

WE26 EXHIBITOR SERVICE KIT

Thank you for exhibiting at WE26!

We've designed this **Exhibitor Service Kit** to assist you in the planning process and to provide all the necessary details to ensure your successful participation in the expo portion of the event. Even if you are a returning exhibitor, please read this manual carefully, as we have changed some information from previous years. All information in this kit is subject to change after publication.

We are pleased to continue to work with Shepard Expositions, our official general service contractor. Shepard will assist exhibitors with a variety of exhibition services, including ordering booth furnishings, labor, services, and shipping information.

Each year, we strive to produce an inclusive, professional, and well-organized event. We greatly appreciate your cooperation in following all rules and regulations.

If you have any logistics questions regarding the Career Fair & Interview Booths, please contact SWE's Sales Manager, Events, Judy Burke, at judy.burke@swe.org.

We look forward to welcoming you to Boston at WE26!

IMPORTANT DEADLINES

Hotel Reservations opens https://we26.swe.org/	April 28
Exhibitor Attendee Registration opens https://we25.swe.org/	May 19
Electrical, Internet, and Telephone Ordering Portal opens	May 27
Island Booth Blueprint Review Submitted to Exhibits Manager	August 20
Notice of Vehicle on Display Due	August 23
Lead Retrieval Advanced Purchase Discount	September 11
ADA Assistance Request	September 15
Exhibitor Certificate of Insurance Due to Shepard	September 20
Notice to Use an EAC Due to Shepard	September 20
First Day for Warehouse Deliveries Without a Surcharge	September 23
EAC Certificate of Insurance Due to Shepard	September 24
Discount pricing deadline for Electric	September 28
Discount pricing deadline for Internet	September 28
Discount pricing deadline on Shepard's products and services	October 2
Target form deadline	October 2
Deadline to order Complimentary Booth Package	October 2
Deadline to submit booth catering order	October 8
Last Day for Warehouse Deliveries Without a Surcharge	October 14
Last Day Advance Shipping Can Be Received at Shepard's warehouse	October 17
First Day Freight Can Arrive at Show Site	October 21
Freight Reroute Begins	October 25

ORDER FORMS

AV:

[Affiliate-One Day Pricing-Audio Visual Order Form](#)

[Exhibitor- 3 Day Pricing - Audio Visual Order Form](#)

Booth Packages:

[SHEPARD ORDER FORM](#)

Electrical:

[ELECTRICAL SERVICES PRICING FORM](#)

Internet:

[INTERNET & NETWORK CONNECTIVITY PRICINGFORM](#)

Insurance:

[COI](#)

Plumbing:

[COMPRESSED AIR - WATER - DRAIN - GAS PRICINGFORM](#)

Telephone:

[TELECOMMUNICATIONS SERVICES PRICING FORM](#)

Food and Beverage:

[CATERING FORM](#)

EAC:

[EAC FORM](#)

Lead Retrieval:

[Lead Retrieval Form](#)

Security

Please contact tammy@fessecurityinc.com, for your security needs.

GENERAL INFORMATION

LOCATION

900 Convention Center Blvd

New Orleans, LA 70130

504-582-3000 | <https://mccno.com/>

VISITOR INFORMATION

On The Town Concierge has proudly served every major event at the New Orleans Ernest N. Morial Convention Center since its opening in 1985, welcoming over 1 million visitors annually. As the full-time, on-site restaurant, tour, and attraction reservation service at the Convention Center, we have become an integral part of event planning and a favorite among attendees. In addition to New Orleans, On The Town provides Louisiana tourism information through brochures and videos about the entire state, compliments of the Louisiana Office of Tourism.

For additional information, please contact Ms. Gena Purvis at gpurvis@bigeasy.com or 504-722-9555.

ADA ASSISTANCE

We want everyone to be a part of WE25. We are happy to provide assistance to attendees and or exhibitors who may require special accommodation. If you anticipate needing any help please email accommodationrequest@swe.org by 9/15/2025 with your request so that SWE and New Orleans Ernest N. Morial Convention Center can properly accommodate your needs. SWE will do its best to accommodate requests but may not be able to accommodate all requests; requests made after this date will be fulfilled as staff capacity allows but cannot be guaranteed.

BAG / LUGGAGE CHECK Level Lobby

Hours coming soon!

BUSINESS CENTER

Located in Lobby F, The UPS Store is both a self-service and full-service operation, depending on the customer's needs. Hours are tailored to meet the needs of convention managers and attendees. A wide range of supplies and services including shipping, high volume copying, faxing, badge chains, etc., are available.

Contact:

The UPS Store

Phone: (504)670-8941

Fax: (504)670-8887

Email: store6216@theupsstore.com

Shipping Address:

Recipient's Name

Name of Event, if applicable

c/o UPS Store Business Center

900 Convention Center Blvd

New Orleans, LA 70130

Name of Show
Recipient's Cell Phone Number
Building, Hall & Booth Number

CHILD CARE

WE25 provides complimentary childcare for all attendees for children aged 0 to 12 years (space limited). View information on our [website](#) about our childcare services available. Childcare will be located in 231.

