

GRACE HOPPER CELEBRATION



ANITA
B.ORG

EXHIBITOR REFERENCE GUIDE

October 1 – 4, 2019
Orange County Convention Center
Orlando, Florida

GHC.AnitaB.org

Thank you for sponsoring the 2019 Grace Hopper Celebration (GHC 19) in Orlando, Florida, October 1-4. We designed this Exhibitor Reference Guide to assist you in the planning process and to 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 guide carefully as we have changed some information — including registration, access to the Expo Hall, event hours, and regulations — from previous years.

We have reinstated the GHC Sponsor Portal. This will be your one stop location to manage your sponsorship, view important dates, submit your deliverables and find resources. **We will also continue to host monthly webinars to answer your questions, and we encourage your team to attend these informational sessions. This year each webinar will focus on a specific sponsorship level. We will record each webinar and they will be available via the Sponsor Portal > Expo > Expo Webinars.**

We welcome back Freeman as our official general contractor. FreemanOnline (FOL) will be used exclusively for all official vendor products and services. FOL enables you to access important event info, shop products & services, track freights, submit services requests, simplify move-out, and review order summaries.

Freeman will assist sponsors with booth furnishings, flooring order, services, and shipping information. You may order any necessary services and equipment via FreemanOnline > Shop Products & Services.

Each year, we strive to produce an inclusive, professional, and well-organized event. We greatly appreciate your cooperation in following all rules and regulations. Please take the time to review the Expo FAQ on the GHC Sponsor Portal > Expo FAQ.

If you have any questions, email us at GHC@AnitaB.org.

We look forward to seeing you in Orlando!

Sincerely,
AnitaB.org

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We updated this document on July 27, 2019. If you are printing or downloading, please make sure you check for the most up-to-date version.

GENERAL INFORMATION

Location

Orange County Convention Center (OCCC)
West Concourse
9800 International Drive
Orlando, FL 32819
(407) 685-9800

GHC Expo

Career Fair and Technology Showcase (Hall WB)
Interview (Hall WD)

GHC Expo Hours

Exhibitor Move-In Hours

Saturday 10/4	Limited Availability - By appointment only, starting at 12 p.m.*
Sunday 9/29	8 a.m. – 5 p.m.
Monday 9/30	8 a.m. – 5 p.m.
Tuesday 10/1	8 a.m. – 1 p.m. (final touches only)** 1 p.m. – 5 p.m. (final cleaning)

* Appointments are limited, to request an appointment, submit the Target Request form on FreemanOnline > Forms & Brochures > Target Request, by September 10.

** You must complete your booth set-up by 1 p.m., Tuesday 10/1. We will perform final cleaning at 1 p.m. and the Career Fair/Technology Showcase area will open promptly at 5 p.m.

Public Hours

Tuesday 10/1	5 p.m. – 6:30 p.m. – Career Fair/Technology Showcase only
Wednesday 10/2	11:30 a.m. – 5:30 p.m.
Thursday 10/3	9 a.m. – 5:30 p.m.
Friday 10/4	9 a.m. – 2 p.m.

The Interview area will open on Wednesday, October 2. We recommend you schedule your first interviews each day to start 30 minutes after the Expo Hall opens to allow enough time for interviewees to pass the badge security at the entrances and to find their interview locations.

Early Access Hours*

Tuesday 10/1	8 a.m. – 5 p.m.
Wednesday 10/2	8 a.m. – 11:30 a.m.
Thursday 10/3	7 a.m. – 9 a.m.
Friday 10/4	7 a.m. – 9 a.m.

* Only Booth Staff and Complimentary Individual Academic registrations included in sponsorship purchase will be allowed into the Expo Hall during Early Access Hours. To view detailed descriptions of registration type and access visit the Sponsor Portal > Registration page.

Exhibitor Move-Out Hours

Friday 10/4 2 p.m. – 10 p.m.

- You must not dismantle or pack before the Expo Hall closes at 2 p.m. on Friday.
- Freeman 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 Freeman at the Exhibitor Service Center at the back of the Expo Hall under the Services Center hanging sign. You must remove all exhibit materials from the Expo Hall 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 and FreemanOnline, provides the important information you need for your participation.

Expo Deliverables

Review the list of important dates for your sponsorship and exhibition in the Sponsor Portal > Important Dates or at FreemanOnline > View Show Calendar. Submit all deliverables via the Sponsor Portal > Deliverables.

Booth Selection and Floor Plan

Sponsors will select their Career Fair, Technology Showcase, and Interview location choices online. The primary sponsor contact will receive an invitation email with instructions on how and when to select your booth space.

Diamond and Platinum sponsors will select their booth spaces in May. Gold and Silver sponsors will select their booth spaces in June/July. Sponsors within each level of sponsorship will select booths in the order of purchase. For more information on the booth selection process, please visit the Sponsor Portal > Expo > Booth Selection.

Hotels

The headquarter hotels for GHC 19 are the Hyatt Regency Orlando and the Rosen Centre Hotel, both adjacent to the Orange County Convention Center. In addition, GHC has contracted with many other hotels in the city. Group booking (10 rooms and more) is available to sponsors in April in the Sponsor Portal > Housing/Shuttle. We encourage sponsors to book within the hotel block for GHC.

FreemanOnline

FreemanOnline (FOL) is your go-to resource for all products and services provided by our official vendors. FOL enables exhibitors to shop products & services, track freights, submit services requests, receive time-saving notifications, simplify move-out, and review order summaries.

The primary contact listed in the sponsorship agreement will receive the FOL. The primary contact may share this link with anyone assisting with the logistical arrangements for the Career Fair, Technology Showcase, or Interviews at GHC (team members, Exhibitor Appointed Contractor (EAC), third-party planning companies, booth designers, etc.). No login is necessary to view the information located in FOL.

To place an order for Freeman products and services will require a login. First-time users of FOL will need to create a new account. Simply click on the "Login" button, select "Create an Account" to register. If you already have a FOL account, you may use the login information for that account.

You will need to have confirmed booth numbers to place orders for products and services. Freeman will receive confirmed booth numbers after each sponsorship level is confirmed and update their system. The updates will be made a week following booth confirmation. Booth number(s) will then be pre-populated in the online order forms. If you need to place orders before the system is updated, you will need to enter your booth number(s) into the order form. Manually entering incorrect booth numbers can delay processing the request.

Registration

To review the registrations purchased as part of your sponsorship, sponsors will need to log into your [eCommerce](#) account. Registration information and instructions will be available beginning in May 15 for all purchases made in April. For purchases after April 30, please allow up to two weeks for registrations to be set up. After May 15, instructions for registration reports will be available in the Sponsor Portal > Registration Information. If you have additional registration questions, email GHC@AnitaB.org.

Shipping

You can find answers to common shipping questions at FreemanOnline > Shipping Information. If you have additional questions, please reach out to Freeman directly at exhibit.transportation@freeman.com or (800) 995-3579 Toll Free US & Canada.

Sponsor Portal

The Sponsor Portal is your go-to resource for GHC planning. You can upload your deliverables (logo, organization profile, booth designs and activity plan, etc.). The primary contact listed in eCommerce, will be emailed a link to access the Sponsor Portal. To request access for other staff or vendors, the primary contact will need to complete the Sponsor Portal access form on the Sponsor Portal main page. Please allow two business days for requests to be processed.

Vendors

[View](#) our official GHC vendors in this Exhibitor Reference Guide or via the Sponsor Portal > Expo or FreemanOnline > Shop Products & Services. FreemanOnline will contain all vendor contact information and order forms. After you receive your booth numbers, you may order services such as flooring, booth furnishings, labor, material handling, utilities, catering, audio visual, security, plants, and lead retrieval within this site.

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.

Expo Specific Dates

Opening Date	Closing Date	Events	Action
4/17/2019		Exhibitor Reference Guide (ERG) published	
4/17/2019	8/20/2019	Customized back wall graphic on the turnkey kiosk due (Silver Sponsors only)	Visit Sponsor Portal > Deliverables.
4/17/2019	8/20/2019	Submit Interview Booth Change request form	Visit Sponsor Portal > Deliverables.
4/17/2019	9/10/2019	Submit Target Request form for Saturday Move-in appointment (limited availability)	Submit Target Request form on FOL.
4/17/2019	9/24/2019	Submit Exhibitor Appointed Contractor (EAC) request form	Visit Sponsor Portal > Deliverables.
5/6/2019	8/5/2019	Booth selections begin	We will notify you when it is your turn to request booth location(s).
5/8/2019	8/20/2019	Career Fair and Technology Showcase Booth renderings and booth activity plans due (Not applicable for Silver Sponsors)	Visit Sponsor Portal > Deliverables.
5/8/2019	8/20/2019	Technology Showcase product description due	Visit Sponsor Portal > Deliverables.
5/15/2019	9/10/2019	Expo products and services available for ordering with advance pricing	Visit FOL > Shop Products & Services.
5/15/2019	9/10/2019	Advanced pricing deadline for Expo products and services	Visit FOL > Shop Products & Services.
5/15/2019	10/4/2019	Exhibitor Service Manual in the FreemanOnline (FOL) Portal - available to sponsors	Visit FOL.
6/5/2019		Diamond, Platinum Sponsors and Additional Sponsorship Expo webinar	Email invitation sent to the main contact on the sponsorship.
6/19/2019		Gold Sponsors and Additional Sponsorship Expo webinar	Email invitation sent to the main contact on the sponsorship.

