

## SCTE EXHIBITOR RULES

### Definitions

- “**SCTE**” means the Society of Cable Telecommunication Engineers, Inc.
- “**Event**” means the SCTE TechExpo26 to be held September 29, 2026 – October 1, 2026 in Atlanta, GA, USA.
- “**Host Facility**” means the Georgia World Congress Center in Atlanta, GA, USA.
- “**Hotel**” means any hotel or other facilities with which SCTE arranges lodgings, meeting rooms, banquet rooms or similar facilities to be available to exhibitors and other participants of the Event.
- “**Landlord**” means, collectively, the owner(s) and operator(s) of the Host Facility as well as any Hotel(s).
- “**Meeting Room**” means a meeting room provided by SCTE on the Event floor.
- “**Hospitality Suite**” means a meeting room or other meeting or entertainment area (including, without limitation, any open room with readily available food, drink and/or entertainment where announced or advertised) away from the Event floor, whether provided by SCTE or obtained directly by Exhibitor from a third party.
- “**Agreement**” means any agreement between SCTE and any counterparty (“**Exhibitor**”) that incorporates by reference these SCTE EXHIBITOR RULES.

### 1. SCTE EXHIBITOR RULES

These SCTE EXHIBITOR RULES (“**Rules**”) are incorporated by reference into the Agreement. Any capitalized term not defined herein will have its meaning as set forth in the Agreement. If there is a conflict between a provision of these Rules and a provision of the Agreement, these Rules will take precedence.

### 2. Floor Plan

The arrangement of the exhibit spaces is shown on the floor plan available at <https://s19.a2zinc.net/clients/ezSCTE/ex26/Public/EventMap.aspx?shavailable=1&ID=2060>. The dimensions and locations of exhibit spaces, exits and other structures are approximate. Furthermore, SCTE reserves the right to make such modifications, to whatever extent SCTE deems appropriate, to the official floor plan as may be necessary to meet the needs of SCTE, Exhibitor, other exhibitors and the Event.

### 3. [intentionally omitted]

### 4. Service Order Kit

If Exhibitor is in compliance with the Agreement, a Service Order Kit (“**SOK**”) will be sent to Exhibitor approximately eight to ten (8–10) weeks prior to the Event. The SOK contains important information and order forms for the services offered by the contractors (each an “**Approved Contractor**”) that have been approved by SCTE and the Landlord.

### 5. Shipping/Handling and Receipt of Freight

The Approved Contractor (“**Freight Handler Contractor**”) for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the SOK. Shipment of exhibit

materials, whether by motor freight (common carrier) or air, should be forwarded in accordance with the specific instructions given by the Freight Handler Contractor. Exhibit materials should always be sent prepaid with a copy of the Bill of Lading forwarded to the Freight Handler Contractor. All materials should be sent to the locations designated by the Freight Handler Contractor. Nothing should be sent to any other location, including the Host Facility or any Hotel, unless the Exhibitor has made prior arrangements with the Freight Handler Contractor. Exhibit materials will be delivered to the Host Facility by the Freight Handler Contractor site on move-in days only, which do not include Saturday or Sunday.

## 6. Exhibit Booths & Displays

All island booths must submit plans with dimensions to show management for approval by August 6, 2026. Submit renderings to [expo@scte.org](mailto:expo@scte.org).

### A. Island booths

Island booths are defined as booths with aisle on all four (4) sides. All others are defined as linear booths. (SEE FIGURE B)

The interior fifty percent (50%) of an island booth must not exceed twenty-two-feet (22') in height. The exterior fifty percent (50%) of an island booth must not exceed sixteen feet (16') in height.

Interior fifty percent (50%) example: thirty-feet by fifty-feet (30' x 50') space, seven-and-a-half-feet (7.5') from each end (on the long side) and twelve-and-a-half-feet (12.5') in from each end (on the short side).

Island booths with solid walls on the perimeter, must have at least twenty-five percent (25%) of each solid wall open. The exhibits behind the display with the solid wall must be visible from either inside the exhibit proper, or from at least one adjacent aisle. This rule applies only to the outside perimeter and up to the sixteen feet (16') level. (SEE FIGURE C)

Note: The outside perimeter is defined as falling within three feet (3') of the outermost portion of the contracted space.

