Sponsor and Exhibitor Rules and Regulations at Orange County Convention Center

These Sponsor and Exhibitor Rules and Regulations ("Exhibitor Rules"), describe the rules and policies applicable to your attendance and exhibition space at the ServiceNow event named above ("Event"). You represent that you and your employees, agents, contractors and any other entity on whose behalf you accept these Exhibitor Rules (collectively, “you” and “your”) accept and agree to be bound by the terms of these Exhibitor Rules, that you have the authority to bind your employer and that your employer has a currently valid sponsorship or exhibition agreement with ServiceNow, Inc. ("ServiceNow"). Until you have read and agreed to these Exhibitor Rules, you may not move your exhibit into your exhibition space. Printable copies of these Exhibitor Rules and the T3 Expo Exhibitor Kit referenced herein are available by emailing your request to KnowledgeSponsorServices@gpj.com, and in the ServiceNow Sponsor Portal accessible to you upon application for sponsorship. As used herein, “EAC” means an approved third-party contractor employed by you, and “Sponsor Portal” means the ServiceNow websites used for communication with sponsors and exhibitors to its marketing events.

THESE EXHIBITOR RULES FORM A BINDING CONTRACT BETWEEN YOU AND SERVICENOW ONCE ACCEPTED BY YOU. YOU ACCEPT THESE EXHIBITOR RULES BY ANY OF THE FOLLOWING ACTS OF ACCEPTANCE: (1) INDICATING ACCEPTANCE OF THESE EXHIBITOR RULES WHEN THEY ARE PRESENTED ONLINE, SUCH AS BY CHECKING A BOXCaptioned WITH ACCEPTANCE LANGUAGE OR CLICKING AN ICON BEARING AN “ACCEPT” LEGEND OR BY OTHERWISE ELECTRONICALLY SIGNING THESE TERMS; OR (2) EXHIBITING ANY PHYSICAL MATERIALS, OR CONDUCTING ANY AUDIO, VISUAL OR PARTICIPATORY ADVERTISING, DURING THE EVENT AND WITHIN THE EVENT LOCATION. CONTACT SERVICENOW IF YOU CANNOT COMPLY WITH ANY PROVISION HEREIN.

Admittance
Sponsors and exhibitors are only allowed access to the show floor during the exhibitor move in/out schedule provided by ServiceNow in the Sponsor Portal and during the posted ExpoNow exhibition hours, including exactly 30 minutes prior to doors opening and 30 minutes after the exhibit hall closes. There will be no admittance to the ExpoNow exhibition area outside of these times. No one under the age of 21 is permitted on the exhibit floor or in any part of the conference or exhibit hall at any time (this includes infants). There are NO exceptions. No live animals may be displayed as part of the exhibit booth or brought onto the show floor except service animals as required under applicable laws.

Payments due must be received in full before the start of the Event to participate or exhibit in the Event.

Americans with Disabilities Act (ADA)
All exhibits must be appropriately accessible and comply with section 302 and other applicable provisions of the Americans with Disabilities Act (ADA). Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information website at www.usdoj.gov/crt/ada/infoline.htm.

Audio and Audio Demonstrations
The maximum allowable level of sound emitted from any booth or recorded presentation is 85 decibels (ServiceNow decibel meters will be the authority). If you exceed this level, ServiceNow may ask to reduce the volume or disconnect the electrical power to that booth. Table Top, Turn-Key Pod, 10x10, and 10x20 booths are not permitted to have microphones, megaphones, and voice amplification and/or speaker systems. You are solely responsible for obtaining any licenses and/or permits, payment of all taxes, license fees, or other charges associated with music licensing fees from associations such as ASCAP or BMI. You are advised to investigate the procedures for application of a "Copyright Music License."
Authority of Premises
In the event of a dispute, the decision of ServiceNow will be final. ServiceNow also reserves the right to amend any earlier decision made in order to meet and satisfy any unforeseen or prevailing circumstance for the benefit of the Event, its attendees and concerned parties.