Opening Date	Closing Date	Events	Action
7/11/2019		Silver Sponsors Expo webinar	Email invitation sent to the main contact on the sponsorship.
8/13/2019		Expo floor map published	On Sponsor Portal and GHC website.
8/26/2019	9/24/2019	Advanced shipping/receiving to Freeman Advance Warehouse	Visit FOL > Shipping Information.
9/5/2019		All Sponsor - Know Before You Go webinar	Email invitation sent to the main contact on the sponsorship.
9/28/2019		Early Exhibitor Move-in (by appointment only)	View hours here .
9/29/2019	10/1/2019	Exhibitor Move-in	View hours here .
9/29/2019		First date the Conference Center can receive direct shipments	Visit Sponsor Portal > Expo > Shipping Information.
10/4/2019		Exhibitor move-out after 2 p.m.	View hours here .

General Dates

Opening Date	Closing Date	Events	Action
2/26/2019	6/28/2019	Option to purchase additional registrations available	Visit eCommerce site.
2/26/2019	7/12/2019 OR when sold out	Option to purchase additional registrations for Additional Sponsorships available	Visit eCommerce site.
3/19/2019	Extended to 7/22/2019	Logo collection for GHC Sponsorships	Visit Sponsor Portal > Deliverables.
3/19/2019	Extended to 7/22/2019	Website and profile collection for all Sponsorships	Visit Sponsor Portal > Deliverables.
3/19/2019	8/20/2019	Organization name collection for all Sponsorships	Visit Sponsor Portal > Deliverables.
3/19/2019	7/31/2019	Sponsor Credit Roll collection (Diamond Sponsors only)	Visit Sponsor Portal > Deliverables.
3/19/2019	12/31/2019	GHC Sponsor Portal available to sponsors who have purchased their sponsorship	Primary contact will receive email, granting access.

Opening Date	Closing Date	Events	Action
4/17/2019	When sold out	Sponsor-hosted Event Space Request - In conjunction with event (ICWE) opens	Visit Sponsor Portal > Resources > Sponsor-hosted Event Space Request.
4/17/2019	When sold out	Sponsor hotel blocks available	Visit Sponsor Portal > Housing OR contact Orchid.Events at (888) 287-7454.
5/15/2019	6/12/2019	Speaker registration open	Visit Sponsor Portal > Registration.
5/15/2019	9/30/2019	Sponsor registrations open	Visit Sponsor Portal > Registration.
7/15/2019	12/31/2019	Resume database access available for Diamond sponsors	Primary contact will receive email, granting access.
7/17/2019		Conference services open (Childcare, ADA)	Visit GHC Website .
7/17/2019	When sold out	General registration opens	Visit GHC Website .
7/19/2019	When sold out	Hotel reservations open for individuals	Visit GHC Website .
7/29/2019	12/31/2019	Resume database access available for Platinum sponsors	Primary contact will receive email, granting access.
8/5/2019	12/31/2019	Resume database access available for Gold sponsors	Primary contact will receive email, granting access.
8/12/2019	12/31/2019	Resume database access available for Silver sponsors	Primary contact will receive email, granting access.
	8/9/2019	Group hotel blocks close, rooming list due	Visit Sponsor Portal > Housing OR contact Orchid.Events at (888) 287-7454
10/1/2019	10/4/2019	Grace Hopper Celebration	

BOOTH PACKAGES

Career Fair Booth Packages

Booth Space of 100 – 300 sq. ft. for Inline or Perimeter Booth

- 8’ high pipe-and-drape back wall (gray and plum)
- 3’ high draped side rails (gray)
- 7” x 44” Standard Booth ID Sign with organization name (text only)

Inline or Perimeter booth package does not include material handlings, electricity, or carpeting of the space. All booths must have carpeting or some other form of flooring in the Expo Hall. If you do not order flooring or install flooring by Tuesday, October 1 by noon, we will install standard carpeting, and will charge the cost to the account on file. To order flooring, electricity, and other services for your exhibit space, please visit FreemanOnline > Shop Products & Services.

To simplify ordering, AnitaB.org provides two basic furnishing packages to choose from at a discounted rate. The furnishing packages are available on FreemanOnline > Shop Products & Services > Booth Packages.

Basic Furnishing Packages (per 100 sq. ft.)

	Online Price Discounted Rate ends 9/10	Fax, Email, Phone Discount Rate ends 9/10	Standard Rate 9/11-10/4
Basic Furnishing Package 1			
Carpeting Draped Table (plum) (2) Chairs Wastebasket	\$366.25	\$402.75	\$443
Basic Furnishing Package 2			
Draped Table (plum) (2) Chairs Wastebasket	\$230.25	\$252.50	\$278

Booth Space of 400 sq. ft. and Larger for Island Booth

Island booth package does **not** include pipe and drape, furniture, material handling, electricity or carpeting of the space. All booths **must** have carpeting or some other form of flooring in the Career Fair. If you do not order flooring or install flooring by Tuesday, October 1 by noon, we will install standard carpeting, and will charge the cost to the account on file. To order furniture, flooring, electricity, and other services for your exhibit space, visit FreemanOnline > Shop Products & Services.

Turnkey Kiosk of 48 sq. ft. (Silver Sponsor Only, in Career Fair)

- Hard back wall structure kiosk
- 3’ high draped side rails (gray)
- Header panel with organization name (text only)
- Cabinet counter (40” w x 20’ d x 42” h)
- Carpet (tuxedo)
- (1) Limerick Stool
- Wastebasket

ONLY optional equipment available to place in the kiosk:

- Flat literature rack
- 32" Monitor
- Counter Podium

To order optional equipment, visit FreemanOnline > Forms & Brochures, Silver Kiosk Order Form.

Branding opportunity for Silver Sponsors: The back wall structure of the kiosk will have a GHC standard graphic on the panel. Silver sponsors have the opportunity to provide customized graphic at no cost to your company. Freeman will print and install the graphic for you. For graphic specification details and deadline to submit the artwork, please visit the Sponsor Portal > Deliverables.

The turnkey kiosk package does not include electricity. For more details or to order electricity for your exhibit space, please refer to FreemanOnline > Shop Products & Services >.

IMPORTANT

- Space dimensions shown on the drawing are measured from centerline of kiosk equipment, such as side rails and back wall.
- GHC does not permit hanging signs or banners above turnkey kiosks. **No** additional signage is allowed in the turnkey kiosks due to limited space.
- We prohibit storage behind the kiosk. There is a small amount of storage within the kiosk. If you need additional storage space for giveaways, you may order a counter podium or accessible storage from FreemanOnline > Shipping & Material Handling > Accessible Storage.
- If your kiosk includes any type of interactive activities, you must maintain a 3-foot clearance from the aisle(s) to allow for attendee congregation.

Technology Showcase Booth Packages

Booth Space of 100 – 300 sq. ft. for Inline or Perimeter Booths

- 8' high pipe-and-drape back wall (gray and plum)
- 3' high draped side rails (gray)
- 7" x 44" Standard Booth ID Sign with organization name (text only)

Inline or Perimeter booth package does not include material handlings, electricity, or carpeting of the space. All booths must have carpeting or some other form of flooring in the Expo Hall. If you do not order flooring or install flooring by Tuesday, October 1 by noon, we will install standard carpeting, and will charge the cost to the account on file. To order flooring, electricity, and other services for your exhibit space, please visit FreemanOnline > Shop Products & Services.

Booth Space of 400 sq. ft. and Larger for Island Booth

Island booths do **not** include pipe and drape, furniture, material handling, electricity, or carpeting of the space. All booths **must** have carpeting or some other form of flooring in the Technology Showcase. . If you do not order flooring or install flooring by Tuesday, October 1 by noon, we will install standard carpeting, and will charge the cost to the account on file. To order furniture, flooring, electricity and other services for your exhibit space, visit FreemanOnline > Shop Products & Services.

The Technology Showcase booth space cannot be larger than the sponsor's primary sponsorship booth space. Technology Showcase booth must adhere to the same [Guidelines for Display Rules and Regulations](#).

