

EXHIBITOR SERVICE MANUAL

EXHIBITION
9-10 APRIL 2024

SPIE. PHOTONICS
EUROPE

7-11 April 2024
Strasbourg, France

EXHIBITOR CHECKLIST & DEADLINES

Return the forms by the deadlines to save money and avoid paying premium prices for late orders.

Order Form Deadline for discounts	Item	Completed
Date	Event	Time
As soon as possible	Hotel Accommodation	08:00 – 17:00
11 February 2024	Platinum, Gold and Silver Sponsors only Sponsorships/Logo Queries e-mail eliseg@spie.org	08:00 – 17:00
	Platinum Confirm if sending Coffee Break promotional materials (Cups, napkins, sleeves)- see specs here Confirm to eliseg@spie.org	08:00 – 17:00
13 February 2024	Company Descriptions for Onsite Exhibition Guide	08:00 – 17:00
	Exhibitor Product Demos	
	Platinum Sponsors only Send proof of Conference Giveaway to eliseg@spie.org	08:00 – 17:00
11 March 2024	Audio Visual	08:00 – 17:00
	Booth Activity Request Form	
	Catering	
	Electricity and Lighting	
	Floral	
	Furniture - see Furniture Catalogue for more details	
	Graphics and Signage	
	Booth Panel Graphics	
	Internet	
	Insurance	
	Stand Cleaning	
	Suspended Signage	
	TV Monitors	
	Freight and Shipment Order Form	
23 March 2024	Platinum Sponsors only	08:00 – 17:00
6 April 2024		08:00 – 17:00

HOURS OF OPERATION

**Palais De la Musique et des Congres
Strasbourg, France
Hall RHIN**

EXHIBITION HOURS

Tuesday 9 April 10:00 a.m. - 5:00 p.m.
Wednesday 10 April 10:00 a.m. - 4:00 p.m.

CONFERENCE DATES

Sunday through Thursday 7-11 April

EXHIBITION SET-UP HOURS

Monday 8 April 12:00 p.m. to 6:00 p.m.
Tuesday 9 April 08:00 a.m. to 10:00 a.m.

EXHIBITION MOVE-OUT

Wednesday 10 April 4:00 p.m. - 6:00 p.m.
Packing up prior to 4:00 p.m. on Wednesday 10 April is not allowed. This policy will be strictly enforced.

PLEASE NOTE – these may be subject to change

REGISTRATION HOURS

Sunday 7 April 7:30 a.m. to 6:00 p.m.
Monday 8 April 7:30 a.m. to 5:00 p.m.
Tuesday 9 April 8:00 a.m. to 5:00 p.m.
Wednesday 10 April 8:00 a.m. to 5:00 p.m.
Thursday 11 April 8:00 a.m. to 4:00 p.m.

POSTER SESSIONS

Tuesday 9 April 6:10 p.m. to 8:00 p.m.
Wednesday 10 April 5.45 p.m. to 7.45 p.m.

AFTER HOURS

Only registered Exhibition Staff and authorised set-up crew will be allowed in the Exhibition Hall during build-up times.

Any exhibitor needing to stay after hours must wear his/her exhibitor badge, provide personal/company identification (driver's license, business card), and sign in and out with the security guard at the hall entrance. This rule will be strictly enforced to provide maximum security for exhibitors.

EXHIBITOR SERVICE DESK HOURS

Open from Exhibition Set-up through move-out hours

- Vendors available for service orders
- Location Exhibition Hall



EXHIBITION CONTACTS AND OFFICIAL CONTRACTORS

SPIE has selected the following companies to provide exhibitors with services. SPIE has negotiated special rates, and you may save money by eliminating fees from outside companies. Look for the official contractor logo when vendors approach you offering to provide a service.