Banners/Overhead Elements
Acceptable Features:
- Company or branded identity signs
- Photographic imagery, with or without text or logos
- Rigging for lighting trusses
- Fire retardant fabric banners or tension structures
- Lightweight space-frame canopies
- Sponsor-proposed items reviewed and approved by ServiceNow

Restrictions:
- Only Premier and Platinum sponsors may hang overhead signs, truss, structures or other custom elements (at the sponsor’s expense).
- Banners, trusses, structures and/or custom elements must not be larger than the footprint of the booth and must be a minimum of 3 feet from any adjacent booths.
- The maximum height from the exhibit floor to the top of any overhead element is 22’, depending on any height/rigging restrictions.
- All signs should be constructed of lightweight materials to allow for greater flexibility and ease of installation.
- Hanging material anchor points must be pre-fabricated and ready for use.
- Hanging canopies, ceilings, or closed-bottom signs may necessitate special fire protection measures in the exhibits beneath them.

Written Approval Procedures:
- Review Hanging Sign Order Form located in the T3 Expo Exhibitor Kit.
- Engineering drawings must be available for inspection and review in sponsor’s booth. Drawings must include an engineer stamp approving stress points and an exhibit building company stamp indicating compliance with rules and regulations.
- Unapproved items will not be hung. No items or additions will be approved at show site.

Installation Procedures:
- Standard prices will apply if the hanging sign is not received by the warehouse shipping deadline date.
- All ceiling rigging must conform to Event management rules and regulations and facility limitations.
- All electric hanging signs must be assembled and installed by Orange County Convention Center. Please order hanging sign services through Orange County Convention Center.
- Exhibitors, Display Company and/or I&D representatives may supervise, but will not be allowed to install the hanging sign. Please complete the Labor Order Form in the Exhibitor Kit for labor to assemble your hanging sign.
- All non-electric overhead hanging signs can be assembled, installed by an EAC or T3 Expo.
- Electrical signs must be in working order and in accordance with the National Electrical Code. ELECTRICAL SERVICE requirements must be ordered in advance on the enclosed Orange County Convention Center Service Electrical Order Form.
- If any hang point supports over 200 lbs., please order hanging sign services through Orange County Convention Center.
- Sponsors or EACs may supervise installation. Sponsors who do not provide supervision (self or EAC) agree to accept charges for time, materials and equipment as determined by T3 Expo and/or Orange County Convention Center. Installation and removal times will be established per availability of halls and access to area.
• Please complete the T3 Expo Exhibitor Kit, for specific details and to order labor.
• Overhead hanging signs are to be sent in separate containers directly to advance warehouse using a T3 Expo Hanging Sign Label. This container MUST be received by the warehouse shipping deadline in order to receive Advance prices. If these procedures are not followed, T3 Expo cannot guarantee the hanging of your sign. See exhibitor kit for details and address label.
• All ceiling rigging must conform to Event Management rules and regulations and facility limitations.
• Set up instructions must be provided for signs needing assembly.
• Hanging anchor points must be pre-fabricated and ready for use.
• Orange County Convention Center will hang signs as close to sponsor specifications as is practical or as the hall structure permits. Characteristics of signs, rigging and electrical hoist placement may cause the actual hanging heights to differ from orders.
• Orange County Convention Center reserves the right to refuse hanging materials or any items that do not meet safety specifications. Hanging materials will only be installed with approved devices and cable to ensure safety.
• All costs and risks associated with overhead hanging features are the sole responsibility of the sponsor. These include the risk that sightlines to the sponsor’s own signs may be blocked by others’ signs and displays.

