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# 2024 Exhibitor Kit

**SEPTEMBER 23 - 25, 2024**

Disney's Coronado Springs Resort

Lake Buena Vista, Florida

# Welcome!

Thank you for exhibiting at InfoSec World 2024! We look forward to seeing you in person September 23 – 25, 2024 at Disney's Coronado Springs Resort in Lake Buena Vista, FL. To learn more and keep abreast of this year's program, please visit the [InfoSec World website](#).

Please note that this Exhibitor Kit contains important sponsorship details, onsite logistics and upcoming deadlines. To help make exhibiting a smooth process and ensure that you have a successful show, please review this kit carefully. All exhibitors agree to comply with the rules and regulations as outlined in this official Exhibitor Kit. A summary of all partner forms included in this kit can be [found here](#).

Follow us on [LinkedIn](#) and [Twitter](#), and let your clients know you'll be at InfoSec World by joining the conversation using the hashtag #InfoSecWorld

If you have any questions or concerns during your planning process, please do not hesitate to contact me directly. My contact information can be found below.

On behalf of the entire InfoSec World team, we look forward to hosting you in September!

Cheers,

Aliyah Khan  
Customer Success Manager  
[sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com)

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# At-A-Glance Key Deadlines for Expo, September 23–25

Action Item	Description	Due Date
Maximizing Attendee Engagement with Brella 1:1 Matchmaking Webinar	An overview and Q&A to review steps to set up and optimize InfoSec World's 1:1 matchmaking tool, Brella for onsite, prescheduled meetings.	Tuesday, July 23, 2024
Tech Theater Session Details Due	Gold sponsors to provide confirmed Tech Theater session titles, description & speakers session details to enable InfoSec World to promote these	Friday, August 2, 2024
Power Breakfast & Power Lunch Session Details Due	Power sponsors to provide confirmed session titles, description & speakers	Friday, August 2, 2024
Platinum & Platinum Plus Session & Speaker Details Due	Platinum sponsors to upload proposed session & speaker details to online portal for review	Friday, August 2, 2024
First Draft PPT Presentations Due	Platinum, Platinum Plus, Diamond Keynote 1st draft PPT Presentations Due. Submit to speakers@infosecworldusa.com	Friday, August 9, 2024
Booth Design Form Due	Deadline to submit booth layout/design form for 20x20 booths only	Friday, August 16, 2024
Passport to Prizes Prize Details Due	Deadline to submit prize for Passport to Prizes. Only for sponsors that purchased it as an add on or included in sponsorship.	Friday, August 16, 2024
InfoSec World Room Block Deadline	Last chance to receive special room rates, depending on availability	Wednesday, August 21, 2024
Freeman Advance Warehouse Ship Day	Freeman begins accepting shipments for the show at its warehouse	Friday, August 23, 2024
ATS Lead Retrieval Order Form Due	Last day to order lead retrieval at early bird pricing	Friday, August 23, 2024
Freeman Services Deadline	Last day to receive early bird pricing on furnishings/services	Monday, August 26, 2024
Sponsor Staff Registration Deadline	Deadline to register booth staff - see unique link provided to you via email	Friday, August 30, 2024
Main Conference customer/prospect registration deadline	Deadline for any complimentary customer conference passes to be redeemed online; Unique code provided to you via email by Aliyah Khan	Friday, August 30, 2024
Disney Deadline for Hanging Signs	Deadline for submitting rigging form for hanging signs (20x20) to Encore	Monday, September 2, 2024
Disney Catering Deadline	Deadline for ordering any Food & Beverage to be served in your booth	Monday, September 2, 2024
Disney Electrical Deadline	Last day to receive Advance pricing	Monday, September 2, 2024
Disney Internet/Telecom Deadline	Last day to receive Advance pricing	Monday, September 2, 2024
Final Draft PPT Presentations Due	Platinum, Platinum+, Diamond Keynote 1st draft PPT Presentations Due. Submit to speakers@infosecworldusa.com. Must be on Infosec World PPT template.	Friday, September 6, 2024
Tech Theater & Power Session PPT Presentations Due	Tech Theater and Power Session PPT presentations due. Please send to sponsors@infosecworldusa.com	Friday, September 6, 2024
AV Media Deadline	Last day to receive early bird pricing on A/V	Monday, September 9, 2024
Freeman Advance Freight Deadline	Last day for Freeman to accept warehouse shipments	Monday, September 16, 2024
Freeman Show Site Receiving Date	Freeman will be onsite accepting shipments to the show site @ 7:00 AM	Saturday, September 24, 2024
<b>SHOW TIME!</b>	<b>Day 1 of InfoSec World</b>	<b>Monday, September 23, 2024</b>
Participant Lists Sent	List of participants will be sent - list type varies depending on sponsorship level	Week of October 7

# Event Venue

Disney's Coronado Springs Resort  
1001 W Buena Vista Drive  
Lake Buena Vista, FL 32830

[Disney's Coronado Springs Resort & Gran Destino Tower | Walt Disney World Resort \(go.com\)](https://www.go.com/Disney/DisneyWorld/DisneyWorldResort/DisneyWorldResortDetail.do?resort=DisneyWorldResort&venue=DisneyWorldResort&venueId=1001)

# Event Schedule

## **Move In:**

**Sunday, September 22**

7:00 AM – 7:00 PM

All exhibitors **must** be show ready by 7:00 PM on Sunday evening for a 9:15 AM Monday, September 23 show open.

