



## AWS re:Invent 2021 Event Rules & Guidelines

Thank you for joining AWS re:Invent. The AWS Sponsorship and Expo teams are here to ensure you have an excellent sponsorship/exhibiting experience from the beginning of your planning cycle to onsite execution. These Rules and Guidelines are applicable to all Sponsors and Non-Sponsoring exhibitors, collectively referred to as “Exhibitors”. The Rules and Guidelines are organized into six main sections:

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- 1.) **GENERAL: Rules and Guidelines pertinent to your overall sponsorship (Applicable to Sponsors Only)**
- **Sponsor Consent:**

By signing a contract for AWS re:Invent 2021, all sponsor representatives are expressly consenting to abide by all Rules and Guidelines listed within this document. Please note, this document is subject to change.
  - **Event Documentation and Communications:**

Sponsor is responsible for reviewing all event-related documentation and communications provided by the AWS Sponsorship team via email and the Sponsor Portal. Sponsor is responsible for communicating to applicable Sponsor representatives. This includes third-party contractors hired by Sponsors to assist with planning and execution of your Sponsorship.
  - **Penalties for Violations:**

All Sponsors must observe the rules and guidelines in this document and regulations of the Sands Expo personnel. Additional guidelines are subject to the decision of AWS, in its sole discretion. If AWS finds an exhibit in violation of any rule or restriction, AWS may require Sponsor to remedy the violation or may remove the exhibit from the Event. Upon such violation or removal, AWS will not provide any refund of amounts paid by Sponsor and is expressly not liable for any damage or injury resulting from such removal. **Violation of any rules and guidelines outlined in this document gives AWS the right to prohibit a sponsor from constructing their booth, and/or withhold sponsor leads, and/or revoke sponsor rights to participate in future AWS Events, and/or total sponsor removal from event.**

- **Sponsorship Fees and Payment:**

All sponsorship fees must be paid in full within thirty (30) days of invoice date or no later than 120 days prior to Nov 29, 2021 – whichever is sooner. Sponsors are responsible for all costs associated with equipment, signage, booth properties, furnishings, drayage, material handling, setup/teardown labor, shipping, giveaways, and staff T&E, unless otherwise noted in your sponsorship contract. If a Turnkey is provided as part of your sponsorship, the booth inclusions will be included in your contract. Your leads generated at AWS re:Invent will not be shared until your sponsorship fees are paid in full.

- **Sponsor Point of Contact:**

Sponsor will appoint one (1) primary owner in the Sponsor Portal and may provide Sponsor Portal access to additional contacts as needed. All contacts listed in the Sponsor Portal will receive event-related information pre-event and onsite. Sponsor is responsible for keeping all contact information updated in the Sponsor Portal. Due to spamming and phishing attempts in the past, AWS will not release event related material to anyone other than Sponsor contacts listed in the Sponsor Portal.

- **Third-Party Sponsorships Are Prohibited:**

Sponsors are prohibited from selling third-party sponsorships to ancillary events associated with AWS re:Invent or events, activities, and meetings within a five mile radius of the Sands Expo from November 28 – December 3, 2021. Additional information around ancillary events can be found [here](#).

Sponsors are prohibited from subleasing or passing through any portion of their sponsorship (inclusive of booth footprint and any other asset included in their sponsorship) with a third-party. All brands, products, and booth staff must be directly associated with the contracted sponsoring company unless otherwise approved in writing from AWS.

## 2.) ONSITE: Rules and Guidelines to help you have a great onsite experience

- **Accessibility:**

AWS is committed to ensuring that re:Invent is accessible for all attendees. This is inclusive of (but not limited to) booths/exhibits, booth content and activations. Please review the [AWS re:Invent Accessibility Guidelines](#). Please refer to local guidelines (e.g., ADA, WCAG), as well as applicable building codes for guidance on entrance width, slope of ramps, and other requirements. For questions around accessibility, please reach out to us directly.

- **Activities and Giveaways:**

All activities, demos, and giveaways must be confined to Exhibitor's designated booth space/activation area and are prohibited anywhere outside of that including other spaces in the Expo, Sands Expo, or on any surrounding hotel, venue or street corners - unless otherwise approved in advance by AWS in writing.