EMERGENCIES

If Fire, Medical or Police assistance is needed:

- DIAL Extension 3040 from a house or exhibit booth telephone.
- DIAL 504-582-3040 from an outside phone line.

Please refrain from calling 911. If you do call 911, also call Security at numbers above. Stay on the line, calls are recorded. An officer will answer immediately. Be prepared to identify the location of the emergency by building, level and either hall, meeting room or corridor.

EXHIBITOR ATTENDEE REGISTRATION DESK ON-SITE

CPC and Exhibitor Registration are in the Great Hall and in the lobby outside of Hall G. Registration Desk hours are as follows:

EXHIBITOR ONLY (HALL G)

Tuesday, October 21	4:00 P.M. - 6:00 P.M.
Wednesday, October 22	8:00 A.M. - 12:00 P.M.

GREAT HALL

Wednesday, October 22	8:00 A.M. - 8:00 P.M.
Thursday, October 23	6:30 A.M. - 7:00 P.M.
Friday, October 24	7:00 A.M. - 4:00 P.M.
Saturday, October 25	7:30 A.M. - 12:00 P.M.

OFF-SITE SUPPLEMENTAL REGISTRATION HOURS

Off-site registration is located in the Hilton New Orleans Riverside, the Sheraton New Orleans, the Embassy Suites New Orleans, the New Orleans Marriott, and the Caesar's Harrah's Tower. Registration Desk hours are as follows:

Wednesday, October 22	7:00 A.M. - 3:00 P.M.
Thursday, October 23	6:30 A.M. - 5:00 P.M.

FIRST AID

Locations of first aid stations are listed below. Availability of first aid stations is dependent upon event activity.

Medical 1 – Located near Hall B entrance
Medical 2 – Located near The UPS Store
Medical 3 – Located in Hall H entrance

Urgent Care Centers

Ochsner Urgent Care – 900 Magazine St., 504-552-2433

Concentra Urgent Care – 318 Baronne St., 504-561-1051

Nearby Hospitals

Children’s Hospital – 200 Henry Clay Ave., 504-899-9511

Tulane Medical Center – 1415 Tulane Ave., 504-988-5263

University Medical Center – 2001 Tulane Ave., 504-702-3000

Area Pharmacies

CVS Pharmacy – 800 Canal St., 504-528-7099

Wal-Mart Pharmacy – 1901 Tchoupitoulas St., 504-522-6959

Walgreens – 900 Canal St., 504-568-1271

Walgreens – 1801 St. Charles Ave., 504-561-8458

LACTATION ROOM

Lactation Rooms are located in both Lobby B and Lobby H. Additional accommodations can be made at the Medical Services Stations in Lobbies B, F & H. SWE’s lactation room will be located in 232.

LOST & FOUND

Items found during the event should be turned in to the WE25 Volunteer Central – 255. Call 504-582-3040 to report a lost item and/or if you are seeking to find an item.

PARKING – ATTENDEES / EXHIBITORS

Click [here to view a map](#) of available parking.

We have ample ADA parking. Please email campuslogistics@mccno.com if you have specific needs or if you need overnight parking.

For truck marshaling details, contact your event general contractor or event show management.

If arriving or departing the New Orleans Ernest N. Morial Convention Center by [taxi or rideshare](#), please use the designated Taxi/Rideshare Zone. Follow the Pedestrian Crossing across Calliope Street. When exiting the venue, this crossing can be found outside of Lobby G. If arriving at the New Orleans Ernest N. Morial Convention Center, the crossing will bring you into Lobby G.

WATER STATIONS

MCCNO offers filtered water-filling stations and drinking fountains throughout the lobby areas and hallways.

WE25 CAREER FAIR/INTERVIEW BOOTHS SCHEDULE

Career Fair – Hall E-G **Interview Booths** – Hall G-H

CAREER FAIR MOVE-IN

Tuesday, October 21

12:00 p.m. – 5:00 p.m.

Wednesday, October 22 8:00 a.m. – 5:00 p.m.
Thursday, October 23 8:00 a.m. – 10:00 a.m.

***All exhibits must be fully installed by 10:00 am on Thursday, October 23 - NO EXCEPTIONS.**

CAREER FAIR HOURS

Thursday, October 23 2:00 p.m. – 6:00 p.m. – All Registrants

Friday, October 24 10:00 a.m. – 11:00 a.m. – Professionals Only
11:00 a.m. – 3:00 p.m. – All Registrants

We recommend you schedule your first interviews each day to start 30 minutes after the Interview Booths open to allow enough time for candidates to pass through badge security at the entrances and to find their interview locations.

CAREER FAIR EARLY ACCESS HOURS FOR EXHIBITORS

Thursday, October 23 8:00 a.m. – 2:00 p.m.

Friday, October 24 8:00 a.m. – 9:30 a.m.