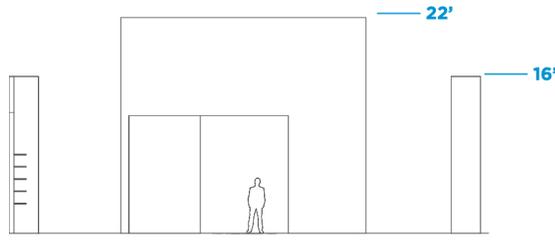


FIGURE A

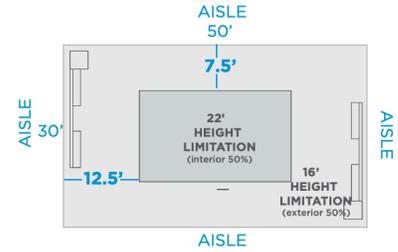


FIGURE B

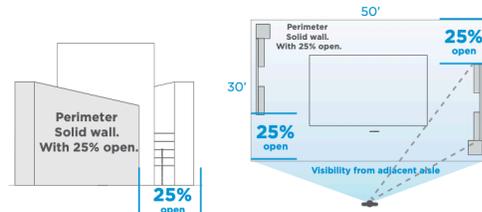


FIGURE C



## B. Vehicles

Vehicles (tractor trailers, buses, vans and automobiles) may only be displayed in an island exhibit. Vehicles with solid walls on the outside perimeter of their island exhibit, must have at least twenty-five percent (25%) of each solid wall open. The exhibits behind the display with the solid wall must be visible from either inside the exhibit proper, or from at least one adjacent aisle. This rule applies only to the outside perimeter and up to the sixteen feet (16') level. Note: The outside perimeter is defined as falling within three feet (3') of the outermost portion of the contracted space.

## C. Linear booths

Linear booths (side-by-side) will be provided with an eight-foot (8') curtain back wall, dividing three-foot (3') side rails and a booth I.D. sign at no additional charge. Exhibits/Displays may be placed in the area not more than five-feet (5') forward from the back wall of the booth, and up to a height not to exceed eight-feet (8') from the floor and ten-feet (10') if against a wall. All parts of the exhibit display in any portion of the booth beyond five-feet (5') from the booth back wall shall be placed not to exceed four-feet (4') in height. Linear booths may not have enclosed conference rooms.

- D. No advertising logos, displays, signage or exhibit structures may exceed the height limitation. The height limitation will be strictly enforced without exception. Bridging of booths across an aisle for any reason, and by any means, is prohibited.
- E. Double-decker exhibits are strictly prohibited under all circumstances. Exhibits incorporating multi-story and/or raised meeting platforms are also strictly prohibited.
- F. All unfinished parts of an exhibit/display that are exposed and facing an aisle or neighboring Exhibitor must be curtained off at the Exhibitor's expense.

- G. Rigging of signs and/or apparatus is strictly prohibited for booths less than twenty-feet by twenty-feet (20' x 20') and will be removed at Exhibitor's expense. Larger booths may install rigging no greater than twenty-two-feet (22') in height and must meet a scheduled rigging deadline.
- H. Exhibits/displays not meeting these specifications, or which in design, operation or otherwise, are objectionable in the opinion of SCTE will be modified to meet these specifications or removed at Exhibitor's expense.

#### 7. Use of Exhibit Space

- A. Exhibitors shall reflect the industry's highest standard of professionalism while maintaining the booth during Event hours. The Exhibit must be staffed by at least one Exhibitor representative at all times during Event hours.

#### 8. Certain Restrictions on Exhibitors

- A. Exhibitor is prohibited from making direct sales on the Event floor, including in the Exhibit. No selling or order-taking is permitted. Display space and time is only for the purposes of making contacts, demonstrating products and answering questions.
- B. All demonstrations and exhibits must be confined to the Exhibit space. Visitors to the booth must be contained within the perimeters of same. No overflow into the aisles will be permitted due to fire regulations.
- C. Exhibitors using live entertainment germane to their exhibit must complete the "Live Entertainment Form" and submit a scale schematic drawing indicating the location of staging, sound system and audience area to SCTE no later than 30 days prior to the Event.
- D. The use of strolling entertainment is strictly prohibited.
- E. Third-party products or services may not be displayed or advertised by Exhibitor anywhere at the Event or elsewhere in the Host Facility and/or any Hotel.
- F. Lighter-than-air (i.e., helium) filled items are forbidden on the exhibit floor.
- G. Use of glitter, confetti, smoke, and similar decorative items are not permitted on the exhibit floor.
- H. No animals may be used as part of any exhibit.
- I. Exhibitors desiring to host meetings or functions outside of the normal show hours must obtain prior written approval from SCTE no later than 20 days prior to the Event and will be responsible for covering the cost of additional security.