This includes but is not limited to samples, giveaways, collateral, and demonstrations. Any materials found in any public areas or being distributed outside of the Expo/contracted activation area will be

confiscated and discarded and could jeopardize exhibitor's participation in future AWS conference events.

- **Age:**  
Guests must be 18 years of age to attend the Event and any of the related events or move-in and move-out of the Expo. Requests for any exception to this term must be made in writing to AWS.
- **Ancillary Activities:**  
During the period of November 28 – December 3, 2021, Exhibitor shall not reserve space or otherwise sponsor or host an event within five miles of the Sands Expo including for the purpose of holding a hospitality suite, social event, meetings, or any other promotional, networking, social or educational activity, without the prior written consent of AWS, which consent shall not be unreasonably withheld. Only after the Exhibitor has received approval from AWS to host their event, may the Exhibitor enter into a contract with a venue. Ancillary event approval granted to the Exhibitor is limited to the venue requested. Third party sponsorships remain prohibited.

Exhibitors cannot hold events during official show hours unless otherwise included in their sponsorship package or add-on. If an Exhibitor enters into an unauthorized contract with a venue during official show hours, the Exhibitor will be required to cancel the contract, or adjust the contract to have a start time outside of official hours. All penalties from the venue associated with contract cancellation or adjustments will be the responsibility of the Exhibitor. AWS also reserves the right to apply penalties as set forth above in "Penalties for Violations."

- **Animals:**  
With the exception of working service animals, or emotional support animals, animals are not allowed in the Sands Expo. Prior written approval of Show Management is required.
- **Balloons/Blimps/Drones/Bubbles/Stickers/Confetti:**  
Helium balloons, blimps and drones are not permitted. No pressure adhesive or adhesive-backed stickers or decals, flyers or similar promotional items may be distributed in the building, except by prior written permission from Show Management. No confetti is permitted onsite.
- **Content:**  
Sponsorship messaging (including but not limited to booth graphics, signage, collateral, giveaways, and email communication) is subject to AWS approval. All content must comply with the [AWS re:Invent Sponsorship Brand and Messaging Guidelines](#) and be submitted through the Sponsor Portal for AWS review in adherence to deadlines. Additional tools such as the [re:Invent Accessibility Guide](#), [APN Messaging and Branding Guide](#) and [AWS Co-Branding Guide](#) and [AWS Security Messaging Guidelines](#) can be found in the Sponsor Portal.

Messaging in non-sponsoring exhibitor booths is also subject to Show Management approval and should be submitted in accordance with the agreed upon guidelines.

- **Demonstrations:**  
Exhibitors may not conduct demonstrations or activities that result in obstruction of aisles or prevent access to neighboring booths. Demonstrations are to be professional and relevant to the displayed product. In-booth PA or noise amplification devices may not be used for demonstrations at inline booths. Island booths may have noise amplification devices for demonstrations only. Please refer to

the “Sound, Noise, Music and Odors” section below for a complete list of rules pertaining to audio within an Island Booth.

- **Food and Beverage:** Sponsor may not provide food or beverage to attendees without prior written approval from AWS. All food and beverage items at the venue must be purchased directly through the venue catering department. Bowls of individually wrapped hard candy, jelly beans, etc. are excluded from this requirement. Please be aware that any food or beverage that you order **MUST BE** contained inside your booth.

If a sponsor decides to serve alcohol at their booth as part of an activation, the sponsor must abide by the following rules:

- Alcohol service is only permitted within 2 hours of Expo closing
  - The exception to this rule is on Monday, November 29. Sponsors may serve alcohol for the duration of the Welcome Reception.
  - Alcohol service must be provided by the inhouse food and beverage vendor
  - Sponsor must abide by all venue rules with regards to alcohol, as well as all state and local laws with regards to alcohol service
  - All food and beverage (inclusive of alcohol) must receive written approval from AWS
- **Guerilla Marketing:**  
Guerrilla marketing is a marketing tactic in which a company uses surprise and/or unconventional interactions in order to promote a product or service. Exhibitors are prohibited from guerilla marketing at AWS Events.
  - **Noise Amplification (Booth Audio):**  
Inline sponsor booths (Gold, Bronze, Showcase) are not permitted to have noise amplification devices (speakers and mics). Island booths (Emerald, Diamond, and Platinum sponsors) are permitted to have noise amplification devices. Please refer to the “Sound, Noise, Music and Odors” section below for a complete list of rules pertaining to audio within an Island Booth.
  - **Photography/Video:**  
Exhibitors may take photographs and video of their booths only from within their booth space. Photography or videotaping is not allowed on the show floor unless approved in writing by Show Management.
  - **Prize Drawings/Raffles:**  
Drawings, raffles, and games may only be conducted within an Exhibitor’s booth. Due to fire and safety regulations, public aisles cannot be blocked.

NOTE: Any props, raffle wheels, etc. required for the Prize Drawings/Raffles must abide by all Booth Structure General Rules, including sight line rules (listed below). Example: A raffle wheel on a 5’ pole may not be in the front half of an inline booth according to the 4’ rule listed in the Structure General Rules – Turnkeys – Sightline Rules.

- **Promotion:**  
Promote your own product and service. Do not promote any other person or entity, or any products other than the Exhibitor’s own products, without AWS’s prior written consent. This includes non-

approved promotion of third-party events, brands, products or services.

- **Sales:**

Exhibitors may not make direct sales of products within their booth or kiosk space.

- **Security:**

Exhibitors must make provisions for the safety of their goods, materials, equipment and displays at all times. General security services will be provided in the exhibit hall 24 hours a day starting the first day of set-up, through the final day of move-out. AWS, the Sands Expo, and their respective employees and subcontractors are not responsible for the loss or damage of any property from any cause. If you would like to order dedicated security guard service for your booth, please see the Security Services Order form in the Exhibitor Services Kit (found in the Sponsor Portal).

- **Sleeping Rooms:**

The use of a sleeping room as a function space, meeting suite, or anything other than a sleeping room, is prohibited unless as part of a sponsorship package or add-on opportunity (Hospitality Suites). Sponsors may not purchase hotel rooms with the intent of hosting hospitality functions before or during the event.

If Sponsor enters into an unauthorized contract with a hotel, Sponsor will be required to cancel the contract. All penalties from the hotel associated with contract cancellation or adjustments will be the responsibility of the Sponsor. AWS reserves the right in situations of sponsor non-compliance to apply penalties as set forth above in "Penalties for Violations."

- **Smoking:**

Smoking is strictly prohibited on the Event floor (this includes e-cigarettes and vaporizer pens).

- **Soliciting and Recruiting of Employees:**

Whether Sponsor to attendee, attendee to Sponsor, or Sponsor to Sponsor, soliciting of any brand, guerilla marketing tactics, or employee recruiting is prohibited at the Event or otherwise on the premises of the Sands Expo. Show Management reserves the right to escort individuals from the Event if they are reported to be participating in these activities in the Expo or Event areas. Show Management encourages attendees to support the paid Sponsors who, in turn, are supporting the industry.

See something, say something! If you are solicited in any way at your booth, in the hallways, or in the event areas surrounding the Sands Expo, please report this to the Help Desk or your sponsor representative immediately.

- **Sound, Noise, Music and Odors:**

Displays with noise and exhibits producing objectionable sound or odors are not allowed.

Demonstrations from inline booths are not permitted to have noise amplification devices. If an inline sponsor would like to conduct a demonstration that includes noise amplification, they should purchase a Partner Theater Add-on.

Island booths may use noise amplification devices for **demonstrations only**. The demonstration area

must be within the sponsor's booth footprint and they may not use the aisle for any part of their audience seating/standing. All noise amplification devices must be angled toward the center of the sponsor's booth and may not face out into the aisles. **Sound may not exceed 85 decibels.**

Noise amplification used to grab attention of passersby and not used for a demonstration is prohibited.

Exhibitors should be respectful of their neighbors. Show Management may mitigate as a last resort, with their opinion being accepted by all parties as the resolution. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Announcements made by overhead public address system are not permitted.