Products displayed must be manufactured, produced, licensed or created the sponsoring organization. All Technology Showcase sponsors must complete the Technology Product Form to describe the technology information to be showcased. Technology Showcase participants have an option to present one 15-minute demonstration during GHC in the Expo Theater. Technology Showcase sponsors will be contacted in late spring to submit their requests for presentation.

Interview Booth Package

Each 10' x 10' booth includes the following items:

- 8' high perimeter drape (blue drape on all four sides of the booth)
- 6' x 30" Skirted Table (gray)
- (4) Padded Side Chairs
- 7" x 44" Standard Booth ID Sign with organization name (text only)
- Wastebasket

For any changes to the booth draping, you must submit an Interview Booth Change Request form in advance for approval. Modified booths without approval may be reverted to the original booth layout at the expense of the sponsor. Visit Sponsor Portal > Deliverables > Interview Booth Design Change Request. Deadline is August 20.

Interview booth packages do **not** include electricity and carpeting. To order furniture, flooring, electricity, and other services for your exhibit space, visit FreemanOnline > Shop Products & Services.

IMPORTANT

- We prohibit storage behind the back of the booth.
- Sponsors cannot change the color of the drape. You may add drape color of your choice inside the contracted space at your expense.
- You may remove the pipe-and-drape wall to create a reception/check-in if you do not share a wall with another sponsor or face other sponsor's booth.
- You may also upgrade your contracted interview space to a hard wall build provided by Freeman or by your house display vendor. All walls must remain within the contracted space.
- We prohibit any furnishings outside of the contracted booth space. If you place any items outside of your contracted space, we will request you to comply with the guidelines. Any items not moved to within the contracted space, AnitaB.org reserves the right to remove the items from the floor for the remainder of the event.
- Flooring is not required in the Interview area.
- You may decline the standard booth furniture provided and bring your own furniture. All furnishings must stay within your contracted space. Please notify Freeman at FreemanOrlandoES@freeman.com.

GUIDELINES FOR DISPLAY RULES AND REGULATIONS

The following Guidelines for Display Rules and Regulations are established by the International Association of Exhibitions and Events™ (IAEE). The Guidelines for Display Rules and Regulations promote continuity and consistency among North American exhibitions.

These guidelines afford sponsors a maximum return on your exhibit investments. The guidelines also address compliance with fire, safety, the American with Disabilities Act (ADA), and other state, federal, or provincial government requirements. Please read the local regulations which are included in FreemanOnline > Forms & Brochures.

The display rules and regulations provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout, content, and activities. AnitaB.org would like to present the professional standards expected of exhibitors and assure all exhibitors an environment conducive to successful interaction with our audiences, regardless of exhibit size or location.

Any deviation from the rules and regulations listed below will require prior approval from AnitaB.org.

The guidelines below will describe the following display types:

- Inline Booth
- Corner Booth
- Perimeter Booth
- Split Island Booth
- Island Booth
- Extended Header Booth
- Turnkey Kiosk
- Technology Showcase Booth
- Interview Booth

Inline Booth

Inline Booths, also called “linear” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan designs in increments of 10 feet have become the de facto standard in the U.S. Therefore, unless constricted by space or other limitations, Inline Booths are most commonly 10' x 10'. A maximum back wall height limitation of 8 feet is generally specified.

Use of Space

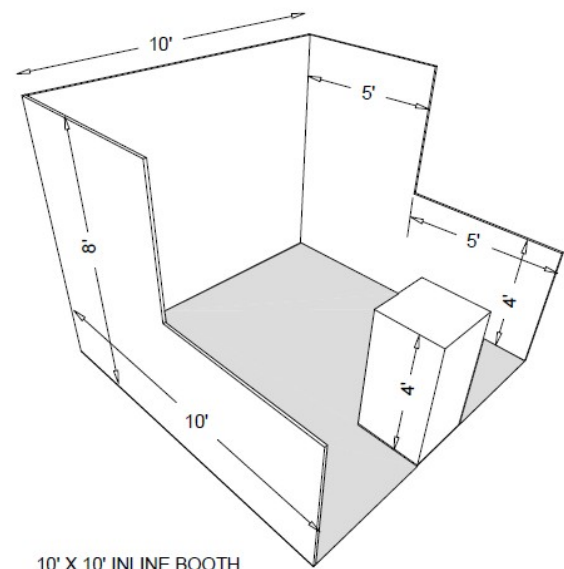
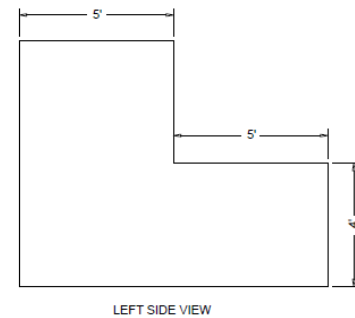
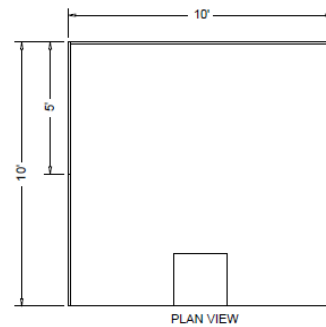
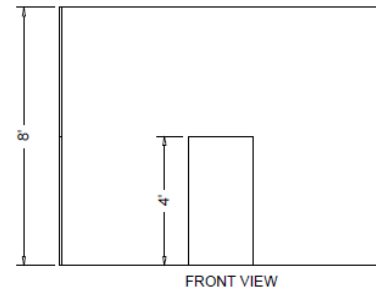
Regardless of the number of Inline Booths utilized (e.g. 10' x 20', 10' x 30', 10' x 40', etc.), you should arrange display materials in such a manner that does not obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is allowed only in the rear half of the booth space, with a 4 feet height restriction imposed on all materials in the remaining space forward to the aisle.

Note: When three or more Inline Booths are used in combination as a single exhibit space, the 4 feet height limitation is applied only to that portion of exhibit space which is within 10 feet of an adjoining booth.

AnitaB.org does not permit hanging signs and/or banners above inline booths. 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 4 feet at least 5 feet from the aisle line.

Corner Booth

A Corner Booth is an Inline Booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. All other guidelines for Inline Booths apply.



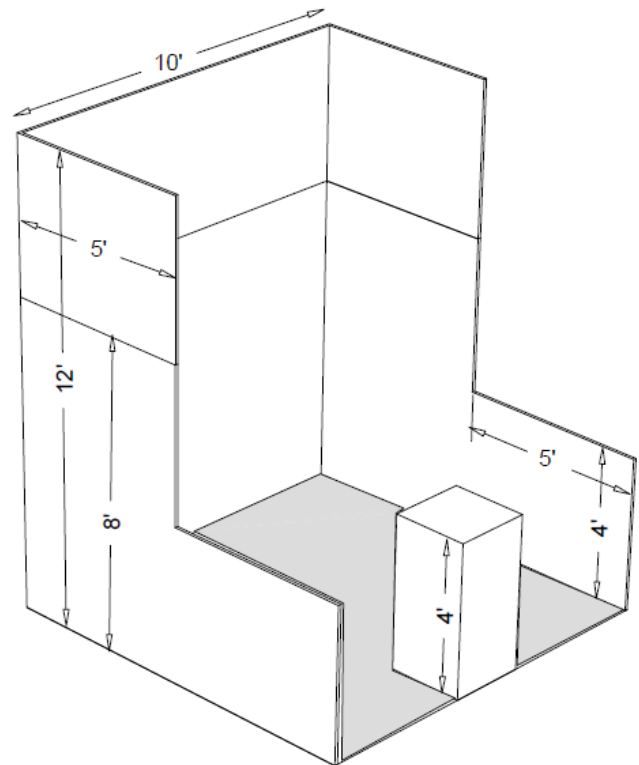
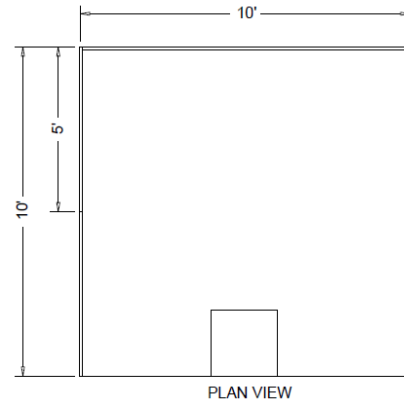
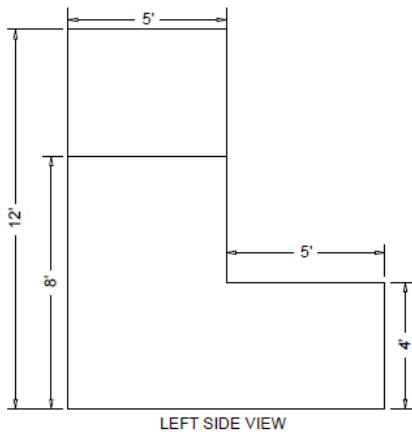
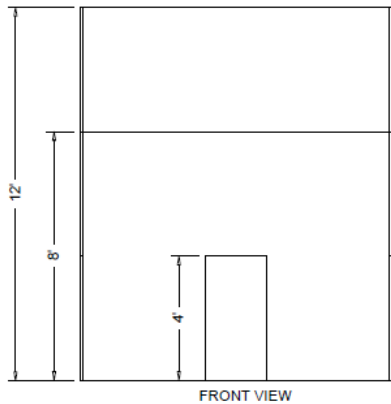
10' X 10' INLINE BOOTH

