



SAMPE 2026

Seattle Convention Center| Summit Building

900 Pine St, Seattle, WA 98101

Exhibitor Rules and Regulations

Move In

Sunday	April 26, 2026	1:00 PM – 5:00 PM
Monday	April 27, 2026	8:00 AM – 5:00 PM

Show Dates/Times

Tuesday	April 27, 2026	9:30 AM – 5:00 PM
Wednesday	April 28, 2026	9:00 AM – 4:00 PM

Move Out

Wednesday	April 28, 2026	4:00 PM – 9:00 PM
Thursday	April 29, 2026	8:00 AM – 12:00 PM

Venue

Seattle Convention Center | Summit Building - 900 Pine St, Seattle, WA 98101

Show Colors

8' Backwall: Black

3' Siderail: Black

Aisle Carpet: Red

Aisles

Aisles cannot be obstructed at any time. No portion of an exhibitor's display, product or demonstration may extend into any aisle. An exhibitor may not bridge an aisle, whether by a physical structure, carpeting, banners, etc., to connect their exhibit space with one across the aisle without permission from show management. All features, signs and/or walls that are facing the aisle must be covered or finished.

The floor of the Exhibit Hall will be marked to indicate all "Freight Free Aisles". If your booth borders one of these aisles, please keep your crates and materials out of these aisles so that they remain clear for freight movement.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to follow the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities.

Animals

Animals or pets, except ADA service animals, are not permitted in the event space unless prior written approval has been obtained. For exhibits, activities, or demonstrations that legitimately

require the use of animals, contact SAMPE Show Management for approval. Julie Freedman, julief@sampe.org.

Appearance of Exhibit Space and Care of Premises

- All open or unfinished walls of the exhibit that may appear unsightly must be covered or show management will force cover the wall at the exhibitor's expense. Unfinished hard-wall exhibits are not permitted.
- Peninsula, split island, and island exhibits must have a finished back wall and be finished on all sides.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- All exhibit displays should be designed and erected to withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed correctly to support the product or marketing materials.
- All curtains, draperies, and decorations made from textiles of combustible fibers or other flammable materials must be flameproofed in the manner approved by all applicable jurisdictions. Flame retardant certificates need to be kept in the exhibit booth.
- No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No displays or graphics can be attached to or otherwise secured to the columns, drapery backdrop, or side dividers. Decals or other adhesive materials cannot be applied or affixed to the walls, columns or floor of the exhibit/facility areas. All signage must remain inside the booth space.
- Materials for exhibit display cannot be delivered to the exhibition facility before the official move-in period.
- Exhibitors are required to keep booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths.
- 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 show management for approval. Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition. The use of halogen rules varies by facility and should be verified before booth construction.
- Fog, smoke and steam machines are not permitted.
- Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth, which could be interpreted as a promotion of another company.
- Items located in the exhibit space must be in good taste or will be removed at the discretion of show management.

- Exhibitor must promptly pay for any and all damages to the facility, Freeman booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors or representatives
- Show management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical, and otherwise appropriate manner. Unsportsmanlike, unethical, illegal, or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage, is strictly prohibited.
- Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor. All exhibiting personnel must be registered for SAMPE 2026. Violators can be ejected from the event, and the exhibitor is additionally penalized by the loss of priority points at the discretion of show management.

Booth Carpet

Carpet or floor covering is required in all booths. Your booth does not come with carpet unless a booth package is purchased in advance. Rental carpet is available through **Freeman** ([link coming in Jan 2026](#))

Booth Catering Service

All food and beverages services are exclusive to Aramark.

Booth Construction

SAMPE is a "Line of Sight" Show. Booths may be constructed as detailed in the IAEE Guidelines.

Linear, Corner and Perimeter booths

- 8' high pipe and drape back wall
- 3' high pipe and drape side rails
- 7" x 44" booth identification sign with company name and booth number.

Peninsula and End-Cap booths

- 8' high pipe and drape back wall

Split Island booths

- 8' high pipe and drape back wall

Island booths

- Do not come with back drape. If it is desired, it may be ordered from Freeman. All other equipment and services are the responsibility of the exhibitor.

