sign is 20 feet. Minimum clearance from floor to bottom of any sign is 16 feet. You must hang signs entirely within your booth boundaries. Hanging material anchor points must be prefabricated and ready for use. Hanging canopies, ceilings, or closed-bottom signs may necessitate special fire-protection measures in the exhibits beneath them. Hanging signs must meet all safety and fire regulations as outlined in the Exhibitor Service Manual. You must place all signage and displays within your booth space in such a way as to not interfere with the flow of traffic.

Lighting Trusses

We will allow lighting trusses, hung from the ceiling, for island booths provided the following regulations are met. You must contain lighting trusses within the booth perimeter. You must arrange the installation and dismantling of the truss with Hargrove. If we receive any complaints from neighboring exhibitors regarding the lighting, you will be required to adjust or turn off the lights.

Important

- When installing a display with a ceiling or second level, you should check with the fire
 department to ensure that the display meets the necessary fire safety precautions
 regarding smoke alarms, fire extinguishers, sprinkler systems and other safety
 devices.
- If you include any type of interactive display, you must maintain 3 feet of clearance from the aisle(s) to allow for attendee congregation.
- You may install walls in any portion of your booth, but 30 percent of the perimeter must be left open. The entire cubic content of your booth may be used, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.

FIRE MARSHAL REGULATIONS

Fire Protection

All materials used in the construction and decoration of an exhibit must be flame retardant. All carpeting and floor coverings must have Class I flame spread rating and UL between 0 and 25. We will strictly enforce this. You must conform to all standard fire codes of the Facility. We do not permit any combustible materials or explosives in or around the exhibit areas. You shall not allow your displays to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. Smoking is prohibited in the OCCC. Review the OCCC Fire Rules on their website.

Fuel Sources

The OCCC permits charcoal, propane, and liquefied flammable gas within the building. Fire Department Special Permits are required to operate any heather, barbeque, heat-producing device, candles, lamps, lanterns, torches, or other forms of ignition. Please review the Plumbing and Electrical forms in the Exhibitor Service Manual for additional details and contact the Anita Borg Institute with any questions. Also review the OCCC Fire Rules.

Covered Structures/Multistory Booths

You must submit engineering drawings for multi-story structures to the Anita Borg Institute at least 30 days before the event; we will submit these plans to the OCCC for approval and issuance of a Building Permit. Here are guidelines:

- 1. Meet or exceed the requirements of NFPA 101 Life Safety Code 2000 ed.
- 2. Drawings must bear a current, registered design professional's stamp (Architect, Structural Engineer, Fire Protection Engineer, etc.). Expired licenses are unacceptable. The professional stamp shall include the state of certification, name of the design professional; his/her license number, signature, registered Engineering firm name and firm number.
- 3. Measurements must be in inches/feet (not metric).

- 4. Multi-deck structures exceeding 300 sq. ft. of net floor area must have two remote exit stairs; occupant load factor is 15 net sq. ft per person per table 7.3.1.2 of NFPA 101 Life Safety Code, 2000 edition.
- 5. Stairway widths shall be:
- 6. A minimum of 36 inches where the occupant load of the upper level is less than 50.
- 7. A minimum of 44 inches where the occupant load of the upper level is 50 or more.
- 8. You must state the occupant load on the plan.
- 9. Handrails shall not be less than 34 inches and not more than 38 inches above the surface of the tread.
- 10. Handrails are required on both sides. You must place a sign at the bottom of the stairs stating, "Please use caution and hold the handrail."
- 11. Spiral stairways shall be permitted in accordance with section 7.2.2.2.3.3 of NFPA 101, 2000 ed., such that:
- 12. Occupant load does not serve more than three.
- 13. Clear width of stairs is not less than 26 inches.
- 14. Handrails shall be provided on both sides.
- 15. Guards shall:
- 16. Not be less than 42 inches high.
- 17. Open guards shall have intermediate rails or an ornamental pattern to prevent a four inch diameter sphere to pass through any opening up to a height of 34 inches.
- 18. Install battery-operated smoke detectors on a smooth surface under the first level ceiling and spaced no more than 30 feet apart if applicable and installed on the upper floor level with a covered ceiling.
- 19. Hard covered ceilings shall have a smoke detector installed. If you use fabric/textile to cover the upper deck area, it must be flame resistant. You must submit your certificate with the plan.
- 20. Provide one portable fire extinguisher, minimum 2A:10BC with current inspection tag by a licensed company at each level of the exhibit.
- 21. Any stationary units (container or other units) using the upper areas as a deck must submit plans.