Perimeter Booth

A Perimeter Booth is an Inline Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

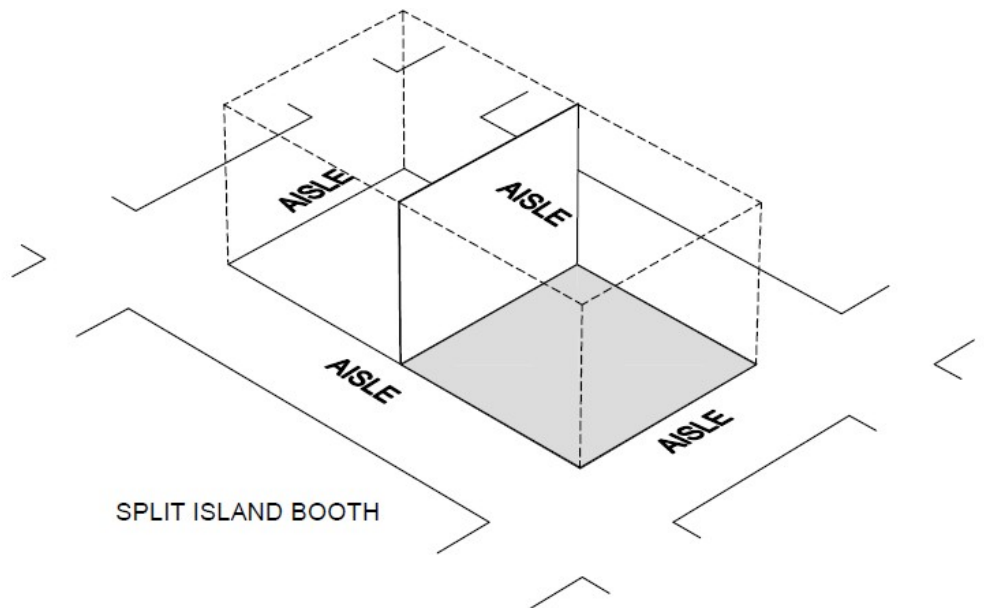
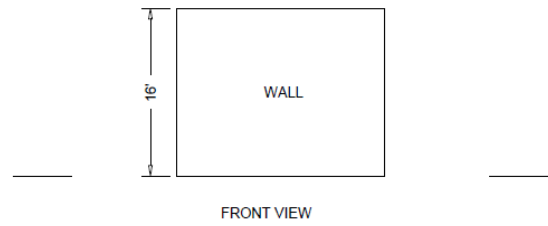
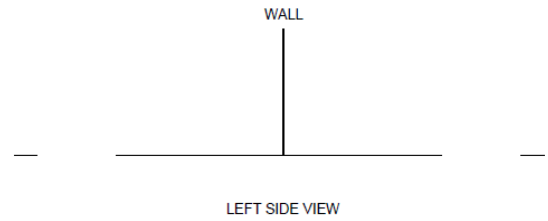
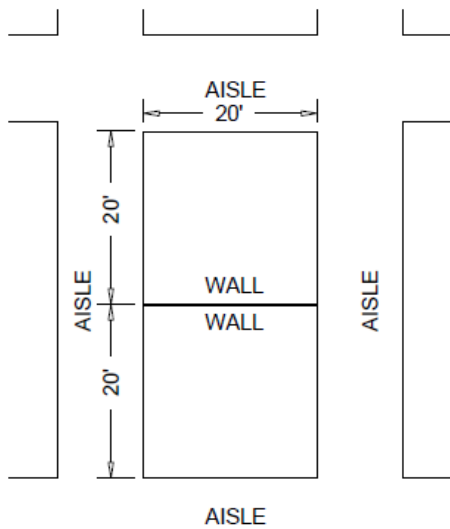
All guidelines for Inline Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 feet.



10' X 10' PERIMETER BOOTH

Split Island Booth

A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth. You may use the entire cubic content of this booth, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16 feet to 20 feet, including signage. You may use the entire cubic content of the space up to the maximum allowable height. Double-sided signs, logos, and graphics shall be set back 10 feet from adjacent booths.



Island Booth

An Island Booth is a booth of any size exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

Use of Space

You may use the entire cubic content of the space up to the maximum allowable height, which is usually between 16 feet and 20 feet, including signage.

Signage

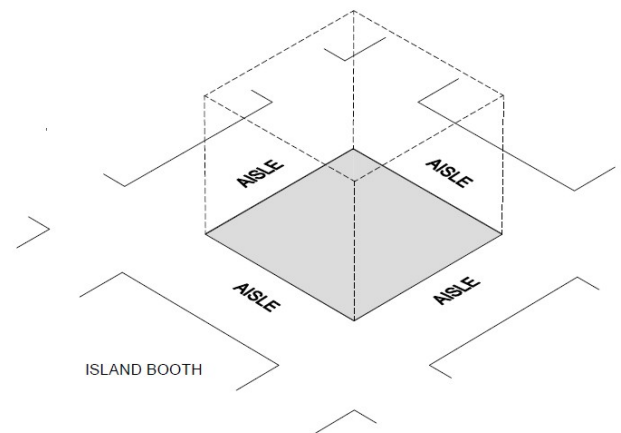
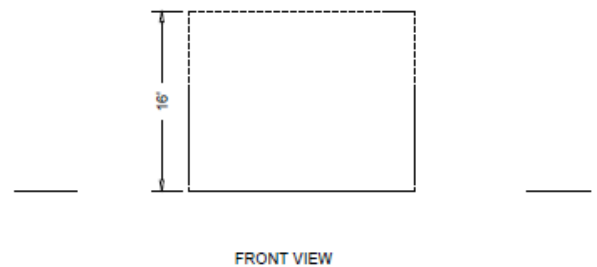
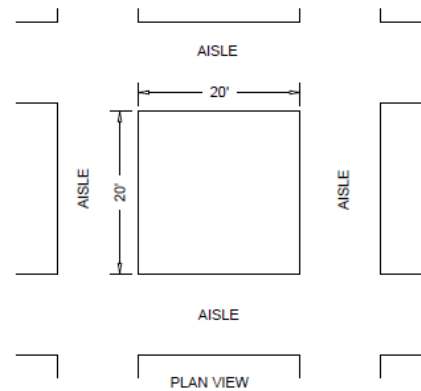
The maximum height from the floor to the top of any sign is 20 feet. Minimum clearance from floor to bottom of any sign is 16 feet. You must hang signs entirely within your booth boundaries. Hanging material anchor points must be prefabricated and ready for use. Hanging signs must meet all safety and 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 you meet the following regulations. You must contain lighting trusses within the booth perimeter. You must arrange the installation and dismantling of the truss with Freeman. If we receive any complaints from neighboring exhibitors regarding the lighting, we will require you 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 a 3-foot clearance from the aisle(s) to allow for attendee congregation.
- You may install walls in any portion of your booth, but 30% of the perimeter must be left open. You may use the entire cubic content of your booth, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.

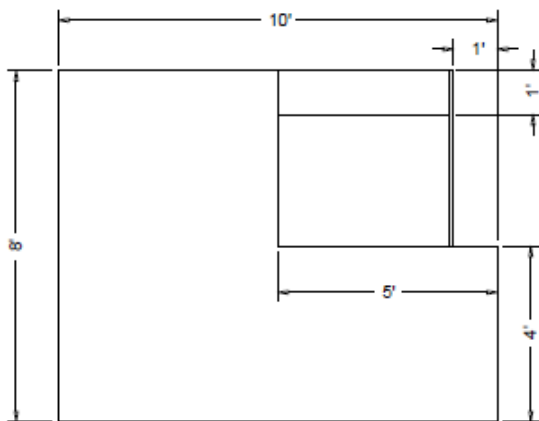


Extended Header Booth

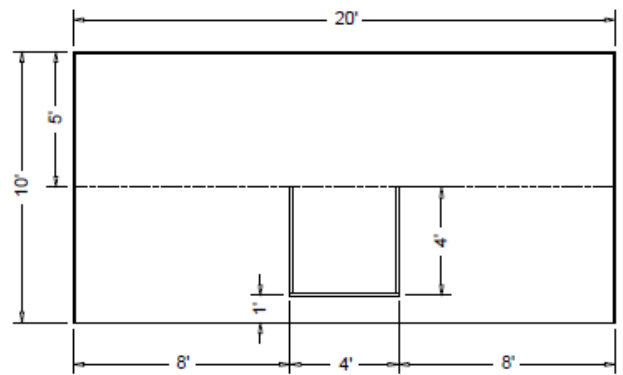
An Extended Header Booth is an Inline Booth 20 feet or longer with a center extended header.