#### 9. Sound Level Restrictions

A strict maximum sound level of seventy decibels (70 dB) will be maintained on the exhibit floor. SCTE may monitor the sound level of each individual Exhibitor during Event hours. Exhibits found to exceed the maximum reasonable sound levels, or which are a source of distracting sound, all as determined by SCTE, will immediately be made to comply with these sound level restrictions or be shut down upon the request of SCTE. The decision on what is distracting rests solely with SCTE. Exhibitor acknowledges and accepts that SCTE has full authority to disconnect power to Exhibitor's sound system. Any cost connected with this forced compliance will be at Exhibitor's expense.

#### 10. Exhibitor Service Desk

Provisions will be made to maintain service in, or near, the Exhibit floor at an Exhibitor Service Desk. The desk will be staffed by representatives of the Approved Contractors throughout the Event's installation, operation and dismantling periods. The Service Desk will be open daily during the normal "working hours" of 8:00 AM-5:00 PM, Monday through Friday, unless otherwise noted.

#### 11. Official Contractors

The following services and furnishings must be provided by the Approved Contractors whose forms will appear in the SOK:

- Drayage / Freight Handling
- Labor
- Security, cleaning, and janitorial services
- Electrical, plumbing, internet
- Rigging
- Lead-tracking

#### 12. Third-Party Contractors

- A. Exhibitors who wish to utilize contractors other than Approved Contractors must first obtain the prior written consent of SCTE, which consent is subject to the sole discretion of SCTE. Exhibitor must submit a completed Third-Party Contractor Notice no later than 30 days prior to the Event. Exhibitor must also submit proof of third-party contractor insurance upon the request of SCTE. The form of the Third-Party Contractor Notice is available under Exhibitor Forms at [techexpo.scte.org](http://techexpo.scte.org).
- B. An Exhibitor utilizing third-party contractors: (i) is responsible for all acts and omissions of those third-party contractors; and (ii) agrees to indemnify, defend and hold harmless SCTE and Landlord and their respective affiliates from any and all liability, including attorney's fees, which may arise due to the third-party contractor's presence or actions. Any approval from SCTE to use a third-party contractor will not relieve Exhibitor of the provisions in this paragraph. Landlord is a third-party beneficiary of this Section 12(B).
- C. Each third-party contractor must maintain the following insurance throughout the term of the Agreement: commercial general liability insurance, written on an occurrence basis, issued by an insurance company authorized to transact business in the State of Georgia, including contractual liability coverage, naming the third-party contractor as insured and naming as additional insureds: (i) "Society of Cable Telecommunications Engineers, Inc."; (ii) "The State of Georgia (including the State Tort Claims Fund and other State established Liability Funds), the Georgia World Congress Center Authority, and their respective officers and employees"; (iii) Exhibitor; and (iv) any additional Landlord entities that may be posted at [techexpo.scte.org/exhibitor-resources](http://techexpo.scte.org/exhibitor-resources) from time to time. The limit of such insurance shall be not less than \$1,000,000 per person, \$3,000,000 per occurrence. The policy shall provide that it shall not be canceled without thirty (30) days prior written notice to Exhibitor.
- D. All third-party contractor policies will be obtained from insurance companies having at least an A-VII A.M. Best rating and will be considered primary and policies held by SCTE or Landlord are non-contributory. Exhibitor must provide proof of the third-party contractor's insurance to SCTE upon request.

