

# EIJ 2019

SAN ANTONIO, TEXAS ★ SEPTEMBER 5-7 ★ GRAND HYATT

★ EXCELLENCE IN JOURNALISM CONFERENCE ★

RTDNA  
RADIO TELEVISION DIGITAL NEWS ASSOCIATION

SOCIETY OF PROFESSIONAL JOURNALISTS

NAHJ

EXHIBITOR, SPONSOR AND  
ADVERTISER OPPORTUNITIES

## RULES & REGULATIONS

*These rules and regulations are intended by Excellence in Journalism (EIJ) to serve the best interest of the conference, the exhibitors, registrants, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants are bound by the rules and regulations.*

*Excellence in Journalism (EIJ) show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the rules and regulations shall be subject to the final judgment and decision by show management and may be amended at any time. The amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during Excellence in Journalism, and may be given to any authorized agent or representatives of the exhibitor.*

### AMERICAN WITH DISABILITIES ACT

In compliance with the Americans with Disabilities Act of 1990, Excellence in Journalism will make all reasonable efforts to accommodate persons with disabilities. Please contact the Meeting Manager, Kate Switchenko at [katies@rtdna.org](mailto:katies@rtdna.org) to make arrangements. Each exhibitor is responsible for compliance within their assigned space ensuring access to their booth.

### ASSIGNMENT OF SPACE

Priority for space assignment will be made on a first-come, first-served basis. Taking space configurations under consideration, management reserves the right to make any revisions necessary to the floor plan, including, but not limited to re-assignment of booth space. Excellence in Journalism reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in Excellence in Journalism, the payment for exhibit space will be fully refunded by Excellence in Journalism.

### BOOTH CONDUCT

Excellence in Journalism reserves the right to approve all exhibits and related activities. Excellence in Journalism may require

that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of Excellence in Journalism, or if it exceeds the bounds of good taste as interpreted by Excellence in Journalism. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for Excellence in Journalism approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from the exhibit rules and regulations at that time. Exhibitors must make all corrections requested by Excellence in Journalism at their own expense or risk removal from the exhibition without notice and without obligation on the part of Excellence in Journalism for any refund. Excellence in Journalism reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Symposium.

Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited. Excellence in Journalism does not, in any manner, endorse any of the products or services related to the exhibits that have been accepted for display during the conference.

### CANCELLATION POLICY

Requests for cancellations must be submitted to Excellence in Journalism in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If exhibit support is canceled on or before June 7, 2019, all monies paid to date minus a \$200 processing fee per 10' x 10' booth will be returned to the supporter.

Cancellations of a larger sponsorship package will be returned to the supporter minus 10% of the total sponsorship fee. Any supporter who cancels after June 7, 2019, will be responsible for the total cost. No refunds for cancellations after June 7, 2019.

### CHARACTER OF EXHIBITS

Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms, is prohibited. Character of the exhibits is subject to the approval of Excellence in Journalism Management. The right is reserved to refuse applications of concern not

# RULES & REGULATIONS *(Continued)*

meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed.

## **CHILDREN'S ADMISSION TO THE EXHIBIT HALL**

Children under the age of 18 are not permitted in the exhibit hall at any time.

## **CONTRACTUAL OBLIGATION**

By submitting the official Exhibit Space Application, the exhibiting company agrees to abide by all rules and regulations. The exhibiting company will be held responsible for the activities of its company representatives, international affiliates, marketing partners, third-party contractors, contracted public relations and marketing firms, and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates.

## **DECORATOR SERVICES**

Excellence in Journalism has selected GES as the official service contractor for the 2019 Conference. All available services, furnishings and decorations will be outlined in the Exhibitor Services Manual, along with all necessary order forms.

## **DELIVERY AND SHIPMENT OF MATERIALS**

Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with GES to receive and store all shipments for Excellence in Journalism up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent "collect" will not be accepted). Complete shipping information will be available in the Exhibitor Services Manual.

## **EXHIBIT ELIGIBILITY**

All products and services exhibited must be germane to the field of journalism. Excellence in Journalism retains the sole authority to determine the eligibility of any company and/or its product. Excellence in Journalism reserves the right to refuse applications of organizations not meeting standard requirements or expectations. Excellence in Journalism reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

## **EXHIBIT HALL ACCESS**

Exhibitor personnel will be permitted on the exhibit floor thirty (30) minutes prior to opening and may remain up to fifteen (15) minutes after closing. Exhibitor personnel will not be permitted

to remain in the hall during times when it's not open to attendees, except as specified above.