Dimensions and Use of Space

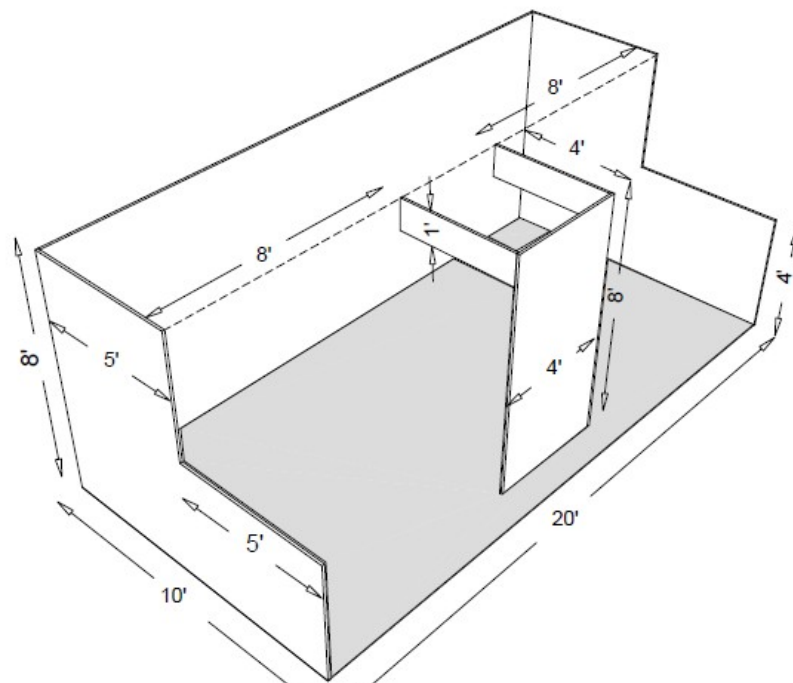
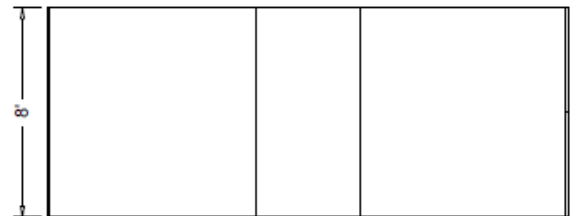
All guidelines for Inline Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8 feet, a maximum width of 20% of the length of the booth, and a maximum depth of 9 feet from the back wall.



LEFT SIDE VIEW



PLAN VIEW



10' X 20' EXTENDED HEADER BOOTH

Turnkey Kiosk

A turnkey kiosk includes one or more standard kiosk units arranged in a straight line. These kiosks have a neighbor on one or more sides.

Dimensions and Use of Space

Turnkey Kiosk spaces come with a 40" hard wall kiosk and have a maximum height of 8 feet. The side rails definite the width of the kiosk space. A single kiosk unit measures 6 feet wide and 8 feet deep.



Signage

AnitaB.org does not permit hanging signs or banners above turnkey kiosks. Additionally, we do not allow additional signage in the turnkey kiosks due to limited space. Sponsors can supply a graphic to be placed on a customizable back wall panel at no cost. Freeman will print and install it for you. If sponsors decide not to supply any artwork, the graphic on the kiosk panel will be replaced by the standard GHC graphic. Submit the artwork, visit the Sponsor Portal > Deliverables > Silver Sponsors.

Technology Showcase Booth

Technology Showcase booths must adhere to the same [Guidelines for Display Rules and Regulations](#). Products displayed must be manufactured, produced, licensed, or created by the sponsoring organization or in collaboration with other organizations. Technology Showcase space cannot be larger than the sponsor's primary sponsorship booth space. Technology Showcase participants have the option to present one 15-minute demonstration in the Technology Showcase Theater during GHC.

Interview Booth

All Interview Booths come with 8-foot-high pipe-and-drape walls on all four sides, and have a maximum height limit of 8 feet. A single booth unit measures 10 feet wide and 10 feet deep. You may divide your booth into two 5-foot-wide spaces by ordering additional pipe-and-drape walls at your expense.

You must submit a change layout request in advance for approval by August 20. Modified booths without approval may be reverted to the original booth layout at the expense of the sponsor. Submit request for approval on the Sponsor Portal > Deliverables > Diamond, Platinum, Gold Sponsors > Interview Booth Design Change Request.

All signage must be placed within sponsor booth space or up against the drape. Ground-supported signage has a maximum height of 8 feet. Signage placement cannot interfere with the flow of traffic. Floor mats may be placed in the aisle directly in front of the sponsor booth. We do not permit hanging signs or banners above inline booths.

BOOTH DESIGN AND ACTIVITY PLANS SUBMISSION

Diamond, Platinum, and Gold sponsors must submit booth designs and booth activity plans for final approval by August 20. If you purchased a Technology Showcase booth, you must also submit the Technology Showcase booth design, booth activity plans, and product description.

Sponsors are to submit the drawings of proposed designs, including measurements/dimensions of all fixtures, elements, and signage. Submit booth design and activity plans on the Sponsor Portal > Deliverables > Diamond, Platinum, Gold Sponsors.

The drawing must include the following information:

- Name of the exhibiting organization
- Booth number(s)
- Booth size (sq. ft.)
- Booth type (Inline, Corner, Perimeter, Split Island, Island)
- Indicate if you plan to hang any signage over your booth and provide weight and dimensions of the structures. Do not forget to complete the Hanging Sign Labor Order Form required by Freeman. The form is available at FreemanOnline > Forms & Brochures.
- If you plan to have furniture, signage, catering event/activities, games/networking activities, lighting equipment, audio visual presentation, or other structures, please indicate the locations in the booth and provide its measurements (all dimensions should be in U.S. measurements).
- Name of design/install company
- Name of person submitting design
- Submitters' emails and phone numbers
- Acceptable file types:
 - .pdf
 - .doc or .docx
 - High-resolution .png
 - High-resolution .jpeg or .jpg
- Maximum File Size: 10 Mb

Upon receiving your submission, the GHC Expo Team will review your booth design within 7 business days, and update the Sponsor Portal > Sponsor Deliverable summary page to change your status to "Complete". If we cannot approve the submission for any reason, a GHC Expo Team member will contact the submitter to discuss the design. If your signs or displays do not meet GHC [Guidelines for Display Rules and Regulations](#), you must revise them to comply before we can grant approval.

REGISTRATION & BADGE INFORMATION

Everyone attending GHC and/or working in the Expo Hall must wear the official badge at all times. Your sponsorship package determines the specific number of registration types you receive. You can find information about the number of registrations included in your sponsorship on the [GHC website](#). A limited number of registrations are available for purchase (depending on your sponsorship level) until sold out. To purchase additional registrations, visit the [eCommerce site](#).

Registration Management

Registration information and instructions will be available on the Sponsor Portal beginning May 15 for all purchases for which payment has been received by April 30. For payments received after April 30, please allow up to two weeks for registrations to be set up. If you have questions regarding registration, email GHC@AnitaB.org.

Registration Types

Here is everything you need to know about our different registrations.

Booth Staff Registration

Your sponsorship comes with a set number of booth staff registrations, and you may purchase more up to the maximum number stated in the sponsorship prospectus. You should use these registrations for people who will setup your booth and **need early access** to enter Expo Hall during non-show hours. They will be unable to access conference programming such as breakout sessions, keynote, and plenaries.

Individual General Registration

Most of your attendees will register with this type. It grants full access to the celebration (Expo, breakout sessions, keynotes, plenaries, and the Evening Celebration). All sponsorships come with the option to purchase this registration before we open for the public on July 17. This individual general registration **does not have early access** to the Expo Hall during non-show hours.

Individual Student Registration

If your organization would like to bring students to the celebration, you may purchase registrations for them at a discounted price. Students have full access to GHC.

A student is defined as an individual who will be enrolled in an accredited, degree-granting program at an academic institution, as previously defined in the Sponsor Prospectus, or who is completing a course of study at a training institution, as previously defined in the Sponsor Prospectus, on a full- or part-time basis in October 2019. Student registrations are not available to those participating in licensing programs, unless individuals are simultaneously enrolled at an accredited, degree-granting academic institution or training institution. Students must **show a valid identification** from an academic or training institution upon badge pick-up. Student registration **does not have early access** to the GHC Expo Hall during non-show hours.