AUDIO VISUAL, CATERING, CLEANING, FLORAL, FURNITURE, GRAPHICS, EQUIPMENT RENTAL AND ELECTRICAL SERVICES

Strasbourg Events/Service Exposants
Tel : +33 (0)3 88 37 21 77
Tel: +33 (0)3 88 37 21 55
E-mail: exposants@strasbourg-events.com

CUSTOMS & IMPORT SERVICES TWI Group – For US Companies

TWI Group, Inc.
Tel: + 1 702 691 9000
E-Mail: usa@twigroup.com
www.twiglobal.com

INSURANCE

Rain protection Insurance
Tel : +1 800 528 7975
Fax : +1 800 913 2711
Email :
sales@rainprotection.net
Rainprotection

EXHIBITION LOCATION

SPIE Photonics Europe 2024

Palais De la Musique et
des Congrès, Hall RHIN
Place de Bordeaux
F-67082 Strasbourg
Cedex France
Tel: +33 (0)3 88 37 67 67
www.strasbourg-events.com/en

FREIGHT SHIPPING/STORAGE

DSV Solutions
Tel: +44 (0)7808 242467
E-mail: ricky.straw@dsv.com

HOTEL ACCOMMODATION

[Hotel and travel](#)

SPIE EUROPE SALES

Laurence Devereux
Tel : +44 (0)1372 750555
Fax : +44 29 2089 4750 |
E-mail : Laurence@spieeurope.org

EXHIBITION MANAGEMENT

Amanda Summers

Jane Morrison

SPIE EUROPE

Tel +44 (0)29 2089 4747
Fax +44 (0)29 2089 4750
Mobile : +44 (0)798 4669822
E-mail: amanda@spieeurope.org
E-mail: jane@spieeurope.org

FOR ALL OTHER ENQUIRIES

In the Americas, Asia, and rest of the world

Kim Abair, SPIE Headquarters

Tel: +1 360 685 5499 (office)
Fax: +1 360 647 1445
E-mail: kim@spie.org

Lacey Barnett, SPIE Headquarters

Tel: +1 360 685 5551 (office)
Fax : +1 360 647 1445
E-mail : laceyb@spie.org

Guidelines for Display Rules & Regulations

Contents



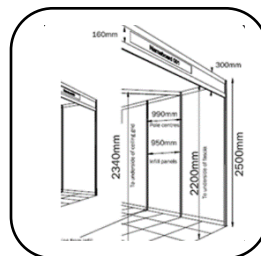
Tabletop

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Shell Stand

4-5



Other Important Considerations

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Issues Common to All Booth Types

6-7

Guidelines for Display Rules and Regulations

- Responsibility of the exhibiting company to comply with SPIE rules and regulations
- Non-compliance may require modifications at the exhibitor's expense
- SPIE Exhibition Management reserves the right to pursue any action it deems necessary in the best interest of the exhibition and in fairness to all exhibitors
- Items located in the exhibit space must be in good taste or will be removed at the discretion of the organiser

VIEW SPECIFIC BOOTH REGULATIONS

- [Tabletop](#)
- [Shell Stands](#)
- [Other Important Considerations](#)
- [Issues Common to all Booth Types](#)

THE FOLLOWING ITEMS ARE OPTIONAL AND MUST BE ORDERED SEPARATELY

- [Cleaning services](#)
- [Electricity](#) (Shell Stands are provided with electricity, Tabletops **do not** have electricity)
- [Internet](#)
- [Furniture](#)