Booth/Session Demonstrations
Sponsors and exhibitors must market or demonstrate products and services on the exhibition floor and in the sessions which are complementary to ServiceNow products and services. Complementary products and services include products or services that do not overlap, conflict with, or substitute functionality provided in ServiceNow products and/or services, and help expand the reach and solution scope of ServiceNow capabilities as deemed by ServiceNow in its sole discretion. All sponsors and exhibitors must adhere to the following guidelines in regards to booth demonstrations (please also review the “Promotion, Giveaways, Contests” section below):
• All marketing efforts must be confined to your contracted booth space. At no time are you allowed to display signs or leave literature in any of the common areas of the Orange County Convention Center. No signs or materials may be pasted, nailed, taped or otherwise attached to walls, doors or other surfaces of the Orange County Convention Center or any of the official hotels.
• Booth personnel, including models, hosts/hostesses, etc. are not allowed to distribute literature, giveaways or promotional items of any kind outside their contracted exhibit space. This restriction includes sidewalks outside the Orange County Convention Center as well as hotels where ServiceNow has contracted official room blocks.
• Sufficient space must be provided within the booth for the comfort and safety of persons watching demonstrations and other promotional activities. If large crowds gather to watch a demonstration and interfere with the flow of aisle traffic, Event management has the responsibility, per the facility and the Fire Marshal, to resolve the situation. All aisles must be clear. No exit, firefighting equipment or emergency equipment may be blocked or obstructed under any circumstances.
• The use of demonstrators, gimmicks, mimes, magicians, robots, Segway scooters, etc. in aisles is prohibited at all times.
• Public drawings may only be conducted within the confines of the booth. Due to fire safety regulations, public aisles cannot be blocked.
• Event management reserves the right to restrict or remove exhibits that: due to operation, lack of operation, excessive notice, disregards Event rules, or disrupt ExpoNow. Anything that detracts from ExpoNow or Knowledge17 as a whole may be prohibited or removed by Event management. If you need further clarification, please contact: knowledgesponsorship@servicenow.com.
• During the period of May 7 - 11, 2017, no exhibitor shall independently reserve space or otherwise sponsor or host an event, within five (5) miles of the Event for the purpose of holding a hospitality suite, seminar or any other promotional or educational activity without the prior written consent of the Event management, which consent shall not be unreasonably withheld. Events that conflict with previously scheduled Knowledge17 activities shall be one reason Event management would withhold such consent. The After Hours Request Form must be filled out prior to getting onsite. The form is available on the Sponsor Portal.

Booth Space & Displays

All booths:
• All exposed walls on the reverse side(s) of constructed displays visible from aisles or neighboring booths must be finished or covered with pipe and drape.
• Exposed walls on the reverse side of a constructed display may not display logos, advertising or graphics if they adjoin other exhibits.
• The painting of signs, displays or other objects is strictly prohibited inside the facility or on the Orange County Convention Center grounds.
• Exhibitors may not use existing building columns for any purpose whatsoever.
• The use of confetti type materials, helium balloons, glitter are prohibited.
• Halogen Lighting -This policy covers restrictions on stem mounted halogen lighting provided by display contractors and exhibitors for the temporary lighting of exhibit booths. The use of any stem mounted halogen or other fixtures employing a non-shielded halogen bulb is not allowed. In addition, conventional track lighting systems that use any of the approved types of halogen bulbs and that are securely mounted to stable exhibit structures will continue to be allowed.

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<thead>
<tr>
<th>Approved Halogen Bulbs</th>
<th>Disapproved Halogen Bulbs</th>
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<tbody>
<tr>
<td>MR 11/16 Covered-low voltage</td>
<td>MR 11/16 Uncovered</td>
</tr>
<tr>
<td>MR 16 Covered-line voltage</td>
<td>Line Voltage Uncovered</td>
</tr>
<tr>
<td>PAR 14,16,20,30 and 48</td>
<td>Low Voltage-Bi-Pin Uncovered</td>
</tr>
</tbody>
</table>

10x10 and 10x20 Booths:
• Each has 8’ high drape back wall and 3’ drape side rails unless otherwise noted.
• Maximum height for structural and design elements (including pop-up booths, display elements, signage, etc.) is 8’ across the entire back wall and no more than 4’ on the side rails for a distance of 5’ set back from the aisle or shared side rail so as not to block line of sight to neighboring exhibits. This applies to corner booths as well.

20x20 and Larger Island Booths:
• In consideration for your fellow exhibitors, the length of any solid wall, structure, video screen or combination of elements exceeding 8’ from the ground located on any perimeter boundary of your booth is limited to half the length (or width) of your contracted space.
• Maximum height for structural and design elements are 16’, including all floor standing elements and structures.
• The maximum height from the exhibit floor to the top of any overhead element is 22’, depending on any height/rigging restrictions. The top of any hanging element cannot exceed 22’ from the floor.
• All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. Doors must be unlocked during occupancy of the booth. The Orlando Fire Department may require additional equipment.
If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway must be present.

Covered booths exceeding 1,000 square feet require an interior automatic sprinkler system and a separate permit is required for the sprinkler system.

Cabling/Ceiling Suspensions
Booth structures should be built to be structurally sound. Booth should be erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment such as forklifts. According to facility regulations, exhibits whose structural integrity requires cabling and/or suspension from the ceiling should not be erected.

Carpeting
Carpeting is mandatory for all booth spaces. Sponsors and exhibitors may rent carpet from T3 Expo or bring their own. It is recommended that you protect your carpet during set up days. All floor coverings must be fire retardant in compliance with local fire department regulations. Event management provides aisle carpet.