**Only booth staff with exhibitor badges will be allowed into the Career Fair and/or Interview Booths during these hours.*

CAREER FAIR MOVE-OUT

Friday, October 24 3:00 p.m. – 10:00 p.m.

Saturday, October 25 8:00 a.m. – 11:00 a.m.

**All exhibit materials must be removed from exhibit halls by 11:00 a.m. on Saturday, October 25.*

INTERVIEW BOOTH MOVE-IN

Wednesday, October 22 8:00 a.m. – 5:00 p.m.

INTERVIEW BOOTHS HOURS

Thursday, October 23 8:00 a.m. – 6:00 p.m.

Friday, October 24 8:00 a.m. – 3:00 p.m.

INTERVIEW BOOTHS MOVE-OUT/DISMANTLE HOURS

Friday, October 24 3:00 p.m. – 10:00 p.m.

Saturday, October 25 8:00 a.m. – 11:00 a.m.

EXHIBITOR SERVICE DESK

The Exhibitor Service Desk is located in the Career Fair, at the back of Hall E. All Shepard services, the Convention Center, and WE25 service providers will have a counter in this area to assist you onsite.

Tuesday, October 21 12:00 p.m. – 5:00 p.m.

Wednesday, October 22	8:00 a.m. – 5:00 p.m.
Thursday, October 23	8:00 a.m. – 6:00 p.m.
Friday, October 24	10:00 a.m. – 10:00 p.m.
Saturday, October 25	8:00 a.m. – 11:00 a.m.

EXHIBITOR LIST & FLOOR PLANS

CAREER FAIR

[Click here to view the current floor plan](#)

INTERVIEW BOOTHS

Will be available June 23rd.

WE25 SUPPLIERS/CONTRACTORS

AUDIO/VISUAL

ON Services will provide audio/visual services in the Career Fair/Interview Booths at WE25. Exhibitors may order audio/visual equipment services using the ON Services order forms.

[Affiliate-One Day Pricing-Audio Visual Order Form](#)

[Exhibitor- 3 Day Pricing - Audio Visual Order Form](#)

Email: bpsmith@onservices.com **Phone:** 585-424-1900

BOOTH CLEANING

Booth cleaning of exhibit booths and displays is not automatic. Exhibitors are responsible for maintaining their booth in a tidy and clean condition at all times. Exhibitors may not dispose of trash, excess collateral materials, etc. in the waste bins on the exhibit floor, which are for attendee trash only. Exhibitors may order booth cleaning services via Shepard's online Exhibitor Portal.

ELECTRICAL

Quantities vary based on booth size, see Booth Packages for details. Exhibitors may order additional electrical services on the appropriate Electrical order forms contained within the [Electrical Order Form](#). Please visit at <http://services.mccno.com> to order.

EXHIBITOR BADGE REGISTRATION

Convention Data Services (CDS) is SWE's exclusive provider of exhibitor registration services. All exhibitor personnel working in the exhibit booth(s), and/or attending the conference must register and have name badges for the event. For safety and security purposes, name badges must be worn at all times while on the premises of the convention center. **To avoid your personnel having to wait in lines to register onsite, we strongly suggest you register them in advance.**

SWE provides the main contact from each exhibiting organization with a customized exhibitor registration code. This code is required during the advance registration process, and **only one primary contact from the exhibiting organization will be able to access the online registration system to make changes or add badges etc.** You can access badge registration on the [WE25 website](#).

BADGE QUESTIONS? NEED HELP?

Contact Convention Data Services (CDS) via email at SWE@xpressreg.net or by phone at 774-247-4026, Monday—Friday, 8:00 a.m.–4:00 p.m. CST.

FOOD & BEVERAGE

There will be **no exhibitor box lunch** provided by SWE. Exhibitors may [order catering](#) to be delivered to their booth. The order is due by 5:00pm CT October 8th, 2025.

There will be an exhibitor lounge stocked with beverages and snacks. Exhibitor badges must be shown in order to access the lounge.

HOTEL RESERVATIONS

Housing is open! **Cvent is the official hotel partner for WE25.** We have negotiated hotel discounts and secured a limited number of reduced-rate rooms to make your trip to New Orleans affordable. Through Cvent, you'll be offered peace of mind that your reservation will be honored when you arrive. Other companies may approach you offering hotel rate discounts for your trip, but many times these offers cannot be validated at check-in and your room reservation is not guaranteed. SWE and Cvent will ensure that your reservation is in the hotel system before you get to New Orleans to help make your trip a breeze.

[Click Here to book your hotel rooms or room block.](#)

INTERNET, TELECOMMUNICATIONS, AND WI-FI

There is no Wi-Fi inside of the exhibit hall. Exhibitors are responsible for their own Wi-Fi. SWE provides basic complimentary Wi-Fi available throughout WE25. However, this service is provided as an amenity for the attendees and is not for exhibitor use in booths. The ordering form can be found [here](#).