### **3.) STAFFING: Rules for onsite staffing and badge information**

- **Booth Must Be Staffed:**

Booths must be staffed during Expo open hours. Registered staff may access the show floor only during published move-in and move-out times, Expo Hours, or other hours as needed with prior consent of Show Management.

All staff within an Exhibitor's booth, inclusive of hired talent, must wear a badge (with their own name) visible at all times.

- **Booth No-Show:**

If a sponsor has not retrieved their lead retrieval device or contacted Show Management by 12pm on move-in on Monday, November 29, it will be assumed that the sponsor does not intend on participating at AWS re:Invent 2021. Subsequently, sponsor booth graphics will be replaced with Show Management graphics.

- **Booth Staff: Third-Party Representative:**

Only contracting sponsors may staff or occupy their booth space unless otherwise approved by AWS. Third-party representatives within your space must have prior AWS written approval.

- **Booth Staff Passes/Badges:**

Each sponsor is provided Booth Staff Badges as part of their sponsorship benefits. Booth Staff Badges are for use exclusively by Sponsor personnel staffing the booth space, as outlined in your sponsorship agreement. All Booth Staff Badges must pre-register for the Event online. Badges cannot be swapped. No one will be allowed into the Expo without proper badging.

- **Badge Violations:**

All persons entering AWS re:Invent 2021 must be wearing an AWS re:Invent 2021 issued badge tied to their name. Security will check badge photos at all points of entry. Any person bearing a badge that is not their own (ex. badge swapping) to gain entry into AWS re:Invent 2021 will be considered to be falsifying their identity and trespassing. Any person providing their badge to another person to gain access into AWS re:Invent 2021 is strictly prohibited. Violation will result in the immediate

expulsion of the Sponsor and its representatives from AWS re:Invent 2021. This includes the removal of the Sponsor's booth from the Expo without obligation on the part of AWS to refund any fees paid by Sponsor. The Sponsor, its employees and agents, and anyone present at the Event through the Sponsor, waive any rights or claims for damages arising out of the enforcement of this rule. Show Management reserves the right to enter any portion of the booth premises and to eject from the Event, any non-badged, or improperly badged.

All Sponsors and their representatives are required to wear the provided conference lanyard at all times. Company branded or non-conference lanyards are not permitted. Security has the right to require non-conference lanyards to be discarded and replaced with a conference lanyard.

- **Booth Staff Dress Code:**  
Booth staff must not be unprofessionally or objectionably dressed.

#### 4.) **MAKE YOUR BOOTH SHINE! Rules and Guidelines for building your booth**

- **Booth Review & Approval Procedures:**  
It is the responsibility of the Exhibitor to comply with all Event Rules and Regulations regarding booth structure. If your booth does not comply with the Event Rules and Regulations, AWS may require you to make adjustments which would be at your own expense.
- **Booth Structures General Rules**
  - **Turnkey Booths: Gold, Bronze, Showcase Sponsors**  
All turnkey booths are considered “inline”. Sponsorship Packages that include a turnkey booth should refer to the [Exhibitor Services Kit](#) found in the Sponsor Portal for all turnkey inclusions. If there are customizations allowed within the turnkey footprint, these customizations are very specific and will be outlined below and within the Sponsor Portal.
    - **General Rules:**
      - No advertising or company branding can face towards adjacent booths.
      - All graphics must be in compliance with the [AWS re:Invent Sponsorship Brand and Messaging Guidelines](#)
      - All graphics must be submitted for AWS approval by the due date outlined in the Sponsor Portal.
      - Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring sponsors
      - “Pull-up” banners are prohibited from all inline and turnkey booth displays.
      - Hanging signs or rigged lighting is not permitted.
    - **Backwall:**
      - Turnkey options are listed within the [Exhibitor Services Kit](#). Backwalls with exact length and height requirements are provided as standard for all turnkey sponsors. Sponsors will have the ability to brand their backwall in accordance with the graphic specifications provided in the Exhibitor Services Kit.
    - **Sidewalls:**
      - Sidewalls are not included in the standard turnkey set-up. Sidewalls for turnkey booths may be rented from T3Expo at the Sponsor expense if desired. Side walls must comply with the sightline requirement.
    - **Sightlines:**

