



KEY SHOW RULES AND VIOLATION PENALTIES

HANDOUTS, CATALOGS, SOUVENIRS - AISLE ACTIVITY PROHIBITED

Exhibitor literature and printed materials, including trade publications, may *only* be distributed from within an exhibitor's booth space and may not appear in any other public space of The Venetian® Macao or that of the contracted IAAPA hotels. Certain sponsorship opportunities are exempt from this rule. Demonstrations, sales activities, and giveaways must take place within the exhibitors' booth space. Distribution of materials and sales efforts may not take place in the aisles or in any other location outside the contracted booth space. Street teams, mobile marketing, flash mobs, etc. that take outside of the contracted booth space is strictly prohibited. **This policy is strictly enforced!** *Companies found breaking these rules may have their booth at IAAPA Expo Asia shut down, may forfeit accumulated priority points, and could be suspended from future exhibiting.*

ROBOTS, ENTERTAINERS, COSTUMED CHARACTERS AND WHEELED VEHICLES

Demonstration of any robot, entertainer, costumed character or mechanized product must take place within an exhibitor's contracted booth space. **Demonstration of any kind will not be permitted in the aisles or any other public area within The Venetian® Macao during IAAPA Expo Asia.** *Violation of this rule will result in immediate removal of the robot, entertainer, character or vehicle from the facility for the duration of the Show.*

Demonstration of amusement park products, such as strollers, carts, buggies or any other product or device on wheels, must remain within the contracted booth space. **Operation of any device on wheels in the aisles or in any other public space within The Venetian® Macao is strictly prohibited** (except for approved wheel chairs, carts for the disabled, and certain approved Show Sponsors). Any wheeled device operating outside the booth space will be removed from the trade show floor for the duration of the show.

SOUND LEVELS

Exhibitors must keep sound levels in their booth space to a reasonable level during the show. IAAPA reserves the right to determine when excessive sound, music, or other display activities interfere with other exhibitors' ability to conduct business. Sustained noise should be no higher than 75 decibels (db) with intermittent peaks up to 85 db. Failure to maintain a reasonable decibel level (**below 75db**) may result in IAAPA Show Management setting an appropriate level for a specific exhibitor. Decibel levels will be monitored on the trade show floor during all show days. Offenders will be required to reduce sound levels immediately or risk further penalties.

SELLING RULES AT IAAPA

Selling within your exhibit space in exchange for cash or credit card when the purchaser 'carries away' merchandise is strictly prohibited. Exhibitor signage offering in-booth sales of display merchandise, for take-away, is prohibited. **Exhibitors may only take orders for future delivery.**

SUBLETTING / RESALE OR SUBCONTRACTING OF EXHIBIT SPACE

Subletting or subcontracting of exhibit space to another member or non-member company is strictly prohibited. Staff from non-affiliated/non-exhibiting companies, present in a booth for "selling", is strictly prohibited.

Resale of reserved or contracted exhibit space is prohibited, and will result in the loss of accumulated priority points and other penalties. **Exhibitors are prohibited from engaging in any exhibit activity in any space other than that which has been contracted.**

BOOTH STAFFING

Booth must remain intact and staffed during all open show hours. Any booths found unattended longer than 5 minutes will face penalties. No form of booth pack-up should begin until the show closes Thursday, 11 June at 15:00. All personnel working in a booth must be employees of the exhibiting company.

PRODUCT LEGALITIES

Exhibitors with products, the sale of which may be illegal in certain jurisdictions, must display a sign in their booth space to that effect. Manufacturers and other exhibitors of equipment that may be considered to be gaming equipment, devices or other products are responsible for determining that they can legally exhibit such items in China.

VIOLATIONS AND PENALTIES

In its sole discretion, IAAPA will be assessing penalties for rules and regulations violations on the show floor during IAAPA Expo Asia. IAAPA will give exhibitors two warnings (when applicable) and then apply an appropriate penalty, as applicable. Both the Manufacturers & Suppliers Committee and the Space Allocation Committee have determined penalties in advance, which could range from mild (cessation of product demonstration) to severe (loss of exhibitor priority, seniority points and a monetary fine).

Violations may be added or amended at any time as is seen necessary by committee members. Penalties include but are not limited to; loss of one to ten years of exhibit seniority, booth closure, exhibitor suspension, monetary penalty or a combination of penalties listed. Please read the [Exhibitor Services Guide](#) carefully and [contact](#) IAAPA show management should you have any questions concerning show rules and/or this policy.

The following is a list of *booth and safety violations* and the suggested penalty that may be enforced. All fees are in U.S. dollars. Repeat violations from previous years will receive double the penalty and loss of seniority points.

