

SHRM 24

CHICAGO

JUNE 23-26, 2024

Exhibitor General Rules & Regulations

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Exhibitor General Rules & Regulations

GENERAL

The Exhibitor Rules & Regulations, including any amendments published on the SHRM242024 Conference & Expo website, distributed to the Company's Exhibit Booth Contact, or communicated to the onsite contact, are a part of the Exhibitor Contract. In addition, the provisions of the lease or licensing agreement between SHRM and the venues which refer to or govern exhibitors are incorporated in these Exhibitor Rules & Regulations by reference and are available upon request. Failure to abide by any of these, either by exhibitor staff or contracted labor, will constitute breach of contract, will result in imposition of applicable fines and may result in revocation of permission to exhibit in 2024, with forfeiture of all monies paid, loss of loyalty credits and/or denial of permission to exhibit in future years. Exhibitors are responsible for all expenses incurred as a result of their failure to comply with the Rules & Regulations. Only persons, companies or organizations that have contracted with SHRM may exhibit at SHRM 2024.

Official Name, Dates, Location & Tag of Events

- The official name of the event is the SHRM 2024 Annual Conference & Expo or SHRM24.
- The official SHRM 2024 Annual Conference & Expo dates are June 23 - 26, 2024.
- The location is the McCormick Place in Chicago, IL.
- The hashtag is #SHRM2024. Exhibitors will adhere to this terminology.

Badge Registration

Exhibitor badges are required for exhibitor access to the exhibit hall. Exhibitors may use their badge allotment for exhibit staff, exhibitor guests and EACs as they choose.

SHRM24 badges are for the use of one individual for the duration of the show and are nontransferable. Attendees and exhibitors will be assessed penalties for badge swapping. Random identification checks will be instituted.

Exhibitors will receive an allotment of complimentary badges based on the following:

Badge Allocation	Number of Badges
	1 full conference and 4 expo only badges per 10 x 10/100 square feet reserved

- Exhibitors may purchase additional exhibitor badges for customers, guests, or staff at a reduced rate.
- All badges will be held for onsite pickup. No badges will be mailed in advance of SHRM24.
- If an exhibitor utilizes the services of an exhibitor-appointed contractor (EAC) or third-party contractor during official show hours, the exhibitor must provide exhibitor badges for those personnel. These badges can be ordered online as part of the exhibitor's total allotment of badges. During hours other than official show hours, EACs are required to wear setup and teardown security wristbands.
- **Exhibitor badges allow access onto the show floor on show days at 9:00 a.m. daily.** Attendee badges allow access only during show hours. Exhibitors should not schedule meetings in their booths with attendees without exhibitor badges before or after show hours.

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ACCESSIBILITY AND ACCOMMODATIONS

SHRM believes in providing equal opportunity for everyone. We provide standard organizational-wide accessibility accommodations and will review ad hoc requests for additional accommodations on a case-by-case basis. Our goal is to work with you to find the right solutions for you to have access. View SHRM's accessibility policy, [here](#).

If you have any reasonable accessibility and accommodation requests, please complete the accessibility & accommodation [form](#) in advance for us to have appropriate lead time. Although we strive to provide as much space and accommodations as possible, there is a limited amount of space available and it is based on a first come, first served basis. Reasonable accessibility accommodations for SHRM conferences may include but are not limited to:

- American Sign Language (ASL), Communication Assisted Realtime Translation (CART) Interpretation, and ASR Captioning
 - ASL Interpretation requests must be made at least 7 calendar days before the start of event.
 - CART requests must be made at least 5 business days before the program.
 - ASR captioning is available for all our livestreamed sessions via the app or web format.
- Dietary restrictions
- Gender-neutral restrooms (with and without urinals)
- Prayer, meditation & quiet room
- Reserved accessibility & accommodations advanced seating*
- Scooter rentals
- Wellness room (includes lactation and medical needs)

If you have questions pertaining to accommodations related to the SHRM-CP and SHRM-SCP tests, please refer to the [SHRM Certification Handbook](#) for additional information. When you register for live events, or other certain online events, you will also be prompted to specify additional accommodation needs. Please be as specific as possible.

* For reserved accessibility and accommodations advanced seating, those seats may be released 10 minutes before the start of the session. If you have specific seating requirements related to your accommodation, please submit those in advance using the accommodation [form](#).