#### 13. Installation of Exhibits

- A. Exhibitor may have access to the Exhibit area starting at the beginning of the installation period. The “working hours” during installation begin at 8:00 AM and end at 5:00 PM, Monday through Friday unless otherwise designated. Requirements for services before or after these times must be arranged through the appropriate contractor.
- B. Exhibitor must have the installation of their Exhibit and their exhibit area complete at least one-and-a-half (1.5) hours before the opening of the Event, or SCTE may, in its sole discretion, immediately terminate the Agreement and exclude Exhibitor from the Event with no further liability to SCTE. Any booth with a crated display remaining unattended four (4) “working hours” prior to the end of the installation period may be erected or put into storage at the discretion of the SCTE and at the expense of Exhibitor, unless otherwise agreed to by SCTE in writing advance.
- C. All empty crates, upon erection of the Exhibits, shall be labeled as such and properly identified with Exhibitor name and booth number for removal by an Approved Contractor from the Event floor. All empty crates and cartons must be properly identified to facilitate their delivery to Exhibitor at the close of the Event. If Exhibitor has not engaged the Freight Handler Contractor to manage freight, Exhibitor must make its own arrangements at the expense of Exhibitor to remove, store, and return empty crates and cartons.

#### 14. Exhibit Space Sharing & Program Listing

SCTE may allow Exhibitor to share its Exhibit with other exhibitors, in the sole discretion of SCTE. If SCTE does permit the sharing of an Exhibit, SCTE will allocate housing and badges based on the square footage of the primary Exhibitor only, and the subsequent distribution of housing and badges by the primary Exhibitor to its co-exhibitors will be the sole decision and responsibility of the primary Exhibitor. Separate program listings for partnerships, subsidiaries and/or joint ventures will be accommodated through the submission of a directory listing form. This separate listing does not necessitate additional submission of funds. Priority Points will be awarded only to the Exhibitor and cannot be split or shared.

If an Exhibitor wishes to share its Exhibit with other exhibitors, Exhibitor must obtain prior written approval from SCTE to later than 90 days prior to the Event.

An Exhibitor sharing its Exhibit with other exhibitors: (i) is responsible for all acts and omissions of those other exhibitors; and (ii) agrees to indemnify, defend and hold harmless SCTE and Landlord and their respective affiliates from any and all liability, including attorney’s fees, which may arise due to the other exhibitors’ presence or actions. Any approval from SCTE to share an Exhibit with other exhibitors will not relieve Exhibitor of the provisions in this paragraph. Landlord is a third-party beneficiary of this paragraph.

If an Exhibitor shares its Exhibit with other exhibitors and receives revenue or other value from those exhibitors on a per-square-foot basis that exceeds what Exhibitor pays SCTE for the Exhibit on a per-square-foot basis, Exhibitor will so notify SCTE and will pay the difference to SCTE.

If an Exhibitor shares its Exhibit with other exhibitors, each such other exhibitor must maintain the following insurance throughout the term of the Agreement: commercial general liability insurance, written on an occurrence basis, issued by an insurance company authorized to transact business in the State of Georgia, including contractual liability coverage, naming the other exhibitor as insured and naming as additional insureds: (i) “Society of Cable Telecommunications Engineers, Inc.”; (ii) “The State of Georgia (including the State Tort Claims Fund and other State established Liability Funds), the Georgia World Congress Center Authority, and their respective officers and employees”; (iii) Exhibitor; and (iv) any additional Landlord entities that may be posted at [techexpo.scte.org/exhibitor-resources](http://techexpo.scte.org/exhibitor-resources) from time to time. The limit of such insurance shall be not less than \$1,000,000 per person, \$3,000,000 per occurrence. The policy shall provide that it shall not be canceled without thirty (30) days prior written notice to Exhibitor. All such policies will be

obtained from insurance companies having at least an A-VII A.M. Best rating and will be considered primary and policies held by SCTE or Landlord are non-contributory. Exhibitor must provide proof of such other exhibitor's insurance to SCTE upon request.

**Note: Exhibitors may, at the sole discretion of SCTE, be allowed to share booth space as long as there is at least one (1) ten-feet by ten-feet (10' x 10') booth per exhibitor (i.e., two (2) exhibitors cannot share a ten-feet by ten-feet (10' x 10') booth; they may be allowed to share a ten-feet by twenty-feet (10' x 20') or larger).**

#### 15. Exhibit Operations & Activities

- A. Distribution of printed matter, souvenirs or any other forms of advertising is forbidden (other than in the Exhibit) at the Event and in the corridors or lobby of the Host Facility and Hotels. Exhibitor will not engage in any behavior at the Event or in the Host Facility or any Hotel that: (i) is contrary to the law or the Agreement; (ii) not permitted by the Landlord; or (iii) that will disturb exhibitors or other guests in the Host Facility or Hotels. All displays, equipment, booth furnishings, product demonstrations, prize drawings and marketing/promotional activities, including surveys of any nature conducted by Exhibitor or a contracted survey firm, must be confined to the Exhibit.
- B. Materials, equipment or activities which detract from the atmosphere of the Event or which disturb exhibitors or attendees are prohibited. Costumed personnel or mannequins must not be offensive or disruptive in their appearance or dress.
- C. Exhibitor may not have public address announcements.