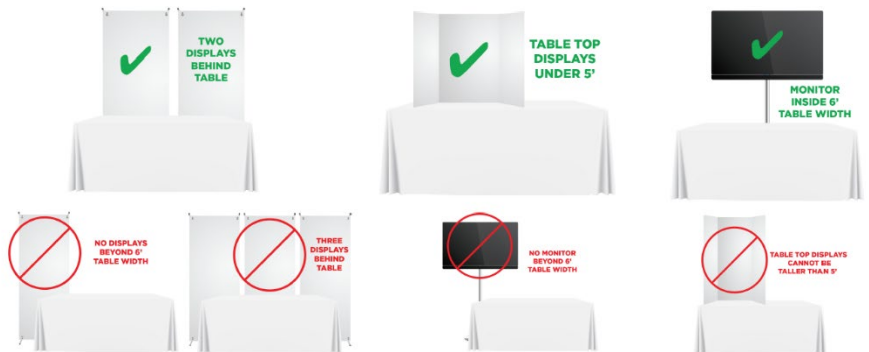
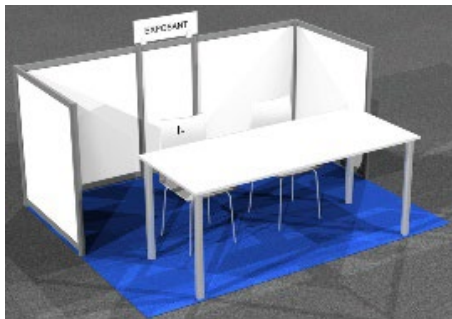
TABLETOP

- Limit of one table per contracted tabletop space, 2.5m x 1.5m (8.2ft x 4.9ft)
- **Display space may not exceed 2.5m (8.2ft) width limit**
- **Display materials are not allowed to be hung on back wall**
- **Floor standing back walls are not allowed**
- **Additional Furniture is not allowed**

NOTE: Electricity is NOT included with the tabletop package.

Included:

- Tabletop 1.50m x 0.80m (4.9ft x 2.2ft)
- Company identification sign
- Two chairs
- Carpeting
- Wastebasket



Each contracted tabletop space is limited to (not provided):

ONE table-mounted display [height may not exceed 1.5m (5ft) from the table surface]

OR

UP TO TWO TOTAL of the following display combinations:

- Pop-up banner positioned behind the table [maximum 0.9m (3ft) wide and 2.4m (8ft) high]
- Easel positioned behind the table
- Tabletop or floor standing monitor (positioned behind the table)
- Literature stand
- Bag stand

SPIE Exhibition Management reserves the right to remove any display that does not conform to tabletop display regulations.

ROW AND CORNER SHELL STAND REGULATIONS

Shell Scheme

Display space defined by support/frame elements and in-filling walls white.

Included:

- One rail with 3 mounted spotlights
- One Fascia Board
- One wastebasket
- Carpet (blue in colour). If you require a different colour options are available at additional cost
- Electricity 3KW mono connection

Example of 9sqm Shell Stand



Line of Sight

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighbouring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

Linear Shell Stands

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line of Sight setback rule. Linear Booths, are called "in-line" booths, are generally arranged in a straight line and have neighbouring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

EXHIBITION DISPLAY RULES

Dimensions

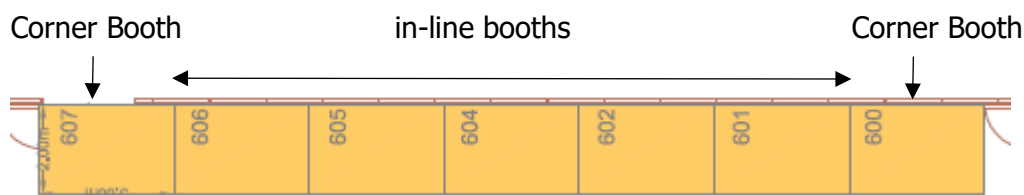
Linear Shell Stands are most commonly 9sqm 3.0m wide and 3.0m deep (9.84ft x 9.84ft) or 6sqm 3.0m by 2.0m (9.84ft x 6.5ft). A maximum back wall height limitation of 2.5m (8.2ft) is specified.

Use of Space

Regardless of the number of Linear Shell Stands utilised, display materials should be arranged in such a manner so as not to obstruct line-of sight of neighbouring exhibitors or interfere with the flow of traffic. A maximum height of 2.5m (8.2ft) is allowed only in the booth space.

Corner Shell Stands

A Corner Shell Stand is at the end of a series of "in-line" booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Shell Stands apply.