LEAD RETRIEVAL (Badge Scanning)

Convention Data Services (CDS Xpress Leads) is SWE's exclusive provider of exhibitor lead retrieval scanners. Not everyone will carry a business card, but every attendee will have a badge with a QR code for you to scan. You may rent a lead retrieval device if you would like to capture attendee data at CDS Online.

XPress Lead Ordering Page:

You can access the page using the following URL: <https://www.xpressleadpro.com/fe/index.php?sc=SWEC1025>

Deadline:

Advanced Purchase Discount: September 11th

- [Capture Leads Like a Pro: Your Guide to the XPress Leads App on Vimeo](#)
- [How to use Digital Backpack to Optimize Exhibitor Success](#)
- [How Attendees Can Use Digital Backpack to Collect Event Content & Track Connections](#)

RIGGING

Shepard Exposition Services (SES) will provide rigging for island booth hanging signs.

SECURITY

All exhibitors are responsible for their own equipment, products, and displays. We expect you to have adequate insurance to protect against potential loss or damage. SWE shares your concern for the security of your products and has taken steps to ensure a safe, secure environment for all exhibitors. SWE will provide perimeter security for the duration of WE25 and additional security during move-in and move-out to be stationed at primary freight entrances.

However, SWE cannot provide security for each and every booth in the Career Fair or Interview Booths and is not responsible for any theft or damage to exhibitors' products or displays. We highly recommend exhibitors not leave small electronics or personal items in the exhibit halls. If you would like a dedicated security guard for your booth, you may order services through the WE25 contracted Security Company. Please contact tammy@fesssecurityinc.com, for your security needs.

EXHIBITOR APPOINTED CONTRACTORS (EACs)

Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) you have hired or the official service contractor (Shepard Exposition Services). All individuals working in the hall must be always badged and/or wrist banded. An EAC is any company other than one of the designated official contractors for WE25 that provides services to an exhibitor and will require access to the event during installation, event days, or dismantle.

EACs are NOT permitted to perform any of these services:

- Booth Cleaning
- Catering
- Electrical
- Material Handling
- Plumbing/Compressed Air/Specialty Gases
- Rigging/Hanging Signs
- Telecom/Internet

DESIGNATING AN EAC

An exhibitor can designate an EAC for installation and dismantle of their booth, audio/visual (A/V), photography, lead retrieval, or other specialty services, but the **exhibiting company MUST submit the Notice of Intent to Use an [EAC form](#) to Shepard by September 20, 2025, or the EAC will not be permitted access to the Career Fair and/or Interview Booths. Failure to submit form by the designated deadline will result in the exhibiting company being required to use labor provided by the official service contractor (Shepard) for installation and dismantle as well as WE25 official contractors for other services.**

WRISTBANDS FOR EACs DURING MOVE-IN AND MOVE-OUT

You do not need to register your Exhibitor Appointed Contractors (EACs) for name badges. However, exhibitors who use EACs need to communicate the following regarding EAC

admittance to the show floor. Upon arrival, **EACs must check in with security each day and sign in to receive a work wristband. Check in will be at the following locations:**

1. Exhibitor Service Desk is located in the Career Fair, at the back of Hall E.

Wristbands will be given to booth builders, designers, and EACs associated with your booth who are solely working during move-in and move-out.

EACs are not permitted in the Career Fair once the meeting has opened to attendees. If you require an EAC to be present in your booth during the Career Fair, you must assign them an exhibitor badge from your allotment.

CERTIFICATE INSURANCE REQUIREMENTS (COI)

SWE requires all exhibitors and their Exhibitor Appointed Contractors (EACs) at WE25 to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. This insurance must be in force during the lease dates of WE25: October 21-25, 2025. This includes move-in and move-out days. The exhibitor and its Exhibitor Appointed Contractor agree to carry required insurance to cover these risks along with public liability insurance against injury to the person or property of others. All exhibitors, even who are self-insured, must be able to provide evidence of such insurance to SWE, Shepard Exposition Services, and/or New Orleans Ernest N. Morial Convention Center upon request.

Exhibitors who want to use an EAC are required to submit the Exhibitor Appointed Contractor's Notification Form to Shepard for approval.

In addition, Exhibitor Appointed Contractors (EACs) are required to submit a copy of their certificate of insurance to Shepard.

At its own expense, the exhibitor and its Exhibitor Appointed Contractor must maintain insurance in effect throughout WE25, including move-in and move-out days as outlined above. The exhibitor and their Exhibitor Appointed Contractors certificates of insurance must show that there is in effect:

Commercial General Liability insurance coverage of not less than \$1,000,000 single occurrence/\$2,000,000 aggregate combined limit for bodily injury and property damage, including coverage for personal injury, broad form contractual liability, operation of mobile equipment, product and liquor liability (where applicable), and automobile liability insurance coverage of not less than \$1,000,000 (one million dollars) combined single limit for bodily injury and property damage, including coverage for non-owned and hired vehicles, including loading and unloading operators, in which SWE, Shepard Exposition Services, and New Orleans Ernest N. Morial Convention Center are named as additional insured.

For COI submission and additional information, visit [here](#).