## **EXHIBIT PERSONNEL REGISTRATION AND BADGES**

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or have a direct business affiliation. Each 10 x 10 exhibit booth includes three (3) full conference registrations allowing that badge holder into educational sessions and the JExpo hall. If exhibitor staff (beyond the person assigned to the complimentary full registrations) plans to attend any sessions or events, they must purchase a registration. Badges will not be mailed in advance and must be picked up on site at the Exhibitor Registration counter. Exhibitor badges must be worn at all times in the exhibit area. Representatives without a badge will not be admitted to the exhibit hall. Badges may not be supplemented with business cards, ribbons (other than those supplied by Excellence in Journalism), or company logos.

## **FIRE REGULATIONS**

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered to be dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Enclosed areas in a booth need to be equipped with a UL approved battery-operated smoke detector and a 2A10BC Fire Extinguisher.

## **FOOD & BEVERAGE PRODUCTS**

With prior approval from the Meetings Manager, food and beverage services are permitted at the exhibitor's booth except during official, sponsored food functions in the exhibit hall. All food service must be coordinated through the hotel/convention center caterer. Food preparation and cooking are prohibited in the exhibit hall.

## **INDEPENDENT CONTRACTORS**

Exhibitors who plan to use service contractors other than those appointed by show management must notify Excellence in Journalism and GES by the date indicated on the Exhibitor Appointed Contractor form found in the Exhibitor Services Manual. Independent contractors must abide by the following: Perform all services in a timely and professional manner, in accordance with Excellence in Journalism established deadlines. Not engage in solicitation of business on the exhibit floor for present and/or future conventions. Provide a Certificate of Insurance no later than June 7, 2019. Register all employees and temporary help at the Exhibitor Registration Desk.

# RULES & REGULATIONS *(Continued)*

## INSURANCE

Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. Certificates of liability insurance must be submitted to the Meeting Manager by June 7, 2019. Exhibitor appointed contractors are also required to submit certificates of liability insurance. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind, must do so at their own expense.

## LIABILITY

Each exhibitor agrees to protect, save and keep RTDNA, SPJ, NAHJ and Excellence in Journalism, GES and Grand Hyatt San Antonio forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between RTDNA, SPJ, NAHJ and Excellence in Journalism, GES and Grand Hyatt San Antonio regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless RTDNA, SPJ, NAHJ and Excellence in Journalism, GES and Grand Hyatt San Antonio against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

## LINE OF SITE POLICY

All booths, regardless of size or type, should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits.

All island booths regardless of size should allow at least 20 percent of visibility (above 4' tall) on all four sides. Split island booths should allow 20 percent of visibility on all sides excluding the shared back wall.

(Examples: 20' x 20' Island...each side of the booth should have visibility for a minimum of 4'. For a 30' x 40' Island...the 30' sides of the booth should allow visibility for a minimum of 6'; the 40' sides of booth should allow visibility of 8'.)

An exception is that exhibitors may use plexiglass or similar transparent material as walls, still allowing for line of sight from one booth to the next.

## MUSIC LICENSING

As a condition of exhibit management's acceptance of the exhibitor's application, exhibitor hereby warrants and presents that no copyrighted music will be performed, either live or recorded, at the direction of the exhibitor floor or in company leased rooms during the meeting dates unless the exhibitor has obtained written permission from the copyright owner for such use. All copyright fees applicable to music or entertainment used as part

of an exhibit are the full responsibility of the exhibitor. The exhibitor must make payment of the fees directly to the applicable copyright agency. Should the exhibitor violate the provision, the exhibitor agrees to indemnify, save, hold harmless, defend and bear all expenses as they are incurred by Excellence in Journalism and its respective directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind and character whatsoever with respect to the unauthorized use of copyrighted music.

## PHOTOGRAPHY

Exhibitors are not permitted to bring in their own photographer, with exception of the sponsor for the Headshot Studio. Only the official photographer may take photographs in the Exhibit Hall. Excellence in Journalism 2019 may be photographing or videotaping at the conference. By exhibiting at Excellence in Journalism, you acknowledge these activities and agree to allow these images to be used by RTDNA, SPJ, NAHJ / Excellence in Journalism in publications, on their websites, and in any other marketing and promotional materials

## SALES AND/OR SOLICITATION OF ORDERS

Excellence in Journalism is designed specifically to educate registrants of the conference. The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate only products and/or services that are specific to the field of journalism. The selling of any products or services during the EIJ conference is limited to those that are germane to the journalism industry. All other sales or solicitation of orders are strictly prohibited.