Individual Academic Registration

Academic institutions will use this registration most often, but you are allowed to use it if you are bringing academic individuals with your team. Academics have full access to GHC.

Professors of various ranks, lecturers, instructors, and researchers based at academic institutions or training institutions, as previously defined in the Sponsor Prospectus, may use these registrations. Acting presidents, deans, department chairs, and other administrators/staff members employed by an academic institution or training institution may also register as academics. K–12 educators may also use these registrations. Academics must show a valid identification from an academic or training institution upon badge pickup. **Only complimentary Academic Registrations come as part of a set number of academic registrations have early access to the GHC Expo Hall. Purchase option registration does not have early access to the GHC Expo Hall during non-show hours.**

Scholar Registration

AnitaB.org offers scholarships for students and faculty to attend GHC. Applications for this program closed on **March 6**. Scholars have full access to GHC and sponsors will get their scholar's contact information late August 2019. Scholar Registration **does not have early access** to the GHC Expo Hall.

Speaker Registration

We offer speaker registration to accepted speakers. Speakers may register for the entire GHC, with full access, at a discounted rate. Speaker Registration **does not have early access** to the GHC Expo Hall.

Early Access for the Expo Hall

- Early access will be granted ONLY to attendees who have Booth Staff or Complimentary Individual Academic Registrations. We will list registration type on badges for access. You must wear your badge to access the Expo Hall floor — no exceptions. Early Access badges MUST enter through the Early Access Entrances during non-show hours.
- You can pick up badges at any of the badge pick-up counters.
- Individual General Registration, Individual Student Registration, Scholar Registration, Speaker Registration and Individual Academic Registration (purchased) registrations **do not have early access**.
- Exhibitor Appointed Contractors (EACs) do not need to wear an official badge, but must obtain wristbands daily (read the [EAC](#) and [Expo Wristbands for Move-in and Move-out](#) sections).
- Your company's staff and attendees may not have the appropriate badges for early access to the Expo Hall. Therefore, we recommend that you do not schedule staff meetings on the Expo Hall floor before it opens to the public.

Exhibitor Appointed Contractors

You do not need to provide registrations for your Exhibitor Appointed Contractors (EACs). However, sponsors who want to use EACs need to submit the EAC Request Form to AnitaB.org by September 24 for approval. Submit the form on the Sponsor Portal > Deliverables > Diamond, Platinum, Gold Sponsors > Exhibitor Appointed Contractor (EAC) Request. Upon arrival, EACs must check in with security and provide their company IDs to receive a wristband. Read the [EAC](#) section under [Rules and Regulations](#).

Expo Wristbands for Move-in and Move-out

We will provide your EACs with wristbands on a daily basis. You may use these wristbands for booth builders, designers, and EACs associated with your booth who are solely working during move-in and move-out. We require you submit the EAC Request Form by September 24. Wristbands can be picked up daily from the Security desk on the loading dock. Each day EACs must present ID to obtain a wristband to gain access to the Expo Hall. Once wristband has been acquired, EACs are to use either the loading dock or the Early Access Entrances.

SHIPPING

You may ship your booth materials and supplies to the Freeman Advanced Warehouse before GHC.

Benefits of Shipping to the Advanced Warehouse

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

Shipping Addresses & Due Dates

Advance Shipments to Warehouse

Advance shipping begins Monday, August 26 at 8 a.m. and ends Wednesday, September 24 at 3:30 p.m. (ET). Shipments arriving before this date may be refused by the facility. Shipments received after the deadline may incur additional fees.

NOTE: The Freeman Advance Warehouse will be closed on Monday, September 2, 2019 in observance of the Labor Day holiday.

Do not ship perishable materials to the Freeman Advance Warehouse. Freeman does not provide temperature-controlled storage or shipping services from the Advance Warehouse.

To: (Exhibiting organization name and booth #)

For: Grace Hopper Celebration – 483240

c/o: Freeman

10088 General Dr

Orlando, FL 32824

Direct Shipments to Site

Direct shipping will begin on Sunday, September 29 at 8 a.m. Shipments arriving before this date may be refused or incur early freight charges by the facility.

To: (Exhibiting company name and booth #)

For: Grace Hopper Celebration – 483240

c/o: Freeman

Orange County Convention Center

West Concourse

9800 International Drive

Orlando, FL 32819

Shipping labels can be found on the Sponsor Portal > Expo > Shipping Information or on FreemanOnline > Shipping.

RULES & REGULATIONS

Please note that portions of this section is based on the Sponsorship Terms to which every sponsor agrees. You can review those terms on the Sponsor Portal > Sponsor.

Use of Exhibits: Operation and Conduct

AnitaB.org 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. AnitaB.org may prohibit or remove any exhibit, which, in our opinion, detracts from the general character of the event as a whole, or consists of products or services inconsistent with the purpose of GHC. If in doubt, please contact GHC@AnitaB.org in advance to discuss your exhibit.

Accessibility

AnitaB.org 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. We encourage you 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 Freeman in advance. There is an additional fee for this service. To order accessible storage, visit FreemanOnline > Forms & Brochures > Accessible Storage.

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 AnitaB.org'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 you purchased them as part of an official sponsorship.

Alcohol

Alcohol is prohibited in booths at all times.

Badges

All exhibitors must wear the official badge at all times at GHC, including move-in and move-out periods. Sponsorships include a set number of Booth Staff passes giving you Early Access into the Expo Hall for set up. **Academic Sponsorships come with a set number of complementary Academic**

Registration passes, which have early access to the GHC Expo Hall. Any registration passes purchased through the purchase option, do not have Early Access to the GHC Expo Hall during non-show hours.

To see what registrations are included in your sponsorship package, visit the [Sponsorship Opportunities](#) on the GHC website. Additional Booth Staff Registrations are available for purchase until June 28 for Corporate, Academic, Government, Labs, Nonprofit sponsors and July 12 for Additional Sponsors or when sold out. To purchase additional registrations, visit the [eCommerce site](#). Under no circumstances will we allow attendees with an Individual General Registration, Individual Academic (additional purchase), GHC Scholar or Student Registration into the Expo Hall during Early Access Hours.

For Complimentary Individual Academic sponsors, your badges will also serve as Booth Staff badges and allow Early Access into the Expo. Booth Staff will be indicated on your badge during registration.

Note: Any vendor staff (photographer, 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 July 12 or when sold out. To purchase additional registrations, visit the [eCommerce site](#).

You do not need to provide badges for Exhibitor Appointed Contractors (EACs). However, you will need to complete the EAC Request Form for approval. See the [EAC](#) section for details.

Booth Operations and Demonstrations

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 a 3-foot clearance from the aisle(s) to allow for crowds.

All demonstrations must maintain a professional presence. AnitaB.org 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.

Booth Set-up

All inline and perimeter booth spaces in the Career Fair and Technology Showcase include pipe-and-drape walls.

Full-time employees of the exhibiting companies and organizations may set up and dismantle their own exhibits without assistance from Freeman. You can also order labor from Freeman by completing the labor form available at FreemanOnline > Shop Products & Services > Labor. Labor will also be available onsite at the Exhibitor Service Center.

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 FreemanOnline > Forms & Brochures > Union Labor Jurisdictions for more information.

Cancellation

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

Carpet/Flooring

AnitaB.org requires all Career Fair and Technology Showcase booths to have floor covering. Carpeting is included only for Silver Sponsor Turnkey Kiosks. All aisles in the Career Fair and Technology Showcase area will have tuxedo carpeting. To order carpeting or flooring for your booths, visit FreemanOnline > Shop Products & Services > Carpeting. You may provide your own floor covering; however, you must notify Freeman. Flooring used in your booth must comply with accessibility guidelines and should not create a different elevation that creates a tripping hazard. If you do not order flooring or install flooring by Tuesday, October 1 by noon, we will install standard carpeting, and will charge the cost to the account on file.

Children

For safety reasons, children 17 and under are not permitted in the Expo Hall or GHC sessions. We provide child care and nursing mother rooms for your convenience in the convention center and/or 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 at FreemanOnline > Shop Products & Services > Cleaning Services.

Early Access for the Expo Hall

Booth Staff and Individual Academic Registrations (complementary only) are the **only** badge types allowed early access into the Expo Hall. Individual General Registration, Individual Academic Registrations (purchased), GHC Scholar, Speakers, and Individual Student Registration badges are not allowed early access. We will list registration type on badges for access. See detailed information [here](#). Early Access is **only** allowed through the Early Access Entrances.