Ceiling Height Restrictions

All booths must comply with the booth regulations. Maximum height for islands is 20' including signage. Exhibit Hall ceiling height is 30'.

Children

Children under the age of 18 are not allowed on the show floor during move-in or move-out.

Cleaning

Freeman ([link coming Jan 2026](#)) is the exclusive booth cleaning contractor. Please note: your booth will NOT automatically be vacuumed the night before the show opens unless you order and pay for this service. Booth cleaning (vacuuming booth carpet) is not included in your booth space rental. Waste baskets left at the front edge of your booth will be emptied once at the end of each show day. Exhibitors can order porter service for show hours through Freeman. Any booth structure, crates, carpet padding or booth equipment abandoned at the Expo after the published move-out deadline (Noon on Thursday April 29) will be deemed trash and disposed by Freeman at a cost to the exhibitor.

Clean Floor Policy

All crates and skids must be tagged and removed from the exhibit floor no later than 5 pm on Monday, April 27, 2026. This will allow sufficient time to complete the laying of the aisle carpet and the overall cleaning of the Exhibit Hall and provide exhibitors the space to complete their booth set up by keeping aisles clear.

Crates without empty stickers will be tagged by Freeman and removed – whether full or empty. Exhibitors may request products to be returned to their booth at the exhibitor's expense. Depending on where the crates are located, it may not be possible to access the crates before move-out.

Demonstrations

Exhibitors shall 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 presentations, audio visual presentations, and demonstration areas to ensure compliance. No activities should be planned, or products displayed in a manner that would require an audience to gather in the aisles. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

Exhibitors must comply with local regulations regarding fire/safety and 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 3 feet (.91 meters) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.

Attention-getting devices, gimmicks and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Exhibitors are encouraged to receive approval from show management for any activities in question prior to the show.

Driver Check-In – No Marshaling Yard at Seattle Summit Convention Center

Please be advised that certified weight tickets are required when checking in at Seattle Summit Convention Center. If your driver has valid certified weight tickets, Freeman will accept these

tickets and your driver will not have to scale onsite. **All carriers will be assigned an unloading number according to driver check-in time.**

Electrical Service

Freeman ([link coming Jan 2026](#)) is the exclusive provider for electrical services and labor. Show Management **does not** include electrical services or labor as part of your booth space rental fee.

Environmental Laws/OSHA Regulations

All exhibitors must be following environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

Exhibit Hall Access

Exhibitors will be allowed access to their booth one hour prior to show opening and one hour after show closing. Attendees are allowed access to the show floor only during expo open hours. Additional access may be arranged solely at the discretion of show management.

Exhibitor Appointed Contractor (EAC)

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the exhibitor must complete the [EAC form](#). ([link coming Jan 2026](#)) Completion of this form qualifies as acceptance that the EAC will abide by all rules and regulations.

- The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor's work.
- If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors, or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show management will have the final decision in such instances.
- The EAC will not solicit business at the event.
- The EAC is responsible for adhering to all rules and regulations requiring badging. EAC must wear badges at all times.
- Services ordered on behalf of exhibitors by EAC's or other third parties must be so authorized in writing by the exhibitor. Payment for all services will be the responsibility of the exhibitor.
- The EAC is required to provide a certificate of insurance. SAMPE, Freeman, and Seattle Summit Convention Center should be listed as additional insured.
- Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.

Exhibitor Badge Registration

[Click here](#) to request your exhibitor badges. All exhibit personnel attending SAMPE must always wear an exhibitor badge within the exhibit area, including move-in and move-out. Make sure to register all individuals staffing your booth.

Please do not register your EAC (Exhibitor Appointed Contractor) as a staff member. EAC's will be issued daily wristbands for move-in and move-out only by Security personnel at the exhibit hall entrance. Please note that badges will not be mailed and may be picked along with your badge

holder onsite. Questions concerning exhibitor badges can be directed to SAMPE Registration at 1.626.521.9460 or registration@sampe.org.

PLEASE NOTE: If your EAC needs to access your booth during show days/hours, they will need an exhibitor badge. The badge will be part of the allotted badge qty per your booth size.