违规事项 Violation	扣减展出资历年期 Loss of Exhibit Seniority	罚款美元 Penalty in USD
未能在限期内完成展位布置 Late Set-up	计分制减一年 One (1) Year	\$250
展位不符合过道条款 Aisle Infringement	计分制减一年 One (1) Year	\$250
逾期递交所需文件 (保险证书*，展位设计图) Late Submission of Required Documents (Insurance*, Booth Layout)	计分制减一年 One (1) Year	\$250
展品违反场地视线限制 Setback / Visual Line of Site Infringement	计分制减一年 One (1) Year	\$250
违规使用双面指示牌 Double-Sided Signage Infraction	计分制减一年 One (1) Year	\$250
展品或搭建违反高度限制而未获批准 Height Violation	计分制减一年 One (1) Year	\$250
展出未完成或有不雅产品/ 没有地板覆盖物 Display Unfinished or Unsightly/No Floor Covering	计分制减一年 One (1) Year	\$250
吊挂结构/ 展品在展位范围以外 Awning/Overhang beyond booth Boundaries	计分制减一年 One (1) Year	\$250
由于展摊的设计，客人要在走道上围观 Customers in aisle due to booth design	计分制减一年 One (1) Year	\$250
在展馆内进行销售 Selling on the Trade Show Floor	计分制减一年 One (1) Year	\$250
展位排放出任何废物于展馆通道上 Product Waste or Emissions in aisle	计分制减一年 One (1) Year	\$250
未经允许拍摄展位** Booth Photography Without Permission**	计分制减一年 One (1) Year	\$250
展出期间仍在施工或布置 Construction/Setup during Show Hours	计分制减两年 Two (2) Years	\$250



布置及拆卸期间，容许未满十八岁儿童在其展位内 Underage (less than 18) Children in Booth during Move-In/Move-Out	计分制减两年 Two (2) Years	\$250
在展位之外，派发宣传单张或展示展品（包括放出烟雾、雷射、五彩碎纸等） Product and/or Literature Displayed and/or distributed Outside of Booth (includes fog, lasers, confetti, etc.)	计分制减两年 Two (2) Years	\$250
人形/人物于其展摊以外走动（该人形/人物进场及撤场除外） Costumed Characters Outside of booth (unless in transit to enter/exit)	计分制减两年 Two (2) Years	\$250
私下分租展位 Subletting Booth Space	计分制减两年 Two (2) Years	\$250
展位内有易燃物料 Use of Flammable Display Materials	计分制减两年 Two (2) Years	\$250
展商于展览会进行期间举办场外活动 Hospitality Suites or Events Held Off Show Floor during Open Show Hours	计分制减三年 Three (3) Years	\$500
声量违规 Noise Violation	计分制减三年 Three (3) Years	\$500
展会完毕前拆卸展摊 / 或无人出席展位*** Early Tear-Down/Dismantle/No Show***	计分制减三年 Three (3) Years	\$500
展位超过十分钟没有参展人员 Booth Left Unstaffed Greater Than 10 Minutes	计分制减三年 Three (3) Years	\$500
展出之骑乘或设备违反ASTM F24之标准 Violation of ASTM F24 Standards applicable to Amusement Rides / Devices	计分制减十年 Ten (10) Years	\$1000
未经批准下，开动只供以静态展示之骑乘 Static Ride Placed into Operation without Approval	计分制减十年 Ten (10) Years	\$1000
于展位内任何机械设备和结构未有正确地装置 Mechanical devices and structures in the exhibit area are not properly assembled	计分制减十年 Ten (10) Years	\$1000

*Does not apply to insurance policies that expire after the deadline.

**Would be waived when utilized for documentation of intellectual property rights, AND only if that company's intellectual property claim (complaint or defense) is found to be valid by the IP mediators.

***No Show violation includes any booth cancellations within one week of show move-in date.

展会规则和违规处罚

手册、目录、纪念品 — 禁止过道活动

参展商只能在参展商的展位内分发参展商文献和印刷材料（包括行业出版物），不得在澳门威尼斯人或 IAAPA 签约酒店的任何公共场所出现。有些赞助机会不受本规则约束。演示、销售活动和赠品分发必须在参展商的展位内进行。材料的分发和销售工作不可以在过道或合同展位空间以外的任何其他地方进行。严格禁止在合同展位空间外的街头团队，移动营销，快闪族等。**这项政策是严格执行的！**被发现违反上述规定的公司可能导致其在 IAAPA 亚洲博览会的展位遭到关闭，扣减展出资历年期并失去今后的参展资格。



机器人、表演者、人形/人物和轮式车辆

任何机器人、表演者、人形/人物或机械化产品的演示必须在参展商的合同展位内进行。在 IAAPA 亚洲博览会期间，不允许在澳门威尼斯人的过道或任何其他公共区域进行任何形式的演示。违反此规则将导致在展会期间立即从展馆中移除机器人、表演者、人形/人物或车辆。