## SCHEDULING OF SPONSORED EVENTS

All sponsored and/or affiliate meetings and functions taking place at the Grand Hyatt San Antonio, TX must be sanctioned by Excellence in Journalism and require prior written consent. No sponsored/affiliate events for the Excellence in Journalism audience at the Grand Hyatt San Antonio or an off-site location may conflict with any planned conference educational sessions, exhibit hours or any other scheduled meeting-related functions. The hotel will not distribute, permit, or cause to be distributed, any materials, publications or other collateral to the hotel rooms of the group's meeting attendees without prior written consent from Excellence in Journalism.

## SECURITY

As a courtesy to exhibitors, watchman service for the exhibit area will be furnished during the hours as deemed necessary by Excellence in Journalism, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

# RULES & REGULATIONS *(Continued)*

## **SIGNS OR PROMOTION FOR EXHIBITOR-RELATED EVENTS**

Signs, banners, posters, or flyers advertising a booth may not be posted or displayed at any location inside or outside the hotel/convention center other than the exhibitor's booth. Exhibitors sponsoring a non-approved event are limited to the use of signage to their exhibit space for any purpose. No signs will be permitted to advertise affiliate events in any public space in the hotel outside their booths. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Such signage will be removed and destroyed. Additionally, door-drops or other on-site promotion of any event is strictly prohibited, unless contracted with Excellence in Journalism.

## **SMOKING**

No smoking is permitted within the exhibit hall or hotel/convention center at any time, including installation, exhibit hours, and dismantling.

## **SOUND RESTRICTION**

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. EIJ management reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

## **STAFFING OF EXHIBITS**

Exhibits must be staffed at all times during exhibit hours. Excellence in Journalism requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space prior to hall closing at 5pm on Friday, September 6, 2019. This could result in denial of next year's exhibit application for the exhibitor.

## **SUBLETTING OF SPACE**

The subletting, assignment, or apportionment of the whole or any part of space by an exhibitor is prohibited. No exhibitors may permit any other party to exhibit any goods in their space, other than those goods manufactured or handled by the contracting exhibitor. No exhibitors may permit the solicitation of business by others within their space.

## **TERMS OF PAYMENT**

The applicant agrees to enclose with their application, full payment to Society of Professional Journalists. All payments should be made payable to Society of Professional Journalists and forwarded to the SPJ office: SPJ, Attn: Holly Rose, 3909 N. Meridian Street, Suite 200, Indianapolis, IN 46208. **To be included in initial space assignments, the exhibit application and full payment must be received. Space will not be assigned or held without the application and all appropriate fees. Sponsorship and exhibit benefits will not be fulfilled without this application and all appropriate fees paid in full.**

## **UNOCCUPIED SPACE**

Space not claimed and occupied (for which no special arrangements have been made in writing to Excellence in Journalism) prior to 2:00 pm on Wednesday, September 4, 2019, shall revert to Excellence in Journalism to be occupied in any manner and for such purposes as Excellence in Journalism may see fit.

## **USE OF NAMES, LOGOS, AND/OR ACRONYMS**

The names, logos, and acronyms of the Excellence in Journalism (EIJ) conference and/or Excellence in Journalism are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is expressly prohibited without the written permission of Excellence in Journalism.

## **USE OF PROGRAM CONTENT INFORMATION**

Information presented during Excellence in Journalism conference is the property of Excellence in Journalism (EIJ), SPJ, RTD-NA, NAHJ and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of Excellence in Journalism and the presenter. Any use of the program content that includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts without the written consent of Excellence in Journalism is prohibited.

## **UTILITIES**

Complete information on utilities will be available in the Exhibitor Services Manual.

## **VIOLATIONS**

Violation of any of these rules, regulations, and guidelines on the part of the exhibitor, his employees or agents, shall cancel the right to occupy space and will forfeit to Excellence in Journalism all monies that may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that Excellence in Journalism may incur thereby. In the event of a violation, Excellence in Journalism reserves the right to refuse exhibit privileges for the following year. Exhibiting companies participating in Excellence in Journalism are responsible for communicating the rules, regulations, and guidelines of Excellence in Journalism to their agents, employees, contractors, and anyone connected with or authorized by the exhibiting company.