PROPERTY INSURANCE

SWE, its contractors, and New Orleans Convention Center do not maintain insurance policies covering exhibitors' property. We highly recommend that you take appropriate steps to ensure your products and displays are safe from the time they leave your place of business until their return after the event. This Property Insurance is different and separate from the required Commercial General Liability Insurance policy. Exhibitors should obtain

adequate insurance coverage, at their own expense, for any property loss or damage. We also encourage you to hire a security guard for your booth overnight if you are concerned about valuable items and equipment in your exhibit space. You may hire security from the order form in front of this kit.

OBTAINING INSURANCE

You may choose to either add riders to your existing insurance policies or purchase new policies for either the required Liability Insurance or the recommended Property Insurance coverage.

INSURANCE PROVIDERS

There are many insurance carriers offering Exhibitor Liability and/or Exhibitor Property Insurance policies, and a quick search on the internet can help you find one that best suits your needs. Some offer only Exhibitor Commercial General Liability insurance and others offer both the Commercial General Liability and Property insurance policies. SWE does not endorse or recommend any specific insurance provider.

BOOTH COMPONENTS

Island Booth Hanging Signs

The maximum height from the floor to the top of any hanging sign is 18 ft. There must also be a minimum of 2 ft. break from the top of the booth structure and the bottom of the hanging sign. You must hang signs entirely within your booth boundaries. Hanging material anchor points must be prefabricated and ready for use. Hanging signs must meet all safety and fire regulations as outlined in the Exhibitor Service Manual. You must place all signage and displays within your booth space in such a way as to not interfere with the flow of traffic.

Lighting Trusses

We will allow lighting trusses, hung from the ceiling, for island booths provided you meet the following regulations. You must contain lighting trusses WITHIN your booth perimeter. You must arrange the installation and dismantling of the truss with the rigging provider. If we receive any complaints from neighboring exhibitors regarding the lighting, we will require you to adjust or turn off the lights.

Covered Areas & Structures

Enclosed, covered booths with a cover of at least 100 square feet, shall be protected internally by a smoke detector that will sound a local alarm. Booths and displays containing structures, canopies, lighting truss, or suspended items that are covered with fabric or solid materials exceeding an accumulated total of 750 sq. ft. may require the installation of an Automatic Fire Sprinkler System (AFSS). The fabric is required to be flame tested and sent to the Fire Marshal along with the fire-retardant certificate. Ask your booth design company to assist with this process.

Covered areas exceeding 750 square feet or more shall be protected by a CFD approved automatic fire sprinkler system as mentioned above. These systems must be installed under permit from the Department of Building and Safety. All portions of the sprinkler system, including the “sprinkler riser” which supplies the water service to the booth, must be installed within the borders of the respective booth space. No portions of the sprinkler system, or any structures or barricades that protect said system are allowed in any portion of an aisle. Please contact the Exhibits Manager at exhibitsmanager@swe.org for more information.

Multi-Level Structures

Exhibits containing enclosed rooms, multi-level structures, dynamic or moving elements, display materials that may affect the manner in which persons can exit from inside the booth or exhibits that are 400 square feet or larger are required to submit two (2) sets of the following types of plans/drawings: Plan view, elevation views, perspective views (isometric), drawings detailing paths of egress from the booth, covered area plan, and structural drawings as required.

INTERVIEW BOOTH DISPLAY GUIDELINES

PURPOSE OF EXHIBITOR PARTICIPATION

Exhibitor agrees to participate for the purpose of interviewing students and practicing engineers for a career in

engineering; and to prepare an Interview Booth, which shall be directly pertinent in keeping with the theme as approved by SWE.

GUIDELINES FOR DISPLAY

All Interview Booths come with 8-foot-high pipe-and-drape walls on all four sides and have a maximum height limit of 8 feet. **Interview Booths for WE25 a single booth unit measures 10 feet deep and 10 feet wide** and include a 7" x 44" company identification sign, one (1) 6' skirted table, Three (3) chairs, and one (1) wastebasket. **Interview Booth packages do not include electricity or carpeting.**

All exhibitor signage must be placed within the exhibitor booth space or up against the drape in front of the booth space. Ground-supported signage has a maximum height of 8 feet. Signage cannot be placed in the aisles and/or in areas where it will interfere with the flow of traffic. Floor mats may be placed in the aisle directly in front of the interview booth. SWE does not permit hanging signs or banners above inline booths.