Customised Shell Stand

Exhibitors building a customised Shell Stand should submit a drawing, plans or renderings, preferably digital, to the show organiser for approval, and to the show's general service contractor. Customised stands must adhere to Linear Shell Stand guidelines.

Other Important Considerations

Hanging Signs and Graphics

Hanging Signs above Shell Stands only – Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibitions or event's organiser at least 60 days prior to installation. Variances may be issued at the exhibitions or events management's discretion. Drawings should be available for inspection. SPIE recommends that exhibitors contact the Service Contractor to request a cost estimate for the hanging.

Multi-story Exhibit

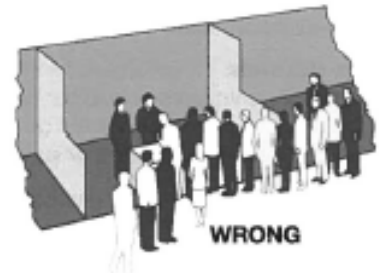
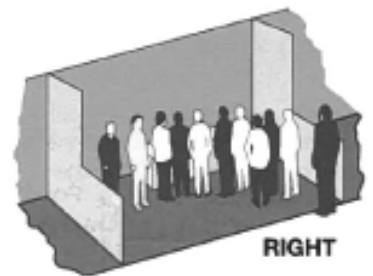
A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibitions and the event's organisers should be prepared to assist exhibitors in this application process.

Issues Common to all Booth Types

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and the environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 0.91m and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.



Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection.

EXHIBITION DISPLAY RULES

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the European Environmental Protection Agency and the facility.

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Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles. A finished hard panel may be required to defuse backlit displays.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialised lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat. Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organiser, the utility provider, and the exhibit facility.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall labourers or installation/dismantling equipment such as pallet hand or forklift truck. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at www.osha.europa.eu/en for more information.) For permission to broadcast music in France please contact the [SACEM](http://www.sacem.fr) organisation.

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, SESAC, GEMA and PRS for Music Limited are five authorised licensing organisations that collect copyright fees on behalf of composers and publishers of music.

All SPIE **Exhibition** and **Event** policies apply

EXHIBITION HALL POLICY

For safety and insurance reasons:

- Everyone who attends the exhibition must be registered and have a badge. Badges for children are free and available onsite at the registration desk
- Children under 14 years of age must always be accompanied by an adult. Guardians are asked to help maintain a professional, disturbance-free exhibition environment
- For safety and insurance reasons, children under 18 are not allowed in the exhibition area during exhibition move-in and move-out

CLEANING SERVICES

- Maintaining booth cleanliness is the responsibility of the exhibitor. Cleaning services may be ordered through the exhibitor manual
- Exhibition booth will not be cleaned, or wastebasket emptied, without ordered service Exhibition Management will arrange for the general cleaning of the Exhibition Hall and common areas; limited to aisle carpet/flooring and common area garbage disposal

DISTRIBUTION OF FLYERS

- Distribution outside the parameters of the exhibitor's own booth is *prohibited* – unless it is an SPIE approved Event Marketing Opportunity
- Invitations to parties, flyers or company advertisements and logos allowable within the confines of the exhibitor's own booth

LASER SAFETY CHECK

- All displays containing an operating laser(s) and open laser beam must be contained in a Class 1 type enclosure
- All laser equipment, associated optics or equipment, and beam stops are required to be secured from any movement (accidental or otherwise)
- No aerial display of any laser beam within the conference centre property, including assigned booth, is allowed without SPIE exhibition management written permission
- Exhibitors are responsible for the safety of any laser display during both set-up and exhibition hours.
- Exhibitors shall use appropriate safety measures to prevent any unwanted or unintentional laser radiation exposure to any convention centre staff or workers during pre-show set-up
- [Laser Safety Rules and Guidelines](#) are courtesy of the International Electrotechnical Commission