## **Move Out:**

**Tuesday, September 24**

7:01 PM – 11:00 PM

## **Expo Hall Schedule:**

The Expo will open at 9:15 AM on Monday, September 23 and be open for 2 full day's closing at the conclusion of the Networking Reception and Passport to Prizes on Tuesday evening, September 24 at 7:00 PM. Please be sure to staff your booths appropriately during the times listed below which highlight dedicated time in the Expo with no conference sessions running.

**Monday, Sept. 23**

**9:15 AM – 7:00 PM**

**Expo Open**

9:15 AM – 10:15 AM

Morning Break in Expo

12:00 PM – 1:30 PM

Lunch Served

3:15 PM – 3:45 PM

Afternoon Break in Expo

6:00 PM – 7:00 PM

"Welcome Back" Opening Party in Expo

**Tuesday, Sept. 24**

**9:15 AM – 7:00 PM**

**Expo Open**

9:15 AM – 10:15 AM

Morning Break in Expo

12:00 AM – 1:30 PM

Lunch Served

3:15 PM – 3:45 PM

Afternoon Break in Expo

5:30 PM – 7:00 PM

Networking Reception & Passport-to-Prizes

Winners Announced @ 6:15 PM

7:00 PM

Expo closes

### **Exhibitor Registration Hours and Location:**

<b>Sunday, Sept. 22</b>	7:00 AM – 7:00 PM
<b>Monday, Sept. 23</b>	7:00 AM – 6:30 PM
<b>Tuesday, Sept. 24</b>	7:30 AM – 6:30 PM

Exhibitor badges should be picked up at Central Registration in the Coronado Foyer. Additionally, a representative from American Trade Show (ATS) Services will also be available onsite to assist Exhibitors with any questions or issues related to lead retrieval services at a Service Desk in the Expo Hall.

## **InfoSec World Onsite Protocols**

InfoSec World continues to monitor and follow all guidelines provided by the CDC, Disney and local health partners to maintain the health and safety of our community. InfoSec World's current onsite protocols (at the time of this Kit being published) are below to enable our attendees, exhibitors, and speakers to plan with confidence. For the most current guidelines, [click here](#) to review in the event protocols may have changed. Updates and information regarding safety protocols and travel guidelines from Disney can be found below:

- [WDW Know Before You Go](#)

## **Hotel Accommodations**

**Until Wednesday, August 21, 2024**, a block of discounted rooms at a rate of \$289 per night has been reserved at Disney's Coronado Springs Resort on a space available basis. We also have rooms in the Gran Destino Tower at Coronado Springs at a rate of \$339.

We encourage you to register for the conference and book your hotel room as soon as possible since InfoSec World's room block fills early and sells out well in advance of the conference.

Access to the InfoSec World 2024 is exclusively online via this link: [Click here](#) to register for your hotel stay and enter Access Code **24EXH** when prompted. Should you require this accommodation, please enter **24ADA** as your access code in the link above. New reservations can only be made online. Any changes to your reservations may be made by phone by contacting Disney Group Reservations directly at 407-939-4686. Only those names registered for the 2024 conference will be able to reserve hotel rooms. The block is subject to audit.

New reservations can only be made online. Any changes to your reservations may be made by phone by contacting Disney Group Reservations directly at 407-939-4686. Please have your hotel confirmation number handy when calling.

# Exhibitor Staff & Customer Registration

You should have already received an email from Aliyah Khan (sponsors@infosecworldusa.com) with dedicated Exhibitor & Customer registration links along with personalized Access Codes tied to your allotment of staff & customer passes based on your sponsorship package. Please reach out to [sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com) if you need this email resent.

## **Exhibitor Staff Registration:**

Exhibitor staff **MUST** be registered before the show prior to **Friday, August 30**. Exhibitor passes can be transferred if the original pass holder is unable to attend the event. However, all transfers must be completed by August 30, as no changes or registrations will be accepted after this date. Exhibitor Staff registration will enable team members with access to both the Expo (including set up) as well as the Main Conference sessions. Badges must be worn in order to access all InfoSec World activities, sessions, Expo and meals. Only registered attendees wearing a badge will be allowed access to elements of InfoSec World. Passes are non-transferrable and designated for exhibitor staff only.