IMPORTANT

- In compliance with the convention center's fire and safety regulations, storage of all literature, booth supplies, giveaways, etc., must be accommodated on or under the table(s) provided. No crates, fiber cases, cardboard boxes, or reserve supplies may be stored behind the booth back walls, or anywhere on the exhibit floor. Access storage is available through SWE's general services contractor, Shepard Exposition Services.
- SWE provides 8-foot-high pipe-and-drape walls on all four sides for all Interview Booths. Exhibitors may, at their own expense; "add" the drape color of your choice inside the contracted space. "Add" meaning to place drape of a different color over the existing drape...not replace it...as the existing drape on the sides of the booth is a common shared wall(s) with neighboring booths.
- Exhibitors may remove the pipe-and-drape wall to create a reception/check-in area if they do not share a common drape wall with another exhibitor or face other exhibitors' booths. Shepard, SWE's general service contractor, will help with any reconfiguration of the booth and/or drape.
- Exhibitors may, at their own expense; upgrade their contracted interview booth space from pipe-and-drape to a hard wall shell scheme booth, so long as the construction stays within the contracted space.
- Carpeting/flooring is not required in the Interview Booth area.
- Exhibitors may decline the standard Interview Booth furniture package provided by SWE and bring their own furniture. All furnishings must stay within the contracted space.

NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER **SAFETY GUIDELINES**

To view New Orleans Ernest N. Morial Convention Center's Safety Regulations, please click [here](#).

To view New Orleans Ernest N. Morial Convention Center's Emergency Plan, please click [here](#).

SWE EXHIBITOR RULES & REGULATIONS

(Subject to Change)

PURPOSE OF EXHIBITOR PARTICIPATION

Exhibitor agrees to participate in the Exhibits for the purpose of interviewing students and practicing engineers for a career in engineering; and to prepare an exhibit of its products or services, which shall be directly pertinent and in keeping with the theme as approved by SWE for display in the exhibit booth(s).

AMENDMENT TO RULES/FINAL AUTHORITY

The exhibitor, its officers, agents, employees and representatives agree to comply with the rules, policies, guidelines, and regulations. Any and all matters, or questions, not specifically covered by the Rules and Regulations shall be subject solely to the decision of SWE. These Rules and Regulations may be amended, at any time, and will be binding on the exhibitors equally with the foregoing Rules and Regulations.

SWE is the sole and final authority as to the interpretation of these Rules and Regulations and their application. SWE may issue specific variances or exceptions for special situations upon request. Such variances do not establish a precedent or permanent modification beyond the specific case involved. SWE may make modifications to a booth without specific permission of the exhibitor, and at the exhibitor's expense, in order to satisfy the terms and intent of the WE25 Rules and Regulations and/or the fire marshal. Furthermore, SWE has the authority to establish penalties, including the removal from current or future SWE events.

ACCESSIBILITY

SWE will provide reasonable accommodations to individuals with disabilities who make their situation known to event personnel. It is the responsibility of each exhibitor to be aware of and comply with ADA guidelines. SWE encourages all exhibitors to provide exhibits that are accessible to all and offer barriers to none. In the absence of accessibility, each exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities. **Additionally, raised flooring and platforms on booths present a hazard for tripping and injury and should be clearly marked for visibility with special caution tape or similar warning devices.**

Exhibitors indemnify, hold harmless and defend SWE, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the US Department of Justice ADA Information Line (800-514-0301).

ADVERTISING

All signs and graphics must be professionally lettered and in keeping with the atmosphere of the event. Signs are limited to your booth area only and may not extend into the aisle or other venue areas. Signs placed without SWE's permission are subject to removal.

AERIAL DRONES

For the New Orleans Ernest N. Morial Convention Center's policy, visit [here](#).

AISLE SPACE

Exhibitors may not solicit business in aisles or in the public seating areas or engage in any activity that leads to

congestion in the aisles; this includes any roaming characters or models. If exhibitors wish to provide demonstrations, presentations, drawings, or crowd-gathering activities of any type, it must be confined within their specific booth space, and the activity must take place during WE25 hours only. If exhibitors have any type of interactive display, they must maintain a 3-foot clearance from the aisle(s) to allow for crowds. Aisle merchandising elements, such as logo gels or footprints, are not allowed unless exhibitors purchased them as part of an official sponsorship.

ALCOHOL

Alcohol is always prohibited in the Career Fair and Interview Booths.

ANIMALS

Service animals are always welcome. Refer to the American Disabilities Act (ADA) for the definition of a service animal. Permission for any animal to appear in a booth must first be approved by SWE, then by the Convention Center. No other animals are permitted.

BOOTH MUSIC/NOISE

All music and entertainment must be in good taste and not include any lyrics that are inflammatory, sexually explicit, sexist, gang-related or violent or that promote activities of any type that defame or denigrate women, law enforcement or other established authorities. Music played in your booth, 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. Exhibitor warrants that it has such licenses in effect for any music used. Please take into consideration the placement of speakers and theater presentations when designing the booth and face the speakers to direct sound into the booth rather than toward the aisle. The maximum allowable level of sound emitted from an exhibit booth or display is 90 decibels. If the exhibit exceeds this level, we will give fair warning to comply. If there is not compliance upon receipt of our warning, SWE reserves the right to disconnect power from the booth for the remainder of the day. In the case of ongoing problems, SWE will permanently disconnect power.

