

# DSE EXHIBITOR PARTNER POLICY



Exhibitors that are either subletting or sharing (partnering) their exhibit space with other companies are violating DSE's show rules.

The contract that all exhibitors sign states: ***"Exhibitors are not permitted to assign or sublet a booth or any part of the space allotted to them by the space rental agreement. Nor shall they exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their company's regular products or services."***

Exhibitors, however, are permitted to use another company's products or technology to display their own products or technology. However, two rules apply for this practice:

- 1. If the products or technology that you are using comes from another DSE exhibitor:**
  - a. Small static signage (no larger than 12" x 6") is allowed to identify the company's product(s) that are being used.
- 2. If the products or technology that you are using comes from a company NOT EXHIBITING at DSE:**
  - a. No signage or any form of advertising or promotion of that company's products or technology is permitted within your exhibit space.
  - b. Personnel from that company ARE NOT permitted to work in your exhibit during show hours.
  - c. Personnel from that company ARE NOT permitted to be badged as if they were employees of your company.
  - d. That company's brochures or sales materials cannot be distributed in your exhibit space.

## **Effective since DSE 2018, we:**

1. Work with exhibitors so that they better understand and abide by the show rules.
2. Require exhibitors to submit a completed "Show Rules Confirmation Form." This signed form will be due, along with exhibitors' liability insurance forms 60 days in advance of the show.
3. Have show officials roam the hall during set up and show hours. They will have the authority to remove any materials or personnel that are in violation of the show rules.

Recognizing that the incentive for "partnering" often comes from companies that are either new or those that have limited marketing budgets, DSE has created a solution that allows them to participate, be promoted as exhibitors and become a positive factor in helping to promote attendance.

That solution is called the "DSE Launch Pad." This area of the show floor offers less expensive, turnkey exhibit space for new, first-time exhibitors. Therefore, many of the companies that have felt compelled to "partner" with larger exhibitors now have a more affordable way to get started as a DSE exhibitor and promoted as such.

It is important to protect DSE for the benefit of every exhibitor. Working together, playing by the same rules, we can ensure DSE's continued success.

Sincerely,

Jeanne Phillips  
Sales Director

# SHOW RULES CONFIRMATION FORM



By signing below, \_\_\_\_\_, an exhibitor in DSE 2020, acknowledges that we will abide by all of the show rules as stipulated in the Exhibit Space Rental Contract that we have signed and the Display Guidelines and Mandatory Rules that are published in the show's Exhibitor Kit.

Specifically, we confirm that our exhibit at DSE 2020 will not violate the show rules with respect to practice of exhibit sharing, subletting, or partnering, as stated in the Exhibit Space Rental Contract: ***"Exhibitors are not permitted to assign or sublet a booth or any part of the space allotted to them by the space rental agreement. Nor shall they exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their company's regular products or services."***

Exhibitors are permitted to use other company's products or technology to display their own products or technology. However, two rules apply for this practice:

- 1. If the products or technology that you are using comes from another DSE exhibitor:**
  - a. Small static (no larger than 12" X 6") signage is allowed to identify the company's product(s) that are being used.
  - b. Personnel from that company ARE NOT permitted to work in your exhibit during show hours.
  
- 2. If the products or technology that you are using comes from a company NOT EXHIBITING at DSE:**
  - a. No signage or any form of advertising or promotion of that company's products or technology is permitted within your exhibit space.
  - b. Personnel from that company ARE NOT permitted to work in your exhibit during show hours.
  - c. Personnel from that company ARE NOT permitted to be badged as if they were employees of your company.

Show management reserves the right to enforce all show rules and regulations. Please acknowledge below by signing in the space indicated.

**This form is to be signed and submitted 60 days prior to the opening of DSE 2020 (1/31/20).**

Exhibitor name: \_\_\_\_\_

Exhibitor contact: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Acknowledged by: \_\_\_\_\_

Digital Signage Expo

Date: \_\_\_\_\_

**Email completed form to Cassie Cantrell - [ccantrell@exponation.net](mailto:ccantrell@exponation.net) - or FAX to 770-518-0022**

# What Makes Trade Shows like **DSE** Work?

A trade show is a marketplace. Its value equation relies on several important factors:

- An ample number of exhibitors to promote to attendees.
- Sufficient revenue from exhibitors to invest in attendee promotion.
- Control over floor traffic, allowing only potential buyers of exhibitor's products and services.
- An enhanced experience for attendees that includes easy-to-get to venue, affordable travel, a well-run event, education and other benefits that makes the trade show productive for them.

If any of the above factors is diminished or undermined, the trade show's success is at risk.

## THE STEPS TO TRADE SHOW SUCCESS

1. More Exhibitors =  
More Revenue

2. More Revenue = More  
Attendee Promotional  
Investments

3. More Attendee  
Promotion Dollars =  
More Attendance

4. More Attendance =  
Happy Exhibitors

5. Happy Exhibitors and  
Attendees = Successful  
Trade Show

## A FOCUS ON THE EFFECTS OF BOOTH SHARING

Here are the issues related to **booth sharing, booth subletting, or "partnering."**

- Anything that reduces the number of exhibitors and exhibitor products and services that DSE can promote to potential attendees, undermines the success of the promotional effort.
- Exhibitors that "share" or "partner" their spaces **create an uneven playing field vs. other paying exhibitors.**
- Sharing or partnering, reduces potential show revenue, resulting in less revenue to:
  - Invest in attendee promotion
  - Share with the Digital Signage Federation (DSF)
  - Invest in other events and programs that support the success of the show.
- Companies ("partners") that are allowed to share or partner, gain an unfair financial advantage vs. their competitors. **They are essentially being given a "FOOD STAMP PROGRAM" by the exhibitor that shares their space. This enables the "partner" to have a much less expensive cost of doing business than their competitors.**



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