SECURITY AND LIABILITY

- 24-hour guard service will be provided in the exhibition area for protection against fire and other catastrophes
- Exhibitors may order additional security - Contact Show Management
- Every reasonable effort will be made to prevent loss. However, final responsibility is with the exhibitor who should arrange for insurance coverage, which considers the full value of the exhibit
- SPIE recommends exhibitors remove valuable and small, easily portable items from the exhibition area any time the exhibition is officially closed
- SPIE does not accept any responsibility for losses

SELLING ON EXHIBITION FLOOR

- The Technical Exhibition is limited to organisations with products or services related to the industry served by the event and is provided to allow industry companies to meet with researchers and engineers, who work in this field and to provide company exposure to those attendees
- Direct sales and/or delivery of non-related, retail or consumer products are prohibited
- Exhibitors are solely responsible for any tax liabilities, which may arise relating to sales resulting from the exhibition
- SPIE is not responsible for any sales, use, or other taxes relating to transactions by exhibitors at the SPIE exhibitions

Enhanced Media Services for SPIE Photonics Europe Exhibitors – Increase Your Exposure

Media Representation

Trade and mainstream media are invited to attend SPIE Photonics Europe and to view the products/services your company is showcasing. As they pre-register for the meeting, media representatives are added to the registered press list. You can view the list by emailing media@spie.org. Take advantage of this opportunity to promote your product before the meeting.

Social Media – let's connect!

Use the hashtag **#SPIEPhotonicsEurope** on your preferred social media network to promote your products and connect with attendees and SPIE. Join the conversation before, during and after the event for maximum engagement and visibility.

Twitter

[@SPIEtweets](#): News, updates, and content related to the photonics industry, and SPIE conferences and exhibitions.

Instagram

[@SPIEphotonics](#): Photos and videos about SPIE and the optics and photonics community.

LinkedIn

[SPIE, the international society for optics and photonics](#): Read news about SPIE, our conferences, and the photonics community. Leverage your network by posting exhibit updates and sharing product news.

Facebook

[@SPIE.org](#): Like our Facebook page to see photos, news, and videos about the innovative minds in the photonics community.

Social Media Contact: Emily Haworth e-mail emilyh@spie.org

Free Online Press Releases/Product Announcements

Journalists prefer electronic material that is accessible at their convenience. Give them advance notice of your news by posting a brief product announcement on the SPIE Photonics Europe Online Exhibition web page, free of charge.

You can also choose to be a Featured Exhibitor with expanded website acknowledgement by adding a photo or logo on the main SPIE Photonics Europe Exhibition page, contact the Sales Department at SPIESales.org for more information about the Featured Exhibitor option.

Press Contact: Daneet Steffens e-mail daneets@spie.org

SHIPPING FREIGHT/UNLOADING

SHIPMENTS

SPIE recommend that you use DSV Solutions, our official freight forwarder and on-site lifting contractor for sending goods to the show. Services provided are:

- Door to door service
- Import Customs clearance from arrival to advanced warehouse in Strasbourg to your stand
- On-site unloading
- Storage of empties
- All the above services in reverse after the show has finished

To use DSV Solutions complete the [Freight Order Form](#) by **Friday 23 March 2024**

DSV Solutions GmbH Fairs & Events
c/o SPIE Photonics Europe 2024
Nordring 60a
64521 Gross-Gerau
Germany

Exhibitor:

Booth No.:

Contact: Ricky Straw

Tel: 44 (0)7808 242467

E-mail: ricky.straw@dsv.com

- **Exhibitors from outside the European Union, prior to sending your shipment, we strongly suggest you contact DSV Solutions to avoid complications with your delivery on site.**
- Shipments are subject to customs clearance and general courier companies may not be able to arrange for customs clearance, depending on the type of goods being sent, value, etc.
- DSV can only assist with customs clearance if you have a German / European EORI number without this can clear any goods.