CANCELLATION

Cancellations received before June 1, 2025 are subject to a 50% cancellation fee. Cancellations received on or after June 1, 2025 are subject to a cancellation fee of 100% of the monies owed for the exhibit space being cancelled. Cancellation will result in the forfeit of all exhibitor badges. Additionally, SWE shall not be liable for any damages or expenses incurred by exhibitors arising from the delay, interruption, or cancellation of the Exhibits. If for any reason beyond the control of SWE, the Career Fair is not held, SWE will retain so much of the exhibitor's booth rental fee as is necessary to defray expenses incurred by SWE. The Exhibitor waives all claims for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by SWE. No refunds will be issued.

ADMISSION OF INFANTS & YOUNG CHILDREN

WE25 is a business event. No one under 18 will be allowed in the WE25 Career Fair/Interview booths during event hours without a parent/guardian or being part of an SWE-arranged tour. The accompanying parent/guardian must remain with the persons under 18 at all times during their visit. No one under 18 will be

allowed in the Career Fair/Interview booths during set up or dismantle for safety reasons. Children under 12 years of age are not permitted on the Career Fair floor.

CONFLICTING MEETINGS, INTERVIEWS, AND SOCIAL ACTIVITIES

In the interest of the entire WE event, exhibitor agrees not to extend invitations to meetings, receptions, interviews, outings, training sessions, social events, or other activities that encourage attendee absence from the WE conference, exhibit hall, and/or interview booths during published conference and Career Fair/Interview Booth hours.

EARLY ACCESS TO CAREER FAIR/INTERVIEW BOOTHS

SWE will provide early access only to exhibitors who have exhibitor badges. SWE will list registration types on badges for access. Exhibitors must wear your badge to access the Career Fair/Interview Booths— no exceptions.

EARLY TEAR DOWN

Exhibitors shall not initiate teardown, packing, or abandon exhibit prior to closing of the exhibition. In the event exhibitor begins teardown prior to the close of the exhibition, the exhibitor will be in non-compliance and will result in the loss of priority point for future WE exhibitions and may be refused the right to exhibit at future SWE events.

EXHIBITOR APPOINTED CONTRACTORS (EACS)

Exhibitors who want to use an EAC are required to submit the Exhibitor Appointed Contractor's Notification Form to SWE for approval minimally 30 days prior to WE25. These companies include, but are not limited to, any Installation and Dismantle Company, sound and lighting firms, production or promotion firms or any person or firm providing direct services to the Exhibitors. **All Exhibitor Appointed Contractors (EACs) are required to submit a copy of their certificate of insurance.** Any EAC found working on the show floor without authorization from SWE and/or a certificate of insurance will be escorted from the premises and not allowed back on the Exhibit Floor. EAC's will not solicit business prior to, during or after the show. EAC's will not set up tables on the exhibit floor other than in the space of a client on whose booth they are working. Solicitation from the show floor is prohibited.

All EACs/Event Contractors are required to register on the Shepard portal.

EXHIBITOR LISTING

SWE publications can only guarantee listings for companies that have signed a contract received by SWE and returned a company listing information/description form. Note: SWE cannot guarantee the accuracy of listings.

FOOD & BEVERAGE

We encourage exhibitors to order catering services for their Career Fair and/or Interview booths, and/or Hospitality Suite from the exclusive caterer at the convention center. The link for the exhibitor menu and ordering information can be found [here](#).

Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from NOENMCC and Sodexo Live!. Contact Sodexo Live! for specific details and approval forms. All requests for cooking are to be submitted 30 days in advance to Sodexo Live!. Food and/or beverages purchased outside of the NOENMCC may not be brought into or consumed within the center.

HANDOUTS/LITERATURE DISTRIBUTION

Exhibitors may hand out literature, publications, samples, or other promotional materials only within the contracted booth space or in a designated area preapproved by SWE. SWE will discard any unauthorized

materials placed elsewhere.

INSTALLATION AND DISMANTLING

The exhibit space will be available for installation by the exhibitors at a date and time to be made known in advance and can be located in the Monthly Exhibitor Email. Exhibits cannot be dismantled before the conclusion of the exhibit. It is the duty and responsibility of each exhibitor to have their exhibit completely installed in his or her booth area before the opening of the exhibition and to dismantle and remove their exhibit after the closing of the exhibition.

LIGHTING EFFECTS

The use of lighting/laser effects in such a manner as to disturb or interfere with other exhibitors is prohibited.

PARTICIPATION

The exhibitor agrees that its exhibit shall be installed at WE25 and shall remain manned day-to-day during exhibit hours in strict compliance with the Exhibitor Rules and Regulations.

PERSONAL TRANSPORTATION DEVICES

Personal transportation equipment such as rollerblades, razor scooters, skateboards, and hover boards are not permitted at WE25.

PHOTOGRAPHY, FILMING, & STREAMING

SWE reserves the right to use any photograph and/or filming of the event for marketing purposes. Exhibitors acknowledge that their image and their organization's booth property images may be used in marketing and press materials.

Non-flash photography is allowed for personal, social, or non-commercial use. Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.

Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees.

Sharing slides that feature attendee faces or other identifiable information is prohibited. Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

Photography is prohibited in the Interview Booth portion of the Career Fair.