#### 16. Dismantling & Removal of Exhibits

- A. The packing of merchandise and dismantling of exhibits/displays shall not start until after the Event's closing. Empty crates and cartons will not be delivered until that time. Early removal of equipment prior to the show closing is strictly prohibited. Exhibitors will not be permitted to remove any of their show equipment or display materials from the Host Facility between the opening or closing of the Event without prior written consent from SCTE.
- B. If Exhibitor dismantles the Exhibit in breach of the Agreement, Exhibitor may, in the sole discretion of SCTE, lose some or all Priority Points. A condition for earning and maintaining Priority Points is compliance with Event rules and the other provisions of the Agreement.
- C. Arrangements for the use of Exhibitor Services, i.e. labor and/or shipment of exhibit materials from the Host Facility site should be made well in advance of the Event's closing. Materials left in the Exhibit space after the Event not packed/ crated or covered by a bill of lading for shipment will be packed, shipped, destroyed, or stored at the discretion of the Approved Contractor(s) and all expenses will be the responsibility of the Exhibitor. The exhibit hall must be cleared of all exhibit materials by the end of the dismantle period.

#### 17. Safety and Compliance

- A. All display material used for decoration must be flameproof. Exhibitor may make a written request to use flammable materials to SCTE 90 days prior to the Event's opening. SCTE may agree to such request in the sole discretion of SCTE. If SCTE does not respond to such request, the request is deemed to be denied.

- B. All Exhibitor electrical equipment, including signs and lights, shall be in good operable condition and able to pass the inspection of the local Fire Underwriters Inspection Bureau.
- C. Exhibitor agrees to be knowledgeable of and comply with all applicable federal, state and local laws, regulations and ordinances applicable to the Event, including, without limitation, all laws applicable to health, fire prevention and public safety.
- D. Exhibitor agrees to comply with all rules promulgated by the Landlords with respect to the use of their respective facilities.

#### 18. Use of Hospitality Suites & Meeting Rooms

- A. If Exhibitor requires the use of a Meeting Room, Exhibitor must submit an application through the web portal provided by SCTE and such application will be subject to the Agreement.
- B. If Exhibitor requires the use of a Hospitality Suite in the Host Facility or a participating Hotel, Exhibitor must notify SCTE in writing no later than 30 days prior to the Event. If the use of a Hospitality Suite is approved by SCTE, Exhibitor must pay the cost of rental and related expenses for such Hospitality Suite. Limited Hospitality Suites are available in the Host Facility and participating Hotel(s). If Exhibitor books meeting rooms at Host Facility or a participating Hotel in breach of the Agreement, Exhibitor may, in the sole discretion of SCTE, lose some or all Priority Points.
- C. Permitted Exhibitor Hospitality Suite operating hours are dependent on the schedule of Event activities. Exhibitor will not schedule any Hospitality Suite events or similar events that conflict with Event activities.
- D. All Exhibitor Hospitality Suite or similar event activity signs must be located in Exhibitor's Exhibit and not elsewhere in the Host Facility or Hotels. Exhibitor will pay for the cost of removal of, and damages caused by, improperly placed signs.
- E. No hospitality events are permitted on the show floor or in Exhibits outside official exhibit hours.

#### 19. Distribution of Promotional Materials

Exhibitor will not distribute promotional materials to guests at the Hotels without the prior written consent of SCTE. If Exhibitor distributes promotional materials to guests at the Hotels without prior written approval of SCTE, SCTE may, in its sole discretion, immediately terminate the Agreement and exclude Exhibitor from the Event with no further liability to SCTE. Distribution of promotional materials, if approved by SCTE, is also subject to Hotel restrictions and fees. No promotional materials may be placed in registration areas or public space within the Host Facility or Hotels. To request approval to distribute promotional materials, contact SCTE at [Expo@scte.org](mailto:Expo@scte.org) no later than 30 days prior to the Event.