- Booth objects over 4' tall may not be placed more than 4' out from a backwall. This applies but is not limited to display materials, AV, lighting, signage, collateral stands, etc. AWS reserves the right to remove items violating this rule. All lighting must be attached to the backwall and facing in toward the center of the booth. Lighting may not face out into the aisle or neighboring booths.
- Flooring:
  - Carpet is required for all booths within the Expo. Carpet will be included in all turnkey sponsorship packages. No further action is required from turnkey sponsors.
- **Custom Island Booths: Emerald, Diamond and Platinum Sponsors**

Island booths are freestanding structures and have aisles on all four sides. Sponsors must provide their own booth property, booth declaration task linked in the [Sponsor Portal](#), or rent an approved turnkey property from T3 Expo listed within the [Exhibitor Services Kit](#). The booth property must fit within the footprint allocated by the contracted sponsorship and comply with all of the Rules & Guidelines outlined in this document. AWS reserves the right to remove any exhibit, at the Sponsor's expense, if the exhibit portion exceeds the limits of the contracted exhibit space.

  - General Rules:
    - All graphics must be in compliance with the [AWS re:Invent Sponsorship Brand and Messaging Guidelines](#)
    - All graphics must be submitted for AWS approval by the due date listed in the Sponsor Portal ("Custom Booth Structure and Hanging Sign Review and Approval").
  - Booth Sightline Restrictions:
    - All island booths should be designed in such a way to eliminate line of sight obstructions from one exhibit space to another.
    - Island booth sponsors cannot use solid perimeter walls that obstruct the view of neighboring sponsors or Show Management booth/activations.
    - The length of any solid perimeter wall, structure, video screen, or combination of elements is limited to 8' in height (from the ground). This barrier may only have a length of half the distance of the side of sponsor contracted space and must be a distance of 5' from the outermost part of a sponsor booth footprint.
      - Example: A 30' x 30' booth, may not have a wall taller than 8', with a length in excess of 15', within 5' of the outermost part of the booth footprint.
      - Sponsors may request a variance to this rule by providing a CAD with dimensions to Show Management ([reinvent-sponsorship@amazon.com](mailto:reinvent-sponsorship@amazon.com)). Please note all requests will be considered within reason, however AWS Show Management decisions on a variance request should be considered final
    - The exception to this rule is any Exhibitor Turnkey Kiosk that is placed at least 6' from the perimeter of an island booth. The backwall of said turnkey kiosk is permitted to be taller than 8' and does not have to be more than 5' from the perimeter of the contracted space.
  - Flooring:
    - Carpet is required for all booths within the Expo. Show Management requires

all island booths to supply flooring for the entire area of the Exhibitor's contracted space. If the Sponsor does not provide flooring, AWS reserves the right to add flooring to the space at the Exhibitor's expense.

- Height Restrictions:
  - The maximum height for a floor supported structure is 16' in all areas of the booth under all circumstances.
  - Hanging object(s) or signs are permitted for island booth spaces but must be in accordance with the Hanging Signage and Rigged Lighting rules listed below and approved by Show Management.
- Hanging Signage and Rigged Lighting: Island Booths Only
  - Hanging signs and rigged lighting are permitted for island booths and must be approved by Show Management in advance through the "Custom Booth Structure and Hanging Sign Review and Approval" task in the Sponsor Portal.
  - *Hanging Sign Restriction:*
    - Signs may not exceed the length or width of your booth space.
    - Maximum height of sign must not exceed 4'. If there is any truss supporting your signage that extends beyond 4', please request a variance per the process below. A CAD of the hanging sign (inclusive of truss) will be required to approve a variance.
    - Maximum height from the floor to the top of the sign must not exceed 22'.
    - There must be a clearance of at least 2' between the bottom of your sign and the top of your booth structure.
    - Requests for variance on hanging sign size are permitted. Please complete the Hanging Sign Approval Task in the Sponsor Portal and call out this request. Please note all requests will be considered within reason, however AWS Show Management decisions on a variance request should be considered final.
    - Regardless of whether you have a hanging sign or other rigged structure above your booth, the maximum height for any floor-supported structure is 16'.
  - *Rigged Lighting Restrictions*
    - All rigging must be in compliance with all Rules and Guidelines set forth by Staging Solutions at the Sands Expo. Exhibitors must adhere to all vendor policies surrounding rigging.
    - Sponsors intending to use hanging light systems should submit a render and CAD to Show Management for approval prior to the Event. This may be submitted through the "Custom Booth Structure and Hanging Sign Review and Approval" Sponsor Portal Task.
    - Lighting must be directed to the inner confines of sponsor booth space and should not project into aisles, onto other sponsors, or interfere with other booths in any way.
    - Lighting that spins, rotates, or pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring Sponsors or otherwise detract from the general atmosphere of the Event. Use of strobe lights is not permitted.
- Island Booth Structure Approval:
  - A CAD with dimensions of all booth properties must be submitted through