PRESS

All sponsors should direct any press-related inquiries to Chris Martin at cmartin@davidjamesgroup.com SWE will do a case-by-case evaluation and allocate press registrations.

REGISTRATION OF ATTENDEES AND EXHIBITORS

SWE shall have sole control over admission/registration policies. All persons attending the conference sessions and the Career Fair/Interview Booths, including exhibitor personnel, shall be required to register and wear an appropriate badge while in attendance.

RELOCATION OF EXHIBITS

SWE reserves the right, in its sole discretion, to relocate exhibits as shown on the Official Floor Plan as may be required due to logistical concerns or in the best interest of the Exhibits.

SECURITY

SWE will provide 24-hour perimeter guard service and badge checkers for the Career Fair/Interview Booths. Beyond this, SWE, its officers, vendors, membership, separately or collectively cannot accept responsibility for any damage to or for the loss or destruction of an exhibit, or for the property of an exhibitor, its agents or employees either from fire, theft, accidents, or other causes, or injury resulting from any cause, all claims for any such loss, damage or injury being expressly waived by the exhibitor.

SOCIAL MEDIA

If you would like to post to your social media sites regarding the WE25 Annual Conference, please review the information under Resources on our [website](#).

SPACE ASSIGNMENT

After initial pre-assignment of exhibit space to Corporate Partnership Council (CPC) exhibitors, assignment of booths will be on a "first- come, first-served" basis upon receipt of a completed and signed contract with appropriate payments.

SPACE RESTRICTIONS

Exhibits must be confined to the exact space allocated. Each exhibit must be arranged so that built up display or equipment will not occupy the entire floor space of the booth and permit reception of visitors within the limits of each booth. Display equipment cannot be placed or displayed outside the exhibitor's booth. Signs, decorations and exhibitor's equipment cannot extend above the back wall or along the divider panels in a manner that would obscure the view of adjoining booths. There must be no interference by any exhibitor with the light or space of any other exhibitors.

SUITCASING/OUTBOARDING

Please note that while all conference attendees are invited to visit the exhibit hall, any attendee or invited guest who is observed to be soliciting business and/or conducting interviews in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Rules & Regulations, is "Suitcasing" and will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to SWE management.

"Outboarding" refers to non-supporting companies/organizations who set up exhibits or events at off- site locations, such as hotel hospitality suites or nearby restaurants, and encourages attendees to leave the show floor and spend time with them. For the good of the show and the exhibitors supporting the show, the only legitimate place to conduct business/interviews during show hours is within a contracted exhibit space on the show floor. Only official Exhibitors and sponsors are allowed to conduct other hospitality events during non-show hours. All violations will be directed to the SWE management for penalties and sanctions against the violating company/organization. Exhibiting companies are encouraged to protect their investment and report any violations to SWE management.

UNOCCUPIED SPACE

SWE reserves the right to rent an exhibit space(s) to any other exhibitor or to use said space(s) for such purposes as it may see fit without any liability on its part in the event that the exhibitor's assigned space(s) remains unoccupied, or should the exhibitor fail to make payment in full by specified date in the contract or space rental invoice. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in its exhibit space rental invoice.

USE OF EXHIBITS: OPERATION AND CONDUCT

SWE reserves the right to restrict exhibits that – because of noise, method of operation, materials, or any other reason – become objectionable. **We are the sole authority in this regard.** SWE may prohibit or remove any exhibit, which, in our opinion, detracts from the general character of the event, or consists of products or services inconsistent with the purpose of WE25. If questions, please contact the Exhibits Manager at exhibitsmanager@swe.org

VEHICLES IN THE EXHIBIT HALL

All requests to have a vehicle on the exhibit floor must be approved before the booth space is assigned. The exhibiting company must conform to all convention center rules for vehicles, which may include, but are not limited to the following: full disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. Special move-in and move-out arrangements must be made in advance.

RULES FOR VEHICLE DISPLAY

Vehicles may not be displayed without the prior written approval of the NOENMCC Public Safety Department. Any fuel-powered vehicle on static display must have the smallest possible amount of fuel, not more than 1/8th tank or 10 gallons, or 1/4th tank for diesel, whichever is less. The gas cap must be locked or sealed by tape; batteries must be disconnected. The general contractor must keep a key nearby at all times. Vehicles may not be started, run, or moved during event hours. The date/time the vehicle is to arrive is to be provided 14 days in advance. NOENMCC Public Safety Department will perform an inspection upon arrival.

Additional requirements may apply to automobile/vehicle displays based on case-by-case conditions. There is no exception or modifications to the above requirements with the expressed written authorization of the Fire Marshal.

NOENMCC EXHIBITOR POLICIES

Please refer to the [NOENMCC Exhibitor Policies Information](#) kit for additional regulations.

Please provide detailed information, including a floor plan and complete manufacturer specifications to the Exhibits Manager at exhibitsmanager@swe.org no later than Friday, August 23, 2025.