#### 20. Special Functions

- A. Exhibitors agree that their sponsored activities will not conflict with Event hours, Event sessions, or SCTE-sponsored hospitality functions.
- B. If Exhibitor wishes to host an Exhibitor-hosted function, Exhibitor must request approval from SCTE in writing at [expo@scte.org](mailto:expo@scte.org) no later than 30 days prior to the Event. Assignment of space for special functions is subject to availability and receipt date of the written request and also subject to the sole discretion of SCTE. If Exhibitor has not received a written approval from SCTE, then the Exhibitor-hosted function has not been approved. Such functions may in no way interfere with the success of the Event, as determined by SCTE in its sole discretion. Exhibitor is responsible for any costs associated with an Exhibitor-hosted function. If Exhibitor violates the provisions of this paragraph, Exhibitor may, in the sole discretion of SCTE, lose some or all Priority Points.

21. Admission Policy

- A. SCTE shall have sole right of approval over all admissions of persons to the Event. All persons visiting the Event will be subject to the rules and regulations of the Event.
- B. Persons under the age of eighteen (18) are not permitted at the Event regardless of relation, affiliation or circumstances. Any request for an exception must be submitted in advance in writing to SCTE.
- C. Altered Badges: Security guards may ask for identification to substantiate the identity of the badge holder. Use of a badge by anyone other than the individual to whom the badge was issued will be grounds for confiscation of the badge and removal from the Event.

22. Exhibitor Passes

Exhibitor personnel may be registered on a complimentary basis per the chart below, for admittance to the exhibit hall and Headliners. Additional passes may be purchased for \$50 each.

| Corporate Connector/ Standards Members                                 | Non-member                                   |
|--|--|
| Five (5) complimentary passes per 100 sq. ft., up to a maximum of 120. | Two (2) complimentary passes per 100 sq. ft. |
| Additional passes at \$50  | Additional passes at \$50                    |

23. Pass Changes

A twenty-five-dollars (\$25) fee will be charged for a pass replaced on-site, whether lost or for substitutions. The company name, city and state will appear on the badge exactly as stated on the registration.

24. Complimentary & Discounted Registrations

Complimentary Full Access registrations for all sessions will be issued to Exhibitor, based on membership type and size of booth, if provided for in other agreements between SCTE and Exhibitor for other SCTE services (i.e., SCTE Corporate Connector or SCTE Standards). Additional discounted full registrations may be purchased at published registration rates according to the table below.

| EXHIBITOR/GUEST COMPLIMENTARY FULL ACCESS PASSES |                                       |            |
|--|---------------------------------------|------------|
| Booth Size                                       | Corporate Connector / Standards       | Non-member |
| 400 sq. ft. or larger                            | Two (2) free full access registration | N/A        |

| EXHIBITOR/CUSTOMER DISCOUNTED FULL ACCESS PASSES |                                      |                   |
|--|--------------------------------------|-------------------|
| Booth Size                                       | Corporate Connector / Standards      | Regular Exhibitor |
| Any size   | 15% on additional Full Access passes | n/a               |

The 15% discount is applied to published attendee rates based on individual's member status and date of registration.

25. Unauthorized Solicitation

Solicitation of business in any Event area, including Hotels, by vendors who are not Exhibitors is not in the best interest of SCTE members or Exhibitor. Any such occurrence should be reported promptly to SCTE.

26. Customer Passes (formerly Guest Floor Passes)

- A. Exhibitors may use their allocation of Expo pass badges for invited customers. DO NOT use customer passes for booth staff.
- B. Five (5) passes per 100 sq. ft. with a maximum allowance of 120 passes. Additional passes are available on request.
- C. Early access for customers

Exhibitors will be granted early access passes to host meetings and tours in their booths before the show opens or after the exhibit floor closes, across SCTE Tech Expo show days. Your Exhibitor badge will gain you entry, but your customers will be required to have a special tag to gain entry onto show floor, accompanied by a representative from your company. Passes will be available for pick-up by your company representative at registration, at the sponsor and Exhibitor desk.

- 100 sq ft to 400 sq ft = 5 passes
- 600 sq ft to 1000 sq ft = 10 passes
- 1200 sq ft to 2500 sq ft = 20 passes