Catering

All food & beverages served in the exhibit hall must be ordered through the exclusive catering provider of McCormick Place, OVG350. Exhibitors may not dispense food or beverages of any kind, including bottled water, without written permission the OVG360. **Violations of the policy are subject to penalty fees.**

Further information regarding catering can be found under the "Official Vendors" section of the Exhibitor Service Kit.

Exhibitor General Rules & Regulations

Children in Exhibit Hall

Move-in and move-out periods present dangers on the exhibit floor. For safety reasons, anyone under the age of 18 is not allowed to register or attend a SHRM conference. Strollers or infant carriers are not permitted at any time. Only registrants are allowed to be present in the Expo, conference sessions, concerts, and receptions.

CODE OF CONDUCT

At all SHRM conferences, our goal is to provide a safe and positive event experience and we expect our attendees, exhibitors, speakers, vendors and sponsors to follow this Code of Conduct. Unacceptable behavior will not be tolerated at any time and may result in immediate removal from the conference, in-person or virtual.

Expected Behavior

- Be considerate of those with whom you may interact.
- Be collaborative with others.
- Be respectful of others' viewpoints that may be different from your own.
- Be mindful of your words and actions.

Unacceptable Behavior

- Offensive or unwanted behavior or language, including, but not limited to, discriminatory behavior or language based on race, religion, color, national origin, sexual orientation, gender expression or identity, transgender status, age, disability, veteran or marital status, or any other similar categories. Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions will not be tolerated.
- Visual harassment, such as displaying sexual or offensive images OR inappropriate language at the course, meeting, or event, including in presentations, slide decks, as backgrounds, or on clothing visible to attendees.
- Intimidation or bullying, either online or in-person.
- Possession of a weapon or something that could be construed as a weapon during the event or on video.
- Photographing, video- or audio-recording of slides, oral, or poster presentations without presenter/author's permission.
- Possession or mention of illegal substances during the event or on video
- Sharing your event registration information, including your conference badge, with another person(s).
- Inappropriate disruption of events.
- Real or implied threat of professional or financial damage or harm.
- Violating the rules of the online platform on which the event is held.
- Any other illegal activity not already covered above.

Demonstrations

All display material and demonstrations must be confined within the limits of the exhibitor's purchased space. Please reserve appropriate booth/stand space size.

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- o Product demonstrations should not be placed on the aisle sides of exhibits.
- o Normal aisle traffic cannot be interfered with at any time.
- o SHRM reserves the right to restrict exhibits that because of noise, method of operation or any other reason become objectionable.
- o Please be mindful of other exhibitors and events that are located near your stand.

Direct Selling

Direct selling on the SHRM24 expo floor is prohibited.

- o **Canvassing or distribution of publications/marketing materials/show dailies outside of assigned exhibit space, including all booth-to-booth distribution is prohibited.**
- o Canvassing and soliciting, except by exhibiting companies, are prohibited within 50 miles of SHRM24. Exhibitors and persons violating this rule will be removed.

First Aid

First Aid at the McCormick Place will be available.

HEALTH AND SAFETY

SHRM will continue to follow the guidance of [The Centers for Disease Control \(CDC\)](https://www.cdc.gov) as it relates to COVID-19 and other communicable diseases along with state, local and venue requirements to meet safely.

If you are not feeling well prior to or during a SHRM conference, please contact SHRM's Customer Experience at shrm@shrm.org or call 800.283.7476, option 3 (US Only), +1.703.548.3440, option 3 (Int'l), TTY/TDD +1.703.548.6999 on Weekdays between 8:00 AM - 8:00 PM ET about switching your in-person pass to a virtual pass.

Lost & Found

Lost & found will be located at Attendee Registration.

Magazine/Publication Distribution

Exhibitors who publish magazines will be allowed to distribute the magazines from their booths and no other location. Magazines may not be distributed from aisles or other common areas.

Music

SHRM has entered into licensing agreements with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) to allow the use of live and recorded music from the ASCAP and BMI repertoires throughout the public areas of the McCormick Place. Exhibitors are responsible for obtaining the appropriate licenses before the use of any work at any private function or that is not in the ASCAP or BMI repertoires.

Noise Levels

Public address systems must not interfere with the activities of adjoining exhibitors. Electric or electronic amplification of musical instruments is specifically prohibited. SHRM Show Management reserves the right to restrict exhibits that may be deemed unsuitable or objectionable. This reservation applies to noise, persons, things, conduct, printed matter, or anything of a character that might be objectionable to the Exposition as a whole.