the “Custom Booth Structure and Hanging Sign Review and Approval” task in the Sponsor Portal. AWS reserves the right to make changes to CAD submissions based on the Rules and Guidelines set forth in this document.

- Multi-Story Island Booths (Emerald and Diamond Only)
  - A multi-story booth is an island booth where the booth structure includes two or more levels. This benefit is limited to Emerald and Diamond Sponsors and must be approved by AWS before booth location is selected. Multi-story booths may be limited to pre-approved locations within the floorplan. Sponsors proposing to construct a multi-story booth after booth selection has taken place acknowledge that this request may be denied due to sightlines, or require the sponsor to move to a pre-approved location to exercise the multi-story option.
    - General Rules:
      - Sponsor booths need to be accessible for people with disabilities, including those in wheelchairs or who are blind or visually-impaired. Please refer to ADA Accessibility Guidelines and any applicable building codes for guidance on entrance width, slope of ramps, and other requirements. Sponsors that build multi-story booths and do not wish to include ramps or stairs between stories must ensure all content and activities on the second story are also available on the first story.
      - Multi-Story Island booths are held to the same height and sightline restrictions listed above for Island Booths.
      - The maximum number of levels on a multi-story booth is 2 (one level must be on the ground, while one additional level may be above).
      - The maximum height for exhibit structures including multi-story booths is 16’ (inclusive of both levels)
      - All doors (including egress, meeting rooms, etc.) may not open out directly into aisles.
      - Deck designs for ceiling and multi-level exhibits must include multidimensional drawings of the display and must be approved by a licensed structural engineer and bear said licensed structural engineer’s stamp of certification on all plans indicating that the structure is built in compliance with the details and specifications set forth in the drawings. The signed/stamped drawings must be available for on-site inspection from the beginning of set-up.
      - Plans must be submitted to the Show Management for review and approval by the fire marshal at least 60 days prior to the start of set-up.
      - Signs must be posted indicating the maximum number of people the structure will accommodate.
      - There must be two remote means of egress if upper deck area is greater than 300 square feet.
      - Spiral stairs are not permitted.
      - Upper decks and ceilings exceeding 300 square feet in size require the installation of battery-operated smoke

detectors.

- All multi-story second levels must have a railing or half wall around the perimeter.
- Ensure that booths are accessible for people with disabilities, including, for example, those in wheelchairs or those who are blind or visually impaired. Specifically, ensure that booths are wheelchair accessible at both levels (e.g., sufficient entrance space, ramps leading to the second story – please refer to ADA Accessibility Guidelines and any applicable building codes for guidance on entrance width, slope of ramps, and other requirements).

- **Cabling/Ceiling Suspensions:**

Booth structures should be built to be structurally sound. Exhibits whose structural integrity requires cabling and/or suspension from the ceiling are NOT permitted.

- **Decorations:**

AWS has the authority to determine whether placement, arrangement and appearance of all items displayed by the Exhibitor are in compliance with Event standards. This may require the replacement, rearrangement or redecoration of any item or of any booth. Booth decor may not exceed the perimeters of the booth size and may not make use of existing building columns for any purpose whatsoever. AWS is not liable for any cost that may be incurred by the Exhibitor. All floor coverings must be fire retardant in compliance with local fire department regulations.