Conduct/Boothmanship
ServiceNow reserves the right to prohibit, restrict and/or request the immediate cessation and/or removal from the sponsors and exhibitors booth exhibits, signage, personnel, promotions, activities and/or materials; that at ServiceNow’s sole judgment, are objectionable, unethical or otherwise detracts from or are out of keeping with the character of the event or do not follow the rules and regulations of the event. Sponsors and exhibitors should act promptly to carry out ServiceNow’s request. ServiceNow will not be liable for any refund, or for any expenses, claims for damages whatsoever incurred by the exhibitor.

Decoration
ServiceNow has the authority to determine whether placement, arrangement and appearance of all items displayed by sponsors or exhibitors are in compliance with the show floor standards. This may require the replacement, rearrangement or redecoration of any item or of any booth. ServiceNow is not liable for any cost that may be incurred by the sponsor or exhibitor. Helium balloons and/or other helium filled items are not permitted.

Double Deck Booths
Double deck booths are permitted for 20x20 and larger island booths only upon signed approval of the proposed booth design by ServiceNow and confirmation from the Orange County Convention Center certifying all structural/engineering and fire marshal requirements for the double structure have been met. Plans must be certified by a licensed professional engineer before floor plans are submitted. Sight line regulations regarding the width and height of solid perimeter walls for island booths still apply to double deck structures.

- All multi-level booths must have two (2) remote means of egress if the upper level is greater than 100 square feet.
- If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy...
permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway must be present.

- Covered booths exceeding 1,000 square feet require an interior automatic sprinkler system and a separate permit is required for the sprinkler system.
  - Fire sprinkler systems must be installed by a Florida state licensed fire sprinkler contractor.

**Exhibitor Appointed Contractors (EACs)**

Sponsors and exhibitors that wish to utilize service providers other than the official show contractors are responsible for submitting an EAC Form with the “non-official” contractor’s information. It is the sponsor or exhibitor’s responsibility to ensure their EAC provides ServiceNow with a Certificate of Insurance stating workers’ compensation and comprehensive general liability insurance with at least $1,000,000 in coverage and naming T3 Expo and ServiceNow as additional insured. **All requests to utilize an EAC and Certificates of Insurance are to be sent to Lawrence Ott (Exhibit Manager, George P Johnson Company) no later than Monday, April 3, 2017, Lawrence.Ott@gpj.com, office +1 (650) 226-0679.**

- Exhibitor Appointed Contractors include security, models/temporary booth personnel, audio/video and computer rental companies, installation and dismantle firms, and exhibit design companies. Please be aware of the following guidelines:
  - Sponsors and Exhibitors are responsible for informing contractors of all Event venue rules and regulations and ensuring their compliance with these rules. ServiceNow reserves the right to refuse entry to any EAC that is not acting in compliance with such rules and regulations.
  - Sponsors and Exhibitors are responsible for their EACs securing liability insurance and providing proof to ServiceNow.
  - Sponsors and Exhibitors will be liable for any expense or damage caused by or as a result of their EACs.
  - EACs are not allowed to set up service desks on the show floor or in any booth, nor are they permitted to solicit business on the show floor at any time.
  - EACs cannot bring their own equipment (i.e. forklift, etc.).
  - Sponsors and exhibitors are **required** to inform ServiceNow of any companies or affiliates that will need access to their booth on the show floor during set up or break down. Individuals who need access during the show hours will need to be registered for the event. Sponsors and exhibitors need to provide a list of the companies they anticipate on the show floor including any delivery companies, to knowledge@servicenow.com. If this information is not disclosed, those individuals will not be allowed on the show floor, and a member of the sponsor or exhibiting team will need to verify them onsite, or they will be denied access.

**Flame Retardant Treatment**

All materials used in the construction of the booth and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) within exhibitor booths and those used for special events must be non-combustible or made flame retardant. Certificates of flame retardant treatment must be submitted to the Orlando Fire Department along with samples of said materials prior to construction of booth. You must maintain copies of flame certificates on premises as the Orlando Fire Department can require verification at any time. Utilizing cardboard boxes as parts of exhibits or displays is not permissible.