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- Sound levels within the exhibitor's stand should not exceed 85 decibels as determined by SHRM exhibits team and must not disrupt the conduct of business of neighboring exhibits or show management events during posted exhibit hours.
- Sound level violations should be reported directly to the SHRM exhibits team.

SHRM noise policy enforcement procedure is as follows:

- An exhibitor in violation of this policy will receive a verbal warning from the SHRM exhibits team.
- If a second infraction occurs, the exhibitor will receive a written warning delivered by the SHRM exhibits team.
- If the exhibitor continues to violate the policy, the electrical power for the sound producing elements will be shut down.
- Exhibitors receiving sound violation warnings may jeopardize their priority standing at future SHRM events.

Official Service Partners

To ensure orderly and efficient installation, operation, and removal of displays and to eliminate confusion, SHRM Show Management has designated Freeman and other firms listed in the Exhibitor Service Kit, as official service contractors. SHRM Show Management holds these firms responsible for quality service and fair prices and will intercede on behalf of an exhibitor in the event of faulty work or unfair charges. SHRM management encourages all exhibitors to place orders with these firms unless a permanent arrangement has been established with a display house or outside contractor to set up and dismantle exhibits.

Pets

No pets, with the exception of service animals, will be permitted in the exhibit halls at any time.

- o For animal activations, please contact show management at exhibits@shrm.org.

Photo Use Permission

CONSENT FOR SHRM PHOTOGRAPHERS

By attending the event, you acknowledge that your image may be captured on video or in photos taken on behalf of SHRM. You further provide SHRM the right to use candid group photos or videos without securing additional permission, provided those images are not accompanied by further personally identifying information. Please note:

- Photos and/or recordings cannot be copied, altered, sold, exhibited, or further distributed without SHRM's prior written consent.
- Photos and/or recordings are the exclusive property of SHRM.
- Photos and/or recordings may be posted on SHRM's official social media pages during and after the conference.

In addition, no disruptions due to photography and/or recording shall be allowed, and violators may lose attendance privileges. This includes drones, personal professional photography equipment and applies to attendees, exhibitors, sponsors, speakers, and vendors.

You may be asked to participate in interviews, etc. In which case, you will be asked to fill out an additional consent form.

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PERSONAL PHOTOGRAPHY AND SOCIAL MEDIA

Photography and/or recording (including audio and video) during the SHRM24 Conference is allowed for personal and private use only. You may not record any live musical performances.

SHRM encourages our attendees, speakers, exhibitors, sponsors, and vendors to share their experience at SHRM conferences on social media.

By sharing photos and videos on social media channels, you are consenting that SHRM may reshare, repost and use those photos and videos prior, during, and after the conference.

MEDIA SHARED BY PRESENTERS

Presenters may share additional media and resources as part of their session or session record. These resources are provided for attendees' personal use and are not for distribution unless the resource explicitly states that it can be broadly distributed, or written permission is individually granted by the presenter. In either case, proper attribution to the original creator is required.

IMPORTANT: Use and reproduction of the conference logo and/or SHRM's logo to promote non-SHRM sanctioned products or services is strictly prohibited.

Photographs and Video Recording

The taking of photographs and/or video recording is permitted within the exhibit hall provided that the subjects being photographed or videotaped do not object. If an objection is raised, you will be asked to discontinue immediately. Show management reserves the right to limit photo/video access when considered inappropriate.

Photographs and video recording must take place within the confines of your booth space.

Prize Drawings/Giveaways

Exhibitors are allowed to register attendees for prizes and giveaways. All activity must be confined within the exhibitor's booth. No announcements will be made over the public address system. Crowding of aisles is a safety hazard and exhibitors may be restricted from doing prize drawings.

Removal of Exhibits

Exhibitors expressly agree not to begin packing or dismantling their Exhibit Space until the official Show breakdown starting time at 2:00 pm, Tuesday, June 25, 2024. Any such premature action is cause for expulsion from future shows and/or a **penalty of up to \$3,500**. It is the responsibility of the Exhibitors to arrange for return shipment of booth materials, properly labeled, before departure. An exhibitor service desk for this function will be available to assist you.

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Solicitation/Suitcasing

All marketing and promotion must remain within your Exhibit Space as stated in section 15 of the Exhibitor Terms & Conditions. Show Management reserves the right to remove individuals or discard display materials that do not comply with these guidelines. **Uniformed attendants, models, mascots, and other employees must remain in the booth occupied by their employers.** All advertising distribution must be made from the exhibitor's booth space.