Exhibitor Appointed Contractors (EACs)

An Exhibitor Appointed Contractor is any company other than one of the designated official contractors, which an exhibitor wants to employ inside the Expo Hall before, or after the show. EACs can include booth builders, supervisors or designers, independent display companies, delivery personnel, or technicians.

Sponsors who want to use EACs must petition AnitaB.org for approval by September 24 using the EAC Request Form. Submit the form on the Sponsor Portal > Deliverables > Diamond, Platinum, Gold Sponsors > Exhibitor Appointed Contractor (EAC) Request.

If the EAC will be responsible for paying for Freeman services, they must complete the Third Party (EAC) Billing Authorization form. The form is available at FreemanOnline > Forms & Brochures > Third Party Ordering.

On the first day of move-in, you must provide a complete list of employees from your EAC to the security desk at the loading dock. Wristbands can be picked up daily from the Security desk on the loading dock. Each day EACs must be on the approved list and present an ID to obtain a wristband to gain access to the Expo Hall. Once wristband has been acquired, EACs are to use either the loading dock or the Early Access Entrances.

If you use the service of EACs, you are responsible for ensuring that they conform to all GHC rules and regulations.

Food & Beverage

You may obtain catering service for your Career Fair, Technology Showcase, or Interview 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. Exhibitors may distribute food and beverage samples as an approved exhibit if the exhibiting company is the legal manufacturer and/or distributor of the product. A Booth Sampling form must be completed. Sample sizes must be limited to four (4) ounces of beverage and three (3) ounces of food. No products may be sampled or given away outside of the Expo Hall or inside any meeting room of the OCCC. All other food and beverage samples must be purchased through Centerplate. The catering order form is available at FreemanOnline > Shop Products & Services > Food & Beverage.

Freight-free Aisles

There are designated freight-free aisles in the Career Fair/Technology Showcase Halls. We do not allow crates, equipment, carpet, or exhibit materials in these designated aisles at any time during move-in or move-out.

Hand Carried Items

You may unload items from Personally Owned Vehicles (POVs) from the loading dock with your own hand or dollies or request assistance from Freeman's cart service. Please review the POV / Self-unloading policy on FreemanOnline.

You may hand carry items from hotels, skybridges or parking areas through the front entrances of the Expo Hall. Parking vehicles in front of the OCCC is not allowed.

For safety and security measures inside the Expo Hall during public hours, rolling bags of any size are prohibited, including travel luggage/suitcases, large carry-ons, and rolling luggage carts. GHC has a luggage check service, and you can store these items at no charge.

If the luggage or large carry-ons contain the exhibit materials, the security guards have the right to inspect them before granting access to the Expo Hall. Exhibitors must immediately bring the luggage/carry-ons directly to their booth unload and then store their item at luggage check.

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 AnitaB.org. We will discard any unauthorized materials placed elsewhere.

Insurance

Show Management (AnitaB.org), the Facility (Orange County Convention Center – OCCC) 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 and your Exhibitor Appointed Contractor agree to carry required insurance to cover these risks along with public liability insurance against injury to the person or property of others. Your organization and EACs must be able to provide evidence of such insurance to AnitaB.org and the OCCC **upon request**. Please see the [Insurance Requirement](#) section.

Intellectual Property

The exhibitor (you) 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 AnitaB.org for any action brought against AnitaB.org 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 AnitaB.org, 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.

AnitaB.org 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.

Lights

Please take into consideration the placement of lights and lighting effects when designing your booth and face the lights into your booth rather than toward the aisle or neighboring booth. AnitaB.org reserves the right to require sponsor to redirect any lighting that is disruptive to other exhibitors.

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, Complementary Academic Registration, and EAC wristbands into the Expo Hall for move-in.

Move-out

All exhibitors must remain on the floor until the Expo Hall closes on the last day. Early dismantling is not allowed. Any organization that does not comply may lose its privileges to exhibit at future Grace Hopper Celebrations. If you must leave prior to your boxes/crates arriving back to your booth, you can contract with Freeman to dismantle and ship your items back to you. A move-out letter with shipping

instructions and a Material Handling agreement with complete instructions will be delivered to your booth by the morning of Friday, October 4. **You must complete and return this form to Freeman to release your freight to your carrier.**

Personal Transportation Devices

Personal transportation equipment such as rollerblades, razor scooters, skates, skateboards, and hover boards are not permitted on OCCC premises.

Privately Owned Vehicles (POV)

Sponsors are permitted to use their own vehicles to transport their material and unload at the loading dock of the OCCC during move-in/move-out hours. Unattended vehicles are not permitted at any time. We suggest that two people accompany each POV to unload. There is a 60-minute limit for each POV. Please review the POV / Self-unloading policy on FreemanOnline.

Sponsor-hosted Events or In Conjunction With Events (ICWE)

Space will be made available in one of the official celebration venues on a first request basis. Space is limited and will be approved for events that meet the guidelines below:

- 1) Sponsor agrees not to hold any meetings or events during GHC hours that AnitaB.org reasonably believes may have an adverse effect on attendance at GHC unless previously approved in writing by AnitaB.org;
- 2) Prior to scheduling an event in conjunction with GHC, sponsors agree to provide in writing to AnitaB.org detailed information for the planned event. Details will include date, time, location, planned audience, planned number of attendees, and type of function. Submit details by completing the ICWE form, and will be kept confidential; and
- 3) AnitaB.org believes its community should be truly open for everyone. As such, AnitaB.org is committed to providing a friendly, safe, and welcoming environment for all attendees of GHC free from discrimination, including on the basis of gender, gender identity, sexual orientation, disability, race, ethnicity, age, and religion. This principle extends to events held by GHC sponsors, and sponsors agrees to operate with this principle in mind. Therefore, if a sponsor event has capacity and an attendee walks up and asks to be included, sponsors are expected to honor GHC principles and welcome them.

Official Grace Hopper Celebration Venues

- Orange County Convention Center (OCCC)
- Rosen Centre Hotel
- Hyatt Regency Orlando
- Hilton Orlando

AnitaB.org has not secured meeting or function spaces in hotels outside of the GHC venues. GHC policies restrict sponsoring organizations from holding events during GHC hours. All sponsor events must conform to the 2019 GHC Sponsorship Terms (sponsor contract) agreed to at the time of your sponsorship purchase. You can review those terms on the Sponsor Portal > Sponsor.

Photography & Filming

AnitaB.org reserves the right to use any photography from the event for marketing purposes. By entering Grace Hopper Celebration venues, you acknowledge your image and your organization's booth property may be used in marketing and press materials.

You may not take photographs or record video during move-in or move-out. During GHC hours, photography is permitted. Sponsors who contract with someone other than the official show photographer must treat the photographer as he would any other booth staff and purchase a registration. You may purchase additional booth staff registrations for \$600 per registration until June 28 or when sold out. To purchase additional registrations, visit the [eCommerce site](#).

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 that exhibitor.

Press

All sponsors should direct any press-related inquiries to Hotwire, our PR agency, at AnitaB@hotwireglobal.com. Hotwire will also coordinate with AnitaB.org to allocate press registrations. Hotwire will do a case-by-case evaluation in coordination with AnitaB.org.

Hotwire will release a comprehensive media guide for sponsors that will go out approximately six to eight weeks before 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 Hall without permission of AnitaB.org 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 Celebration and Expo Hall entrances on a 24-hour basis and will patrol the Expo Hall 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. To hire security for your booth, the order form is available on the FreemanOnline > Shop Products & Services > Security.

After GHC, if you have any materials/items being shipped out, please complete the Material Handling agreement and return it to Freeman to let them know your materials are ready to be moved out.

Sound

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 toward the aisle. The maximum allowable level of sound emitted from an exhibit booth or display is 90 decibels. If your exhibit exceeds this level, we will give you three warnings to comply. Upon receipt of your third warning, AnitaB.org 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.

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 AnitaB.org. Companies that have been granted permission to share space with an affiliate or partner must exhibit under one name only.

Technology Showcase Booths

For Corporate and Government Sponsors who have purchased Technology Showcase booths, the Technology Showcase will be in separate area adjacent to the Career Fair, Level Two of OCCC.

This showcase is an area where sponsors can highlight their products; **it is not to be used for recruiting purposes.**

- Sponsors may purchase Technology Showcase booths up to the size of their Career Fair booth.
- Items displayed must be manufactured or distributed by the sponsoring organization.
- Technology Showcase participants have an option to present one 15-minute demonstration in the Technology Showcase Theater during GHC.

You must submit a Technology Showcase booth design, booth activity plans, and product description. Sponsors can submit the drawings of proposed designs, including measurements/dimensions of all fixtures, elements, and signage. The form is on the Sponsor Portal > Deliverables page.