Foam plastic elements greater than ¼-inch thickness shall not be permitted. Fire resistant foam board signage, not greater than ½-inch thickness, is acceptable in exhibit booths.
Permits Required
The Orange County Fire Department requires special permits for the following (contingent on ServiceNow’s approval):

- Display/operation of any heater, barbecue, heat-producing device, open flame, candle, lamp, lantern, torch, etc.
- Flame effects
- Liquid, fuel or energy vehicles or equipment
- Hot Work Operations
- Fire systems for covered booths exceeding 1000 square feet.
- Display or operation of any electrical, mechanical or chemical devise that the fire department deems hazardous.
- Use or storage of flammable liquids, compressed gas or hazardous materials.
- Generators with fuel capacity of more than 60 gallons.
- Tents over 200 square feet and canopies over 400 square feet.

Prohibited Materials, Processes and Equipment
Use, display or storage of some materials, processes and equipment are restricted and subject to approval of the Facility Fire Marshal and may also require a permit from the Orange County Fire Department. Such materials/processed include, but are not limited to:

- Natural gas fired equipment
- Lasers
- Radiation producing devices
- Other materials or processes judged by the facility Fire Marshal to increase the risk to fire and life safety

In addition to the above, the following items and process are prohibited:

- Compressed gas cylinders
- Paints and other solvents
- Solid fuels
- Blasting agents or explosives
- Pyrotechnics
- Flammable cryogenic gases
- Smoking and/or Vaping
- Fueling of motor vehicles
- Wood matches with all-surface strikes
- Aerosol cans with flammable propellants
- Portable heating equipment

Food and Beverage
No food or beverage (including alcohol), may be offered or displayed in sponsor’s or exhibitor’s booth (except for small wrapped candies).

Internet Access
ServiceNow will supply wireless internet access with bandwidth limits to all main conference locations, including ExpoNow. If a sponsor booth will include demos or other elements that might require a dedicated connection, one will be made available for purchase. ServiceNow prohibits the use of any individual wireless routers either in a sponsor booth or anywhere else in the general convention space. Private wireless networks will be removed.

Height Restrictions
Only 20x20 and larger island booths may exceed 8’ with any design or structural elements. The maximum height of ground supported elements or structures in any 20x20 and larger booth is 16’. Additionally, each exhibitor is responsible for adhering to height and visibility guidelines within these Rules and Regulations.

**Installation and Dismantling**

IATSE 835 has jurisdiction over all set-up and dismantling of exhibits including signage and laying of carpet. This does not apply to the unpacking and placement of merchandise. Sponsors and exhibitors may set up their own exhibit display if one person (company employee only) can accomplish the task in 30 minutes or less without the use of hand tools and your exhibit space does not exceed 10 feet in any direction (width, depth, height). If you are unable to meet the above criteria, you MUST use union personnel supplied by the official General Services Contractor (T3 Expo). If sponsors or exhibitors are utilizing the services of an Exhibitor Appointed Contractor (EAC), ServiceNow must be notified. Hours and dates for installation, the exhibition, and dismantling are specified below under the Move In/Out section.

- **Installation:** All crates and fiber cases must be stored by 5:00 pm Sunday, May 7th. Installation must also be completed by 5:00 pm, Sunday, May 7th; however exhibitors may continue to work within their booth space on Monday May 8th until 1pm for final preparation. Sponsors and exhibitors will not be allowed to move in or install displays after this time. For those exhibits not set up by the deadline and that do not have a prior variance, ServiceNow reserves the right to “force” set up or to remove displays/material from the exhibit floor at the exhibitor’s expense. Sponsors or exhibitors who do not meet the set up deadline may forfeit the use of their booth space in subsequent expositions.

- **Dismantle:** Sponsors and exhibitors are required to maintain their exhibit intact, until the ExpoNow floor is officially closed on Wednesday, May 10, 2017 at 5:30 pm. “Dismantle” procedures will be distributed to each sponsor and exhibitor on Wednesday, May 10, 2017. All sponsors and exhibitors must complete arrangements for the removal of exhibit material in accordance with the dismantle procedures issued by T3 Expo. Sponsors and exhibitors shall be liable for all storage and handling charges resulting from failure to remove materials from the exhibition hall before the conclusion of the dismantling period at 2:00 pm Thursday, May 11th.

**Labor Union Regulations and Jurisdictions**

The Orange County Convention Center is a union facility. T3 Expo is the official General Services Contractor with responsibility for and jurisdiction over loading docks, material handling, rigging, electrical labor and services, installation and dismantling services. Please see the T3 Expo Service Kit for rules and regulations regarding receiving freight, installation and dismantling of exhibits and other important information.