Exhibitor Unloading

Freeman will handle and control the unloading and loading of all vehicles at the Seattle Summit Convention Center | Summit Convention Center loading docks. For POV carload service, please refer to the form within the Freeman section of this manual.

- Freeman will be in control of the loading dock areas. NO parking and/or unloading is permitted in the loading and unloading areas.
- Exhibitor's booths do not come with carpeting. Carpeting may be obtained through Freeman.
- Electrical service will only be provided 30 minutes prior to show opening and 30 minutes after closing during open show days. Show Management **DOES NOT** provide 24-hour electrical service. To order utilities (electrical, telecommunication, etc.), complete the appropriate forms located under the Official Show Service Providers section of this manual.
- Please refer to the Guidelines and Requirements within this manual for information regarding booth height rules and regulations.
- Summit Loading Dock
 - The Summit loading dock access is located on Boren mid-block between Stewart Street and Olive Way (1715 Boren Avenue) and can accommodate any vehicle meeting federal highway height and width guidelines. Please do not attempt to take a left going northbound on Boren; approach going southbound on Boren and turn right into the dock. It is equipped with 18 bays.

Fire Marshal

All exhibit spaces must be in full compliance with all facility, fire marshal, show management, and exhibit guidelines including all local, state and federal laws.

All fire; safety and Summit Convention Center regulations must be strictly followed. All decorations, drapes, curtains, hangings, items such as carpeting, turf used in the vertical position, combustibles, etc., must be flame retardant. A copy of the Certificate of Flame Resistance for the item must be left in the booth. No propane, acetylene or other flammable or explosive materials are allowed. Candles or any other open flame is allowed in your booth.

Floor Load

Any heavy equipment, water tanks, or displays must have pre-approval from Freeman, Show Management and Seattle Summit Convention Center Maximum floor loads: Exhibit Hall 250 lb. per square foot. If you have any questions regarding heavy equipment, please reach out to Julie Freedman at julief@sampe.org.

Freight Holds

SAMPE and Freeman reserve the right to hold freight for ANY outstanding balance owed, including booth payment, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

Hand Carry Policy / Self-Unloading

Check-in for Privately Owned Vehicles (POVs) is located at the entrance to the loading dock area. Full-time exhibitor personnel may carry materials in and out of the Seattle Summit Convention Center by hand or using an exhibitor-owned, non-motorized, two-wheeled hand cart. This does NOT include pallet jacks or motorized equipment of any type. If needed, cart service and/or empty storage and return will be provided by Freeman at the prevailing rates. Privately Owned Vehicles (POV) are defined as “non-commercial” vehicles. This includes cars, vans, and small trucks.

Access via the Summit Parking Garage on Olive Street. This area services all levels and areas of the Summit building.

Clearance is 8' 4" for Level 1 HCF Loading area. Standard full-size vans will clear this entry only. No trailers can be accommodated.

Hanging Signs – Freeman manages all rigging.

Only Exhibitors in an island, split-island, or peninsula-configured booths that are 400 square feet or larger can have a hanging sign within their booth space. Inline booths cannot have hanging signs.

Hanging signs and graphics in Split Islands and Peninsula booths should be set back five feet (5') from adjacent booths and aisles and be directly over contracted space only. The length and width of sign or banner is not to exceed 50% of corresponding dimension of booth (i.e., a 20'X40' peninsula cannot have a sign or banner that is larger than 10' X 20'). The bottom of the sign or banner must not be lower than 14-feet from the ground. There is an additional facility charge for labor and equipment on all hanging signs.

Hospitality Suites and Networking Events by Exhibitors

No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities.

Hospitality suites shall not be open during event hours.

Hotel Arrangements

Use the SAMPE website at [book online](#).

Insurance

Show management requires each exhibiting company and exhibitor-appointed contractor (EAC) to carry general liability insurance, automotive liability insurance, and workmen's compensation coverage. SAMPE, Freeman, and Seattle Summit Convention Center should be listed as additional insured. Refer to the [Insurance Information](#). *(link coming Jan 2026)*

Labor

Labor jurisdiction and union rules are determined by the facility, state, and municipality where the exhibition is held. Where union contracts exist with service contractors, exhibitors

must acknowledge union jurisdictions and conform to those contracts and use of the union personnel involved.