IMPORTANT - If using any other freight provider, adhere to these guidelines:

- **Your onsite Company representative is required at your exhibition space when freight is due for delivery.** They will need all relevant information about the delivery arrangements for your consignment. If no-one is onsite to receive the goods, DSV will take receipt of your shipment and transfer them to the stand upon your arrival. Charges will apply.
- SPIE does not function as a freight customs company and does not provide support with freight clearance or delivery issues
- It is your responsibility to confirm with your freight provider that your packages have been received and that any customs clearance duties for your package have been invoiced

Shipping parcels directly to the venue

Please print and fill in this [Shipping Label](#)

Without this label, we cannot guarantee that your goods will be collected

Strasbourg Convention Centre cannot store large freight items or boxes and reserves the right to refuse deliveries before Sunday 7 April.

The direct shipment address to the venue is:

Platform : RHIN

Palais De La Musique et Des Congrès

Avenue HERRENSCHMIDT & RUE DU TIVOLI

67082 Strasbourg, France

Offloading Exhibitor Freight

- Use the Hall Rhin Discharge Bay to unload your freight and then park in the closest car park, which is the P+R "RIVES DE L'AAR", located just behind the Convention Centre. If you are on foot, after unloading the freight, use the Schweitzer Entrance

Return Shipping

It is the Exhibitors' responsibility to arrange return shipping of their goods. All shipments must be removed on Wednesday, 10 April 2024. An onsite staff member is required to hand the shipment over to the courier/freight forwarder, if you are unable to organise removal of your shipment on Wednesday 10 April 2024, it will be removed by DSV Solutions GmbH Fairs & Events, sent to their Advance Warehouse and a charge will apply.