Utility Areas

Per fire marshal regulations, utility areas are located behind every booth (except island configurations) and are to be kept completely free and clear at all times. Labels (empty stickers) to mark your boxes or cases for storage are available at the Hargrove Exhibitor Service Desk in Career Fair Hall. Any items found in the utility area will be stored at your expense and returned at the close of GHC. We will strictly enforce this.

Final Authority

Anita Borg Institute is the sole and final authority as to the interpretation of these rules and their application. We may issue specific variances or exceptions for special situations upon request. Such variances do not establish a precedent or permanent modification beyond the specific case involved. The Anita Borg Institute may make modifications to a booth without specific permission of the exhibitor and at exhibitor's own risk and expense, in order to satisfy the terms and intent of the GHC Rules and/or the fire marshal. Furthermore, the Anita Borg Institute has the authority to establish penalties, including the removal from current or future GHC events, for violations; our decision is final.

INSURANCE REQUIREMENTS

We require all exhibitors and their Appointed Contractors at GHC to carry **Commercial General Liability Insurance** with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. You must name the Anita Borg Institute and the Orange County Convention Center as Additional Insured. This insurance must be in force during the lease dates of GHC: October 1 – October 6, 2017.

At your own expense, you must maintain insurance in effect throughout GHC, including move-in and move-out days as outlined below.

Your certificate of insurance must show that there is in effect:

Commercial General Liability insurance coverage of not less than \$1,000,000 single occurrence/\$2,000,000 aggregate combined limit for bodily injury and property damage, including coverage for personal injury, broad form contractual liability, operation of mobile equipment, product and liquor liability (where applicable), and automobile liability insurance coverage of not less than \$1 million combined single limit for bodily injury and property damage, including coverage for non-owned and hiredvehicles, including loading and unloading operators, in which the Anita Borg Institute and the Orange County Convention Center are named as additional insured.

You also agree to obtain and maintain in effect throughout GHC workers' compensation and employers' liability insurance in such minimum amounts as are required by law or are otherwise consistent with prudent business practice. You agree to waive the right of subrogation of their insurance carrier against the Anita Borg Institute and the OCCC to recover loss sustained for real and personal property.

Additional Insured

Anita Borg Institute 1501 Page Mill Road MS 1105 Palo Alto, CA 94304 Orange County Convention Center 9800 International Drive Orlando, FL 32819

Property Insurance

The Anita Borg Institute, its contractors, and the Orange County Convention Center do not maintain insurance policies covering exhibitors' property. We highly recommend that you take appropriate steps to insure your products and displays from the time they leave your place of business until their return after the event. This Property Insurance is different and separate from the required Commercial General Liability Insurance policy. Exhibitors should obtain adequate insurance coverage, at their own expense, for any property loss or damage.

Obtaining Insurance

You may choose to either add riders to their existing insurance policies, or purchase new policies for either the required Liability Insurance or the recommended Property Insurance coverage.

Insurance Providers

There are many insurance carriers offering Exhibitor Liability and/or Exhibitor Property Insurance policies, and a quick search on the internet can help you find one that best suits your needs. Some offer only Exhibitor Commercial General Liability insurance and others offer both the Commercial General Liability and Property insurance policies. Anita Borg Institute does not endorse or recommend any specific insurance provider.

UNION LABOR REQUREMENTS

We will post Orlando Union Labor Requirements information in the Exhibitor Service Manual available July 10, 2017.

Material Handling

Hargrove will be the sole authority on all matters in the dock area. This includes but is not limited to items like assignment of dock space and loading or unloading materials and equipment. You should use Hargrove personnel for:

- Material/product/equipment handling to and from the dock area to the exhibit space. Hargrove personnel will operate forklifts, cranes, and all other equipment for the unloading of all display materials, machinery, product, and equipment.
- Additionally, you cannot "borrow" forklifts, dollies, hand trucks, carts, etc. from the OCCC and/or Hargrove to uncrate, un-skid, move, position, assemble, reskid, and/or re- crate, etc. your equipment, products, or displays.

