



Annual World Congress of SBMT

Exhibitor Guidelines.

General

Adhere to SBMT Annual Convention and Events rules and regulations: Familiarize yourself with the rules, regulations, and sponsorship benefits per level.

This includes rules on:

- Setup times
- Display rules
- Hours of operation
- Dismantling procedures

Plan your exhibit in advance: Use attention-grabbing graphics, signage, banners, or showpieces that represent your brand and relate to the industry you are in. Suppose you are in need to have customized booths, signage, or advertisements. In that case, the trade show secretariat has different options in the SBMT2024 prospectus.

Follow the event rules and regulations: Exhibitors and Sponsors must adhere to the event's rules and regulations. These may include guidelines for booth setup, marketing materials, and other requirements.

Respect other exhibitors: Exhibitors and Sponsors should respect other exhibitors and their space. They should not disturb or infringe on their neighboring booths or disrupt the event in any way.

Be professional: Exhibitors and Sponsors should maintain a professional attitude throughout the event, respecting the dress code and always behaving in a friendly and courteous manner.

Provide engaging experiences: Exhibitors and Sponsors should strive to create engaging experiences for event attendees. This may include interactive displays, product demonstrations, or exciting activities.

Follow up with potential leads: Exhibitors and Sponsors should promptly follow up with potential leads and contacts made during the event i.e., gathering business cards and using QR codes.

Rules and Regulations:

Booth regulations: Exhibitors and sponsors must adhere to size, height, and other rules for their booth setup. This may include restrictions on materials and signage that can be used.

Setup and teardown times: Exhibitors and sponsors will be given specific times to set up and tear down their booths. They must follow these guidelines to avoid disruptions to other exhibitors and the event.

Exhibit	Show	Schedule
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GENERAL EXHIBITOR MOVE-IN		Wednesday, March 13 TH , 2024 • 12:00PM to 5:00PM
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EXHIBIT HOURS		Thursday, March 14 TH , 2024 • 12:00AM to 5:30PM
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		Friday, March 15 ^T , 2024
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		• 9:00AM to 5:30PM
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		Saturday, March 16 TH , 2024 • 9:00AM to 5:30PM
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		Sunday, March 17 TH , 2024
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		• 9:00AM to 4:30PM
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EXHIBITOR MOVE OUT		Sunday, March 17 TH , 2024
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		• 4:30PM to 9:00PM
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FREIGHT REROUTE BEGINS*		
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		*All outbound carriers must be checked in by this time
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		Sunday, March 17 TH , 2024 8:00PM
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Security and safety and insurance guidelines: Exhibitors and sponsors must adhere to security and safety guidelines established by the event organizers, including restricting materials and products brought into the event space, maintaining halls free of obstacles, and securing displays properly, as well as reporting any suspicious or malicious behaviors. We recommend the vendors acquire their own insurance as well.

Marketing guidelines: Marketing materials produced by exhibitors and sponsors must adhere to the event's guidelines. No other publicity, services, or entities can advertise during the duration of the event without prior agreement and authorization of the SBMT secretariat.



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Code of conduct: Exhibitors and sponsors must adhere to a principle that outlines expectations regarding their behavior at the event. No derogatory or otherwise defamatory language will be tolerated. All Attendees, presenters, Staff, and fellow exhibitors should be treated fairly and respectfully, regardless of background, gender, race, or religion.

The organization is committed to diversity, equity, and inclusion. We believe that everyone deserves to be treated with respect and dignity, regardless of their religion, gender, ethnicity, or sexual orientation. We are committed to creating a workplace where everyone feels welcome and valued.

Confidentiality: Keep all information about customers, colleagues, and the organization confidential and only use it for proper professional purposes.

Compliance with the scientific program: Exhibitors and sponsors must adhere to the designated hours and rules for showcasing their products and services to avoid disruptions to the scientific schedule.

Disclosure: Exhibitors and sponsors should be required to disclose any damaging occurrence that could harm the organization's reputation. Failure to do so may result in the termination of their participation in the exhibition hall. The SBMT secretariat reserves the right to decide whether to allow a participating entity to participate in the exhibition based on their disclosure. Participating parties are solely responsible for ensuring that all information provided to the SBMT secretariat is accurate and complete.

Intellectual property: Exhibitors and Sponsors should respect the intellectual property rights of others and should not use any copyrighted or trademarked material without the owner's permission. The SBMT secretariat will not be responsible for any damages or losses arising from false claims, copyright infringement, or any other made by participating exhibitors.

Legal compliance: Adhere to US and California Laws, regulations, and guidelines applicable to the industry and organizations.

Staffing: Organizations must provide training and support for employees to understand and adhere to these ethical code of conduct guidelines. Representatives at the booth must know their sponsorship tier and its benefits.