游乐园产品（例如婴儿车、手推车、四驱车或任何附有轮子的产品或装置）的演示必须在合同展位内进行。严禁在过道内或澳门威尼斯人的任何其他公共场所操作内任何附有轮子的设备（批准的轮椅，残疾人推车和某些经批准的展会赞助商除外）。在展会期间，在展位以外操作任何轮式设备将从展会现场移除。

声音级别

参展商于展览会进行期间须把音量级别维持在合理级别。国际游乐园及景点协会保留判断有否因声音过高、音乐过大及展出活动而干扰其他参展商洽谈商务之权利。持续噪音不应高于 75 分贝 (db)，间歇峰值高达 85 分贝。未能维持合理分贝级别的参展商(不得超过 75 分贝)，IAAPA 展会管理层有权要求该参展商把声音音量级别维持在特定分贝级别。展厅内的分贝级别将于展览会期间被监控。违规者须立刻把音量级别降低，否则有机会遭受其他处罚。

在 IAAPA 出售规则

严禁在您的展位内从事现金/信用卡和商品交易活动，让买家“带走”商品。参展商严禁在展位展示标牌，销售展示品让买家带走。参展商只能接受订单以便将来交货。

分租 / 转售或转租展位空间

严禁将展位空间分租或转租给其他成员或非成员公司。非附属/非参展公司的工作人员严格禁止在展位进行“销售”。

禁止转售预留或已签约的展位，这将导致展出资历年扣减和其他处罚。禁止参展商在签约展位之外的任何地方从事任何展出活动。

展位工作人员

在展会期间，展位必须保持完整并配备工作人员。任何无人看管超过 5 分钟的展位将面临处罚。在展会于 6 月 11 日(星期四)，下午三时结束之前，不得开始任何形式的展位装箱。展位的所有工作人员都必须是参展公司的雇员。

产品法律

在某些司法辖区，若参展商的产品或其销售属非法，其展位必须贴出相应标志。厂商和其它设备参展商，如果其设备可能会被视为赌博设备、装置或其它产品，必须自行负责确定此类产品可以在中国展出。

违规事项及罚款

国际游乐园及景点协会将全权决定对 IAAPA 亚洲博览会违反规则及规定的行为的处罚。国际游乐园及景点协会将向参展商发出两次警告，然后会采取相关处罚。制造商和供应商委员会以及展位分配委员会都已事先确定了处罚规定，处罚从较轻（停止产品演示）到严重（丧失参展商优先权、资历分和罚款）不等。

委员会委员将视乎需要随时添加或修订违规行为。处罚包括但不限于丧失一至十年的展出资历、展位关闭、参展商资格吊销、罚款或综合上列各项处罚。请认真阅读[展商服务手册](#)，如果您有任何关于展会规则和/或本政策的疑问，请和国际游乐园及景点协会展会管理层[联系](#)。

下面列出展位和安全违规行为以及可能会实施的处罚。

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展出未完成或有不雅产品/ 没有地板覆盖物 Display Unfinished or Unsightly/No Floor Covering	计分制减一年 One (1) Year	\$250
吊挂结构/ 展品在展位范围以外 Awning/Overhang beyond booth Boundaries	计分制减一年 One (1) Year	\$250
由于展摊的设计，客人要在走道上围观 Customers in aisle due to booth design	计分制减一年 One (1) Year	\$250
在展馆内进行销售 Selling on the Trade Show Floor	计分制减一年 One (1) Year	\$250
展位排放出任何废物于展馆通道上 Product Waste or Emissions in aisle	计分制减一年 One (1) Year	\$250
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展商于展览会进行期间举办场外活动 Hospitality Suites or Events Held Off Show Floor during Open Show Hours	计分制减三年 Three (3) Years	\$500
音量违规 Noise Violation	计分制减三年 Three (3) Years	\$500
展会完毕前拆卸展摊 / 或无人出席展位*** Early Tear-Down/Dismantle/No Show***	计分制减三年 Three (3) Years	\$500



展位超过十分钟没有参展人员 Booth Left Unstaffed Greater Than 10 Minutes	计分制减三年 Three (3) Years	\$500
展出之骑乘或设备违反ASTM F24之标准 Violation of ASTM F24 Standards applicable to Amusement Rides / Devices	计分制减十年 Ten (10) Years	\$1000
未经批准下，开动只供以静态展示之骑乘 Static Ride Placed into Operation without Approval	计分制减十年 Ten (10) Years	\$1000
于展位内任何机械设备和结构未有正确地装置 Mechanical devices and structures in the exhibit area are not properly assembled	计分制减十年 Ten (10) Years	\$1000

*不适用于保险证书有效期至截止递交日期之后。

**如用作知识产权内部/法律文件之用途，及知识产权索赔(投诉或辩护)被知识产权调解员认定为有效，可获豁免。

***无人出席展位包括展会进场前一星期前取消之展位。