**Marketing Materials**

Sponsor and exhibitor materials used in any event related marketing or speaking activities are subject to ServiceNow approval, and sponsors and exhibitors agree to make all changes to such exhibitor materials that are requested by ServiceNow.

- **Giveaways/Handouts:** Exhibitors may distribute items, samples, souvenirs, etc., only from the confines of their booths. Company flyers, promotional materials or any other company advertising may not be placed anywhere within the confines of the Orange County Convention Center. Promotional materials MAY NOT be distributed outside of the Orange County Convention Center or on any street corners surrounding the Orange County Convention Center. Any materials found in any public areas or being distributed outside of the Orange County Convention Center will be confiscated and discarded and this could jeopardize your company’s participation in future ServiceNow events.
- Literature on display shall be limited to reasonable quantities. Reserved supplies shall be kept in closed containers and stored in a neat and compact manner.

**Material Handling**
T3 Expo jurisdiction prevails over the operation of all material handling equipment, unloading, reloading, and handling of empty containers. Exhibitors may only move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment. Privately owned vehicles are not permitted to be in the dock area.

**Shipment 150 lbs. or less:** All shipments from the trade show floor that are 150 lbs. or less can be shipped and received via the FedEx Office business center at the Orange County Convention Center - Please send shipments to: 9800 International Drive, Orlando, FL 32819. For more details on handling fees and shipping instructions please call (407) 363–2832 or visit [https://www.occc.net/exhibitor/Services_Exclusive_Business.asp](https://www.occc.net/exhibitor/Services_Exclusive_Business.asp).

**Shipment 150 lbs. or over:** Shipments over 150 lbs. must be shipped to the General Service Contractor handling freight for the show. If trade show shipments are over 150 lbs. and shipped to the FedEx business center, they will not deliver it to the show floor. Therefore, the exhibitor will be charged handling fees from FedEx and delivery fees from the general service Contractor.

**Move In/Out**
Exhibitors must schedule their move in and move out activities within the specified move in/out hours.

**Move In**

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<thead>
<tr>
<th>Date</th>
<th>Hours</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Saturday, May 6</td>
<td>8:00 AM - 5:00 PM</td>
<td>Gold Sponsors &amp; above only</td>
</tr>
<tr>
<td>Saturday, May 6</td>
<td>1:00 PM - 5:00 PM</td>
<td>All Sponsors</td>
</tr>
<tr>
<td>Sunday, May 7</td>
<td>8:00 AM - 5:00 PM</td>
<td>All Sponsors</td>
</tr>
<tr>
<td>Monday, May 8</td>
<td>8:00 AM - 1:00 PM</td>
<td>Product &amp; Technology Display Work Only</td>
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*All booths must be show ready by 5:00 pm on Sunday, May 7th; however exhibitors may continue to work within their booth space for final preparation on Monday May 8th until 1pm.*

**Move Out Hours:**

<table>
<thead>
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<tr>
<td>Wednesday, May 10</td>
<td>5:30 PM - 11:00 PM</td>
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<tr>
<td>Thursday, May 11</td>
<td>8:00 AM - 2:00 PM</td>
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**Carrier Check-In by:**

<table>
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<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Thursday, May 11</td>
<td>12:00 PM</td>
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</table>

**Privately Owned Vehicles (POVs)**
The unloading of any materials from a POV must be done at the loading dock only. POVs cannot stand or wait at a taxi or bus stop area.

**Promotions, Contests, Giveaways**
All sponsors and exhibitors conducting raffles, giveaways, drawings, contests or similar promotions in their booth space must receive written approval and adhere to the following guidelines:
ServiceNow reserves the right to deny permission for contests or promotions deemed objectionable.

- All contests and promotional activities must take place within contracted booth space.
- Exhibitors are required to follow and uphold all local rules, federal and state laws, and statutes governing any contest, raffle, sweepstakes or giveaway for the state of Florida.
- Sponsors and exhibitors are solely responsible for the administration and outcome of their contest, raffle, sweepstakes, drawing or giveaway.
- Only one raffle, giveaway, drawing, contest or similar promotion per sponsor or exhibitor booth per day is allowed.
- Passport programs or games that include multiple sponsors and/or exhibitors are not permitted.
- ServiceNow reserves the right to require sponsors or exhibitors to terminate any promotion, contest, game or giveaway that creates standing traffic/crowds outside of their contracted booth space.
- All previously stipulated contract terms and rules and regulations apply.
- All sponsors and exhibitors must submit plans for a raffle, giveaway, drawing, contest or similar promotion to knowledgesponsorship@servicenow.com by Friday, April 14th, 2017 in order to obtain ServiceNow approval.