Segway's, Skateboards, In-line/Roller Skates, Bicycles, Electric Footboards and Scooters The use of Segway's, bicycles, skateboards, hoverboards, inline skates, roller skates or scooters (either motorized or foot-powered) or any other motorized vehicle is not permitted at SHRM24 without the prior approval of show management. This includes all non-ADA approved mobility devices.

Smoking

SHRM24 is a non-smoking event. **Smoking is strictly prohibited at the McCormick Place.** This includes electronic cigarettes, as well as vaping.

Staffing

- Exhibits must be fully staffed during official exhibit hours.
- Exhibitors will be admitted at 9 a.m. each show day for early preparations of displays only.
- **Exhibits must remain staffed and in place through 2:00 p.m. on Tuesday, June 25th.**
- Exhibitors are reminded not to schedule meetings with attendees at their exhibits prior to show opening on show days.
- No activities, except exhibit preparations, are to be scheduled in the exhibit areas at any time other than official exhibit hours. SHRM Show Management reserves the right to make changes to the exhibit hours schedule with advance notice.

NOTE: Exhibitors may not dismantle their stands prior to the official show closing at 2:00 p.m. on Tuesday, June 25th. Early tear down is a blatant violation of Show Managements rules and regulations. Any such premature action is cause for expulsion from future shows and/or penalty from Show Management of up to \$3,500. Please plan travel arrangements accordingly.

Use of Aisles

The aisles, passageways and overhead spaces remain strictly under the control of SHRM. **No signs, decorations, banners, advertising matter or special exhibits will be permitted in the aisles.**

SAFETY & BADGE REQUIREMENTS

For the security and safety of attendees, sponsor, exhibitors, vendors, and guests, conference badges must be worn at all times. There are a variety of pass types, which are indicated on each individual's conference badge. Each pass type includes varying levels of access and admission to SHRM24 happenings. Please reference the full breakdown of registration options and [what's included in each pass type for more](#) information. Each individual badge needs to be picked up by the individual attendee and cannot be picked up by a representative from your organization.

Exhibitor General Rules & Regulations

WAIVER OF LAWSUIT/RELEASE OF LIABILITY:

COVID-19 WARNING, ASSUMPTION OF RISK, WAIVER OF RISK AND RELEASE OF LIABILITY AND INDEMNIFICATION FOR ATTENDING THE 2024 SHRM CONFERENCES.

- **WARNING RELATED TO COVID-19 INFECTION**

- o The novel coronavirus, COVID-19, has been declared a worldwide pandemic and is very contagious.
- COVID-19 can cause serious and potentially life-threatening illness and even death.
- SHRM has taken and will continue to take all reasonable precautions to prevent against the presence and spread of the disease but cannot and does not guarantee against
- exposure; and therefore, in choosing to attend SHRM Conferences you acknowledge that you are assuming a risk that you may be exposing yourself to COVID-19 and its potential health risks.

- **ASSUMPTION OF RISK**

- o I have read and understand the above warning concerning COVID-19. I acknowledge that attending a SHRM Conference is of value to me and that I accept the risk of being exposed to COVID-19 in order to attend. Therefore, I choose to accept the risk of exposure to COVID-19, and I agree that I am personally responsible for my safety and actions while attending SHRM Conferences.

- **WAIVER OF LAWSUIT/ RELEASE OF LIABILITY**

- I, for myself, my family, successors, and assigns hereby forever release, waive, discharge, and covenant not to sue SHRM, its board of directors, board members, officers, agents, servants, affiliates, employees, successors, and assigns (collectively the "Released Parties") from any and all liability, claims, demands, actions, and causes of action whatsoever, directly or indirectly arising out of or related to any loss, damage, or injury, including death, that may be sustained by me related to COVID-19 while participating in any activity associated with SHRM Conferences.

- **INDEMNIFICATION**

- I agree to indemnify, defend, and hold harmless the Released Parties from and against any and all costs, expenses, damages, claims, lawsuits, judgments, losses, and/or liabilities (including attorney's fees) arising either directly or indirectly from or related to any and all claims made by or against any of the Released Parties due to bodily injury, death, loss of use, monetary loss, or any other injury from or related to my attendance at SHRM Conferences specifically related to COVID-19.