- **Electrical Wiring:**

The Sands Expo in-house electrical provider is responsible for all electrical installation, distribution, and maintenance on the Expo floor. Exhibitor materials cannot be used for under carpet or concealed wiring. Use of another Exhibitor's electrical hook-up is strictly forbidden due to potential fire hazard risks. In the event that the exhibit hall is damaged or destroyed due to negligence or failure on the part of the Exhibitor to comply with the local fire agency's fire and hazard regulations, the Exhibitor is responsible and liable for all damages incurred.

*Custom Booths (Emerald, Diamond, Platinum Sponsors):*

Electrical drops are not included in these sponsorship packages. All electrical needs should be ordered directly from the Sands Expo in-house electrical provider and will be at the expense of the sponsor.

*Turnkey Inline Booths (Gold, Bronze, and Showcase Sponsors):*

A predetermined amount of electricity has been ordered for all turnkey booths. The amperage is included for reference in the Exhibitor Services Kit found in the Sponsor Portal. The electrical drop will be pulled to the demo counter located in the back of the turnkey booth. If a sponsor has additional electrical requirements, or requires additional drops pulled to various locations within the booth, the sponsor must work directly with the in-house electrical provider to place this order and costs will be at the sponsor's expense.

- **Fire Protection Measures/Fireproofing:**

All materials used in the construction and decoration of an exhibit must be flame retardant. All

carpeting and floor coverings must have Class 1 flame spread rating and UL between 0 and 25. No storage of flammable materials is allowed in the utility areas. Cooking or heating food by any means (electrical, gas, microwave) is not permitted in booths.

- **Storage:**

Nothing may be stored between or behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor utilizing accessible storage (information can be found in the Exhibitor Services Kit). The Fire Marshall inspects all exhibits to ensure compliance. AWS will not be held responsible for lost or stolen property from the Expo.

Exhibitors are not permitted to keep cardboard boxes of materials within sight of the show floor. All boxes must be removed from the show floor 60 minutes ahead of show open each day. Boxes may not be stored in plain sight, or between gaps in the back walls or sidewalls between turnkey booths. Accessible storage is available through the General Services Contractor in the Exhibitor Services Kit. If Exhibitor materials do not fit in the provided storage areas, Exhibitors must utilize accessible storage.

- **Wireless Internet:**

Wi-Fi access will be provided complimentary to all Exhibitors once onsite at AWS re:Invent 2021. Exhibitors **may not create private wireless networks** for any reason, including demo support. If a wireless network is detected from a sponsor booth, the sponsor will be required to take down their private network, regardless of detriment to sponsor demo. The AWS Event Engineering team is raising the bar on all technical demos presented throughout the event including AWS presented sessions, workshops, sponsor sessions, sponsor booth demos, etc. If you plan to have a live demo of your product or service in your booth, in your sponsored session and/or Demo Theater session, please contact [tech-demo-bar-raisers@amazon.com](mailto:tech-demo-bar-raisers@amazon.com) with answers to the questions below. The goal of this task is to ensure your demo flows flawlessly and does not experience network delays. The AWS networking team will help demonstrators by sharing what works, what does not work, and what pitfalls they can avoid when trying to do secure demonstrations in high density radio frequency environments.

If you have questions about the network's ability to support a sponsor demo, please contact the [AWS Event Engineering Team](#) with the below info:

- Where will your demo take place (in booth (with number), in theater, in session room, etc.)
- Describe your demo vision. What is the expected customer experience?
- What kind of equipment, laptops, tablets, smartphones, widgets, IoT devices, remote controls, robots, etc. will be used?
- What kind of Wi-Fi, Bluetooth, radio frequency, or Ethernet connections will be used? The 2.4GHz band is NOT RECOMMENDED in high density public space.