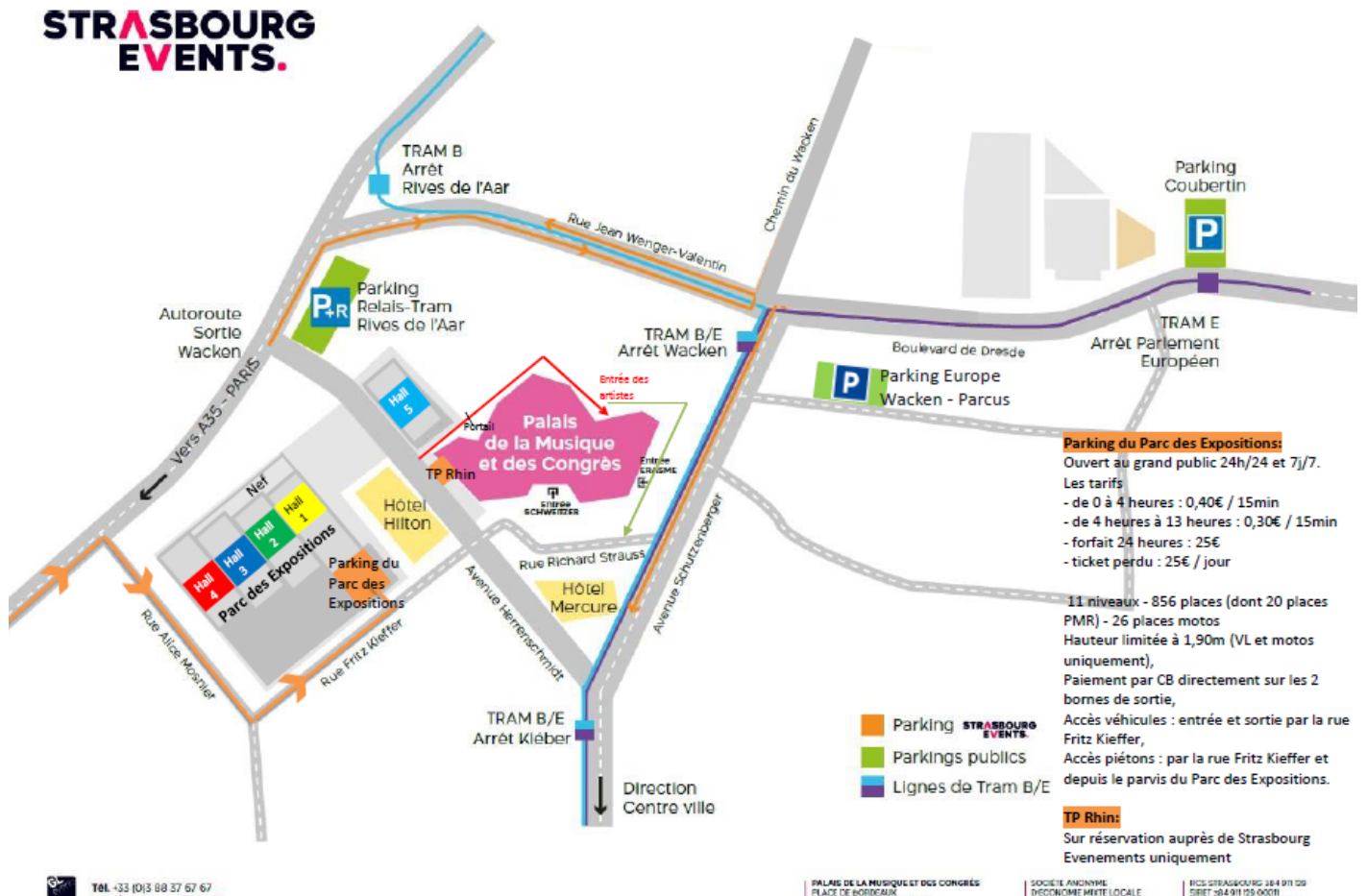
PARKING

There are 3 car parks located close to the convention centre

There is a brand-new parking lot, located rue KIEFFER. Approx 800 parking lots available

Car park P+R Rives de l'Aar, located just behind the Convention Centre.

Car park Europe Wacken (700 parking spaces).



BOOTH ACTIVITIES & CATERING IN THE EXHIBITION HALL

BOOTH ACTIVITIES IN THE EXHIBITION HALL

Exhibitors must always contain customer activity and noise levels within their booth space and during demonstrations and receptions. Blocking aisles is not allowed during exhibition hours. Submit the [Booth Activity Request](#) form no later than **Monday 11 March 2024**

CATERING

- **Beer/Wine service during the Exhibition**
 - Alcohol service is allowed under specific conditions and during specific limited times.
 - To order food and beverages complete the [Catering Form](#) and return to exposants@strasbourg-events.com
 - **Signed [Booth Activity Request](#) and contract amendment are required**

INSURANCE GUIDELINES – Deadline Monday 11 March 2024 [see sample](#)

Exhibitors must, at their own expense, secure and maintain the required insurance coverage, throughout the duration of the exhibition, including move-in and move-out days:

Required Coverages:

- (A) Comprehensive General Liability Insurance with limits of not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable)
- (B) Worker's Compensation insurance.
- All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on a per occurrence basis.
 - The exhibitor shall name SPIE as an additional insured on its general commercial liability insurance.
 - A Certificate of Insurance to SPIE, from the insurance carrier, is required 30 days prior to the exhibition. **Please make sure the Certificate of Insurance includes the name of the exhibiting company.**
 - Exhibitor acknowledges that SPIE has no obligations to maintain insurance on Exhibitor's behalf.
 - Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

Please send a copy of your insurance certificate to amanda@spieurope.org by Monday 11 March 2024.

- This insurance must be in force during the dates of the event, April 7-11 2024, naming SPIE – The International Society for Optics and Photonics (PO Box 10, Bellingham WA 98227) as the certificate holder. The following must be named as additional insured:
 1. SPIE – The International Society for Optics and Photonics - PO Box 10, Bellingham WA 98227
 2. Palais De la Musique et des Congres, Strasbourg, France
- Upload Certificate of Insurance through the [Exhibitor Dashboard](#)

INSURANCE PROVIDER

General liability insurance is available through Rainprotection.net: [Insurance Application Form](#)
US Exhibitors contact Rain protection at sales@rainprotection.com