Skilled and unskilled labor, as needed or required, can be arranged through the official service contractor at established rates. Arrangements should be made in advance. Exhibitors eligible to set up their own display according to union guidelines must typically utilize full-time employees of the company, and proof of employment may be requested.

Please visit **Freeman Online** ([link coming Jan 2026](#)) for more information.

Lead Retrieval

Lead Retrieval Units may be rented from SAMPE registration vendor, MCI. [Click here \(link coming Jan 2026\)](#) for more information and how to order.

Marshaling Yard

SAMPE does not have a marshaling yard for the Seattle Summit Convention Center. Please go directly to the building.

Occupancy

Exhibit displays must be set by 9:00am on Tuesday, April 28th, should any space (for which a signed contract has been received and rental payment made) remain unoccupied after this time, show management reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.

Exhibitors' displays cannot dismantle or pack up their booths for removal before 4:00 pm on Wednesday, April 29th. Every exhibit must be fully staffed and operational during published Expo Open hours.

Dismantling of displays begins at 4:01 pm on Wednesday, April 29th and continues until Noon on Thursday, April 30th. By 12:01 pm on Thursday, April 30th, all exhibitor displays, or materials left in the exhibitor's space without instructions will be packed, shipped or discarded at the discretion of show management at the exhibitor's expense. Any charges incurred on behalf of Show Management to remove abandoned materials will be directly billed to the exhibitor. Please refer to Freeman Cleaning ([link coming Jan 2026](#)) for rates. Exhibitors should communicate this information to all personnel of EAC (Exhibitor Appointed Contractor).

Paging/Announcements

Show management will restrict announcements to general show information. Announcements will not be made for exhibitor drawings, lost persons or articles, etc.

Photography & Filming

Exhibitors may only photograph/film their own exhibit at the Expo. To take a photograph or film another booth, you must receive permission from booth personnel in the booth prior to taking pictures or filming. Show Management and the Official Show Photographer are exempt from this rule. Members of the Press must first receive permission from the exhibitor to photograph or film

the exhibitor's booth. Violation of the policy may result in confiscation and removal of camera images and expulsion from the show.

Raffles, Drawings, Contests

Raffles, drawings and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by show management. Show management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles and drawings.

Security

Show Management provides adequate perimeter security on-site. However, it is the exhibitor's responsibility to ensure the security of their exhibit and products at all times. Exhibitors are solely responsible for the care, and control of their own exhibit space and material. Exhibitors must carry insurance to cover loss or damage to their exhibit material.

Show management shall not be held responsible for the loss of any material by any cause and urges the exhibitor to exercise normal precautions to discourage loss due to theft or any other cause. Show management assumes no responsibility for goods delivered to the exhibit areas or for materials left in the exhibit areas at any time. Exhibitors are encouraged to insure exhibit property against loss or theft.

Show Directory

Exhibitor information will be published as part of the official show directory if directory information is submitted by the deadline date. Only exhibitors with valid exhibit contracts will be listed in the event directory. The exhibitor waives and indemnifies show management and its agents from and against any claims against show management concerning errors and omissions in the directory. The exhibitor shall be responsible for the content of its entries.

Sound/Noise/Music

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors in the exclusive judgment of show management. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

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, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Show management does not have a license with any licensing agencies; therefore, exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

Vehicles on Display

- All vehicles on display will require spotting service from the general service contractor at the exhibitor's expense.

- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/8-tank full or five gallons (include metric), whichever is less, and fuel tank tapped.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Display vehicles can occupy no more than 80 percent of the contracted exhibit space and must conform to line-of-sight rules.
- Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor and must be approved by show management.
- Booth vehicles must be set back 10 inches (.26 meters) from the aisle to prevent damage from aisle carpet installation.
- The flooring underneath the vehicle must be completely covered and protected.
- Once placed, display vehicles cannot be started or moved without the approval of show management and the direction of the general service contractor.
- All vehicles on display require a permit from Fire Department.

[End]