In General

Please direct any questions arising with regard to union jurisdictions or practices to Hargrove at exhibitorservices@hargroveinc.com before GHC and at the Hargrove Service Desk at the back of the Career Fair Hall WB1 during GHC. Craftsmen at all levels have been instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor.

Safety

We do not permit standing on chairs, tables, or other rental furniture. This furniture is not engineered to support standing weight. Neither Hargrove nor the Anita Borg Institute are responsible for injuries or falls caused by the improper use of rental furniture. If assistance is required in assembling your booth, please order installation and/or dismantling labor through Hargrove.

Gratuities

We do not permit any solicitation of tips or gratuities in any form. Please do not tip any Hargrove employee, as all are paid at an appropriate, professional wage scale.

SECURITY INFORMATION

All exhibitors are responsible for their own equipment, products and displays. It is expected that you will purchase adequate insurance to protect against potential loss or damage.

Suggested Security Precautions

Anita Borg Institute shares your concern for the security of your products and has taken steps to ensure a safe, secure environment for all exhibitors. Anita Borg Institute will provide perimeter security for the duration of GHC and additional security during move-in and move-out to be stationed at primary freight entrances.

However, Anita Borg Institute cannot provide security for each and every booth at the Expo and is not responsible for any theft or damage to exhibitor' products or displays. You may hire your own personal booth security.

We highly recommend you take the following precautions:

- Obtain property insurance that includes a rider to your existing policy to protect your entire exhibit and products from the time they leave your place of business until they return.
- Avoid shipping valuables to GHC in cartons or crates marked with their contents visible to the public.
- Do not store products in "EMPTY CARTONS".
- Prepare your product for shipping. You should package all shipments in a way that protects against damage during transport.
- Make a complete list of all products shipped, listing detailed descriptions whenever possible.
- Secure your staff's personal property, briefcases, coats, cameras, purses, etc., at all times (Move-in/move-out is the most vulnerable time).
- Stay with your products on closing day until your products are securely packed and marked for shipment. Make outbound shipping arrangements in advance of

- the close of GHC at the Hargrove Service Desk on-site.
- Inform the staff members working in your booth of the rules regarding removal of merchandise from GHC.
- If desired, private booth security is available and can be ordered for your booth (at Exhibitor's expense).
- Please don't wait until the end of GHC to inform Anita Borg Institute of damage or theft. Contact security and/or event staff on-site immediately.

Responsibility and Liability

Each exhibiting organization must carry its own insurance. Please read and update your policies and consult with your insurance counsel to be sure of proper coverage. It is not possible for the Anita Borg Institute, the general service contractor, or subcontractors to obtain a blanket insurance policy covering any potential losses to exhibitors.

TRAVEL & SERVICES

Travel

GHC Conference Hotels

We have negotiated special rates at hotels in the area surrounding the OCCC. Once we receive payment for your sponsorship, we will send an email to you with a link to the hotel site so you may make reservations. For more information, visit Conference Hotels in the Sponsor Portal. Please make sure to review Important Dates for a list of hotel deadlines.

Conference Shuttles

We will offer complimentary conference shuttle services from contracted hotels that are not located within walking distance of the OCCC. We will post shuttle route information on GHC website in September.

Three conference hotels are located within easy walking distance:

- Rosen Centre Hotel
- Rosen Plaza Hotel
- Hyatt Regency Orlando

Local Information

For more information about Orlando, review the Orange County Government website.

Conference Services

Child Care

The Anita Borg Institute is proud to provide complimentary child care for all attendees for children aged 0 –12 years (space limited). We will post information about booking child care on the GHC website.

ADA Assistance

We want everyone to be a part of GHC. We are happy to provide assistance to attendees who may require special accommodations. We will post information about accessing special services on the GHC website.

Luggage/Coat Check

We offer luggage and coat check for exhibitors and attendees. We will post information, location, and hours later this summer on the GHC website.

Business Center

The OCCC offers a FedEx printing and shipping facility located on Level 2, West Concourse.

We updated this document July 11, 2017. If you print or download, please make sure you check for the most up-to-date version.