**Sales**

You may not transact merchandise, products or services sales or take orders on the show floor.

**Signage/Booth Identification**

Sponsor and exhibitor identification cannot be placed/erected outside the perimeters of the contracted booth space. All signs, posters and booth graphics must be professionally lettered and in compliance with the proper height limitations. ServiceNow reserves the right to change or remove signs (at the sponsor or exhibitor’s expense) that are not in keeping with the overall quality standards of the show floor. Please review the “Banners/Overhead Elements” for more information related to signage.

**Security**

ServiceNow maintains 24-hour perimeter security during move-in, show days and move-out. ServiceNow, T3 Expo and the Orange County Convention Center will not be held responsible for lost or damaged equipment or property. You are urged to maintain full insurance coverage for damage or loss of your property. ServiceNow suggests never leaving portable items such as purses, cameras, laptops, DVD players, etc. unattended at ANY time and do not ship expensive items in original packaging that identifies the item(s) within.

**Soliciting**

Soliciting, either exhibitor to attendee, attendee to exhibitor, or exhibitor to exhibitor is prohibited in the confines of Orange County Convention Center and any of the official ServiceNow contracted hotels. Recruitment, of any kind, by competitors of ServiceNow or Knowledge17 is prohibited by ServiceNow. We reserve the right to escort any individuals from Knowledge17 or ExpoNow if they are reported to be soliciting in the hall or Event areas. We encourage attendees to support the paid exhibitors who, in turn, are supporting the industry. We also encourage you to avoid sales pitches from non-exhibitors.

**Staffing**

ServiceNow is a business event, and as such discourages the use of booth staff, demonstration personnel or hired talent that are inappropriately dressed. ServiceNow reserves the right to enter any portion of
the booth premise and to eject from the Orange County Convention Center any person not badged, improperly badged, or other persons deemed objectionable.

Recommended attire is business casual. Your booth is required to be staffed during all published hours.

Sponsors and exhibitors MUST staff their booth during the following hours*:

- **Monday, May 8**
  - 5:00 PM** – 9:00 PM
  - Go-Live! Welcome Reception

- **Tuesday, May 9**
  - 11:30 AM – 4:30 PM
  - ExpoNow Hours

- **Tuesday, May 9**
  - 5:30 PM – 7:30 PM
  - ExpoNow Happy Hour

- **Wednesday, May 10**
  - 11:30 AM – 5:30 PM
  - ExpoNow Hours

*Exhibit hours are subject to change.

** Aisles must be clear and booths show ready by 5:00 pm on Sunday, May 7th; however exhibitors may continue to work within their booth space for final preparation on Monday May 8th

**Storage**

Literature on display shall be limited to reasonable quantities. Reserved supplies shall be kept in closed containers and stored in a neat and compact manner.

You may NOT store excess materials, empty cartons, luggage or any other cases in or behind the back drapes, pop-up booths or walls, or anywhere visible within your booth space. ServiceNow will remove storage materials at the sponsor or exhibitor’s expense. Accessible storage service is available through T3 Expo for items that you may need during the show.

Empty cartons, fiber cases and other storage containers will be removed by T3 Expo. All cartons, crates, containers, packing materials, etc., which are necessary for repacking are to be labeled with “EMPTY” stickers and will be removed from the floor by T3 Expo and stored until move out. Do not store valuables in empty cartons or crates and be sure your boxes are empty before sending them to storage.

**Tipping**

ServiceNow and all service contractors request that there be no tipping at any time.

**Utility and Electrical Outlet Clearance, Backwall**

Electrical panels must have thirty (30”) inch clearances in front. All electrical equipment (cords, plug, etc.) must be in accordance with the International Fire Code and the National Electrical Code, as well as local codes. Use of two wire extension cords is prohibited. Multiple outlets and electric cords must be grounded and must not exceed their listed amperage rating. All temporary electric wiring must be accessible and free from debris and storage materials. The fire marshal does not permit storage behind back walls between linear booths.