GHC requires sponsors (excluding Silver Sponsors) to have flooring in their Technology Showcase booth space. Visit FreemanOnline > Shop Products & Services > Carpeting to choose your flooring and submit your order. You may provide your own floor covering; however, you must notify Freeman. 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. If you do not order flooring or install flooring by Tuesday, October 1 by noon, we will install standard carpeting, and will charge the cost to the account on file.

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 prohibits Flammable or volatile materials within the OCCC unless approved, in advance and in writing, by the fire marshal and the General Manager. Use of flammable compressed gas cylinders is strictly controlled within the Facility and generally prohibited. Non-flammable compressed gas cylinders must be secured to prevent toppling. Also review the OCCC Fire Rules.

Covered Structures/Multi-story Booths

You must submit engineering drawings for multi-story structures to AnitaB.org by August 20; we will submit these plans to the OCCC for approval and issuance of a Building Permit. Here are the 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:
 - a) A minimum of 36 inches where the occupant load of the upper level is less than 50.
 - b) A minimum of 44 inches where the occupant load of the upper level is 50 or more.
 - c) You must state the occupant load on the plan.
- 6) Handrails shall not be less than 34 inches and not more than 38 inches above the surface of the tread.
- 7) 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."
- 8) Spiral stairways shall be permitted in accordance with section 7.2.2.2.3.3 of NFPA 101, 2000 ed., such that:
- 9) Occupant load does not serve more than three.
- 10) Clear width of stairs is not less than 26 inches.
- 11) Handrails shall be provided on both sides.
- 12) Guards shall:
 - a) Not be less than 42 inches high.
 - b) 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.
- 13) 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.

- 14) 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.
- 15) Provide one portable fire extinguisher, minimum 2A:10BC with current inspection tag by a licensed company at each level of the exhibit.
- 16) 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 Freeman Exhibitor Service Center in the Expo 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

AnitaB.org 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. AnitaB.org 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, AnitaB.org has the authority to establish penalties, including the removal from current or future GHC events, for violations; our decision is final.

UNION LABOR REQUIREMENTS

Currently Freeman has an agreement with the Local IATSE Union to provide labor for display installation and dismantling. Full time employees of the exhibit companies however may set their own exhibits without assistance from this local. Any labor services that may be requiring what your regular full time employees can provide, may be rendered by the Union. Labor can be ordered in advance on FreemanOnline or at the Freeman Service Desk in the Expo Hall. Spouses, children, friends, and temporary help labor are not permitted in the I/D activities. Simply stated, it means exhibitor personnel can set up their own products and equipment within the confines of their contracted exhibit area. Exhibitors requiring the assistance of forklifts, cranes, and/or other power/motorized I/D equipment would order same and related operations from the Official Service Contractor – Freeman. Exhibitors may not “borrow” tools from the Exhibit Facility and/or Freeman.

Material Handling

Freeman will be the sole authority on all matters in the dock area including, but is not limited, to items like assignment of dock space and loading or unloading materials and equipment. You should use Freeman personnel for material/product/equipment handling to and from the dock area to the exhibit space. Freeman 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 Freeman to uncrate, un-skid, move, position, assemble, re-skid, 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 Freeman at FreemanOrlandoES@freeman.com before GHC and at the Freeman Exhibitor Service Center at the back of the Expo Hall during expo hours. 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 Freeman nor AnitaB.org 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 Freeman.

Gratuities

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

SECURITY INFORMATION

All exhibitors are responsible for their own equipment, products, and displays. We expect you to purchase adequate insurance to protect against potential loss or damage.

Suggested Security Precautions

AnitaB.org shares your concern for the security of your products and has taken steps to ensure a safe, secure environment for all exhibitors. AnitaB.org 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, AnitaB.org cannot provide security for each and every booth in the Expo Hall and is not responsible for any theft or damage to exhibitors' 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 on-site Freeman Exhibitor Service Center.
- Inform the staff members working in your booth of the rules regarding removal of merchandise from GHC.
- If desired, you can order private booth security for your booth (at your expense) via FreemanOnline > Shop Products & Services > Security.
- Please do not wait until the end of GHC to inform AnitaB.org 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. See the [insurance](#) section in this guide. It is not possible for AnitaB.org, the general service contractor, or subcontractors to obtain a blanket insurance policy covering any potential losses to exhibitors.

INSURANCE REQUIREMENTS

We require all exhibitors and their Exhibitor Appointed Contractors (EACs) at GHC to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. This insurance must be in force during the lease dates of GHC: September 28 – October 4, 2019. This includes move-in and move-out days. Your organization and EACs must be able to provide evidence of such insurance to AnitaB.org and OCCC **upon request**. Please **do not** send or mail the insurance certificate to AnitaB.org, Freeman, or OCCC.

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 hired vehicles, 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 AnitaB.org and the OCCC to recover loss sustained for real and personal property.

Additional Insured

Anita Borg Institute for Women and Technology
1301 Shoreway Road, Suite 425
Belmont, CA 94002
(650) 352-7500

Orange County Convention Center (OCCC)
9800 International Drive
Orlando, FL 32819
(713) 853-8000

Property Insurance

AnitaB.org, 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 your 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. AnitaB.org does not endorse or recommend any specific insurance provider.

VENDORS

Official Contractor

Freeman is the GHC official convention services contractor for GHC 19. Please refer to the [Booth Packages](#) for more information on what items are included with your sponsorship. You can order material handling, labor, flooring, furnishings, lighting, and other items through Freeman, as well as turnkey exhibit solutions. You will find all of our other official vendor forms on FreemanOnline. If you have any questions about ordering exhibit services or arranging for shipping, please contact Freeman directly. Visit FreemanOnline > Shop Products & Services to order services for Freeman.

Audio/Visual

Freeman is our official AV vendor will provide audio/visual services in the Expo Hall at GHC. Visit FreemanOnline > Shop Products & Services > Audio Visual to order services.

Contact

Email: FreemanOrlandoES@freeman.com

Phone: (407) 816-7900

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 Career Fair/Technology Showcase/Interview booth(s). Please contact Centerplate directly with all food and beverage questions. Visit FreemanOnline > Shop Products & Services > Food & Beverage to order catering services.

Contact

Caitlin Canning

Email: caitlin.canning@centerplate.com

Phone: (407) 685-5760

Conference Hotels

Please make sure to secure your hotel rooms early through Orchid.Events. Beginning in April, and upon receipt of full payment for your sponsorship or a fully executed purchase order, you will receive communications regarding hotel room requests and deadlines. More information can be found on the GHC Sponsor Portal > Housing/Shuttle.

Contact

Email: ghchousing@orchid.events

Phone: (888) 287-7454

Utilities

OCCC is the exclusive provider for electrical, aerial rigging and lighting, water, gas, and air.

Electrical

Electricity is not included in any of the booth packages. If you require power in your booth, you will need to order electricity via FreemanOnline. Visit FreemanOnline > Shop Products & Services > Electrical to order electrical service.

Contact

Email: exhibit.services@occc.net

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

Internet, Telecommunications, and WiFi

Smart City is the exclusive OCCC provider for internet, telecommunications, and WiFi. AnitaB.org provides complimentary WiFi available throughout 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 provided WiFi when exhibitors bring their own devices for use within their booth space.

Exhibitors may not bring or operate a modem or company MiFi in their booths. If you require any network service in your booth, please order a dedicated internet connection through Smart City. Visit FreemanOnline > Shop Products & Services > Internet Services to order services.

Contact

Email: AllOCCCSR@smartcity.com

Phone: (407) 685-2000

Lead Retrieval (Badge Scanning)

Cvent 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 Expo Hall (Career Fair, Technology Showcase, and Interview) booth space; you may not use it at sessions or social events. Visit FreemanOnline > Shop Products & Services > Lead Retrieval to order devices.

Security

If you need dedicated security for your booth, you may order services through T&M Protection Resources, LLC. We highly recommend exhibitors not leave small electronics or personal items in the Expo Hall. Visit FreemanOnline > Shop Products & Services > Security to order services.

TRAVEL & SERVICES

GHC 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 the primary sponsor contact with a link to the hotel site so you may make reservations. For more information, visit the [GHC Sponsor Portal](#). Please make sure to review the [Important Dates](#) section of this guide for a list of hotel deadlines.

Shuttles

We will offer complimentary shuttle services from contracted hotels that are not located within walking distance of the OCCC. For a complete list of shuttle routes, visit [Sponsor Portal > Housing/Shuttle](#).

Local Information

For more information about Orlando, review the [Orange County Government](#) or [Visit Orlando](#) websites.

Conference Services

CHILD CARE

AnitaB.org is proud to provide complimentary child care for all attendees for children aged 0 to 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 on the [GHC website](#).

Business Center

The OCCC offers a FedEx printing and shipping facility located in the West C Lobby, Level Two of the OCCC.

We updated this document on July 27, 2019. If you are printing or downloading, please make sure you check for the most up-to-date version.