## 5.) **Booth Installation and Dismantle**

- **Targeted Move-in:** If applicable, refer to the Targeted Move-in plan found in both the Sponsor Portal and the Exhibitor Services Kit for your move-in day. In order to insure a safe and smooth move-in, target dates will be strictly enforced. When scheduling other services (labor, electrical, etc.), please be aware of your freight delivery, and schedule other services accordingly. If your freight arrives "off target" (either before or after your scheduled move-in time) you may be assessed an Off-Target Fee.

- **Environmental Responsibility at AWS Events:**

Based on the principles of Rethink, Reduce, Reuse, and Recycle, AWS is committed to supporting a more sustainable environment by urging Exhibitors to follow green best-practices. Recycling cardboard, freight boxes, plastic wrappings and other paper during move-in and move-out helps this effort. Using soy/vegetable-based ink and post-consumer recycled paper in printed pieces; providing giveaways made of recycled, responsibly grown natural fiber and nontoxic and biodegradable materials; designing booths and displays using environmentally responsible materials and energy-efficient lighting are some of the ways you can begin this effort pre-conference.

- **Exhibitor Appointed Contractors (EACs):**

T3Expo is the official AWS re:Invent General Services Contractor and recommended booth install and dismantle (I&D) labor provider for the Event. Without limiting your obligations under the Sponsorship Agreement, you may use another bona fide labor provider (referred to as an Exhibitor Appointed Contractor or EAC), provided that both the Sponsor and the EAC comply with the following requirements:

- The Sponsor must notify AWS and T3Expo utilizing the Notification of Intent to Use an Exhibitor Appointed Contractor task located in the Sponsor Portal no later than **Friday, November 5, 2021**. The Sponsor agrees that it is ultimately responsible for all services in connection with its exhibit, including without limitation, freight, drayage, rentals and labor.
- Expo floor, aisles, loading docks, service and storage areas at the Event will be subject to the supervision of the general contractor approved by AWS (currently T3Expo).

- **Rules for the Exhibitor Appointed Contractor:**

- Must agree to abide by all Event Rules and Guidelines, including union rules and regulations, and must accept appropriate liability for any negligent actions.
- Must have all business licenses, permits, and Workers' Compensation Insurance required by the applicable state and city governments and the convention facility management prior to commencing work, and shall provide AWS with evidence of compliance.
- General Liability certificates of insurance must name **T3Expo, AWS, AWS re:Invent 2021, Sands Expo** as additionally insured, and must be submitted to AWS by **Friday, November 5, 2021**. If the proper documentation is not received by the deadline date, the Sponsor must utilize labor from T3Expo, and the EAC will only be permitted to supervise.
- Shall be prepared to provide evidence that it has a valid authorization from the Sponsor for services.
- May not solicit business on the Event floor. Solicitation of business on the Event floor may result in removal from the exhibit hall.
- Must confine its operations of the exhibit area of its clients.
- Shall provide, if requested, evidence that it possesses applicable and current labor contracts and must comply with all labor agreements and practices.
- If EAC needs access to the Sponsor Portal, the sponsor must provide access to the EAC directly.

## 6.) Insurance

- **Insurance:** Sponsor acknowledges and understands that neither AWS nor any of its designated show service providers, nor the Sands Expo, maintain insurance covering Sponsor's property, and it is the sole responsibility of the Sponsor to obtain such insurance.
  
- **Submitting Insurance:**  
Please submit EAC forms and Certificates of Insurance in the Sponsor Portal **by Friday, November 5, 2021**
  
- **EAC Insurance:**  
The Sponsor shall provide evidence that the EAC has proper certificates of insurance with at least the minimum described below:
  - Comprehensive General Liability no less than \$1 million with respect to injuries to any one person in one occurrence;
  - \$1 million with respect to injuries to more than one person in any occurrence;
  - Workers' Compensation insurance, including employee liability coverage, in a minimum amount no less than \$1 million of individual and/or aggregate coverage and/or statutory limitation
  - General Liability certificates of insurance must name **T3Expo, AWS, AWS re:Invent 2021, Sands Expo** as additional Insureds.

We look forward to welcoming you to AWS re:Invent 2021! The sponsorship and expo teams are always available to assist you with any questions that you have throughout the planning process. Please reach out to us at the contact listed below at any time.

### **AWS re:Invent Sponsorship Team**

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