There is not a separate designation between an Exhibitor Booth Staff Registration and an Exhibitor Main Conference Registration—they are the same thing.

Should you exceed your exhibitor staff allotment, the cost is \$995 per staff member. Please register these additional team members using this link below. No additional access code is required. Payment is collected online via credit card to finalize the transaction: <https://events.infosecworldusa.com/sponsorship>

Badges can be picked up at Central Registration located in the Coronado Foyer. Badges will be required at all times for access into the Expo.

## **Complimentary Customer and Prospect Registration:**

Please encourage your invited prospects and customers to register for their complimentary Main Conference pass prior to the deadline of **Friday, August 30**.

Your customers can register themselves! Have them select 'Main Conference - \$1,995.00' and enter their code. When sharing your complimentary customer passes with your customers or prospects, please share the link below and the personalized Access Code (sent under separate cover). Should you exceed your customer allotment, we shared an additional 20% discount code (sent under separate cover) to share with your customers. Your customers can enter this 20% Discount code at the same link below:

<https://events.infosecworldusa.com/2024event>

For Sponsor staff wishing to attend the conference and staff the booth, please see Exhibitor Registration on page 7 for more information. Any sponsored staff using these codes designated for customers will be automatically converted against your exhibitor pass allotment and charged (if applicable).

# Exhibitor Speaking Engagements

## **Platinum Sponsored Sessions in the Main Agenda:**

*Only for Platinum and Platinum Plus sponsorships*

For Platinum and Platinum Plus sponsors, please visit InfoSec World's online submission platform [here](#). In order to access the site's functionality, please enter SPONSOR24 as the passcode were prompted to submit complete details on your proposed session and speaker for review by our Content team. These details must be submitted and finalized no later than **Friday, August 2** for program consideration. Once approved, your speaker will receive additional information regarding speaker logistics from [speakers@infosecworldusa.com](mailto:speakers@infosecworldusa.com). This email can also be used for any questions regarding speaker deadlines and deliverables.

Both 25-min Platinum sessions and 45-Platinum Plus sessions will receive 1 complimentary speaker pass for their session. Once your session details are accepted, your speaker will be automatically registered. This registration will not be counted toward the allocation you receive as part of your sponsorship package. Speaker credentials can be picked up at Central Registration located outside of Coronado Ballroom.

Due to opt-in attendee privacy concerns, sponsors are not allowed to scan attendees at any Main Conference Session. All attendee scanning must be done in the Expo at your booth.

- Session & Speaker Details are due through the submission platform on **Friday, August 2**
- First Draft Presentations are due on **Friday, August 9**
- Final PPT Presentations on the InfoSec World PPT Template are due on **Friday, September 6**

\*\*Please send PPT Presentations directly to [speakers@infosecworldusa.com](mailto:speakers@infosecworldusa.com) for review

## **Tech Theater Sessions and Power Breakfast & Lunch Sessions:**

*Only for sponsorships that include a Tech Theater Session or are hosting a Power Breakfast or Lunch Session*

Aliyah will reach out with more details on your scheduled day and time as well as information regarding deadlines and deliverables for your speaking opportunity. Any questions can be directed to [sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com).

Once your session details are finalized, please complete this [Briefing Form](#) to upload your session information no later than **Friday, August 2**.

Tech Theater and Power Breakfast/Lunch Session Speakers **will not receive a speaker pass**. Your speakers will need to be counted within your complimentary staff passes. Please follow the same staff registration process outlined above on page 7.



Both the Tech Theater and Power Sessions **will not have staff scanning your session**. The responsibility to receive these lead scans will be on you. Please be sure to have your own staff and scanner arrive at the session to scan attendees. Please note: every sponsor must ask permission prior to scanning any attendee. All other attendee scanning must be done in your booth in the Expo.

Theaters and power session rooms will be set with standard AV including laptop, screen kit and computer as well as a podium with a mic.

- Session Details are due through the [Briefing Form](#) by **Friday, August 2**
- PPT Presentations are due on **Friday, September 6**

\*\*Tech Theater and Power Session presentations do not need to be on the InfoSec World PPT template and will not go through a content review process. Please share your PPT presentation directly to [sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com)

## Contractors and Show Services

Forms for a variety of services are included in this Exhibitor & Sponsorship Kit. These forms should be completed and forwarded directly to the vendor specified on the form. We feel we have selected the best service vendors available for InfoSec World and encourage all exhibitors to make use of their services. Exhibitors should check directly with show suppliers for the status of pre-show and onsite orders in addition to any changes and/or additions to orders. TIP: Make sure to keep and bring with you copies of all orders/tracking numbers for reference in the unlikely event of an issue

**[A link to all forms can be found here!](#)**

### **Booth Furnishings & Packages:**

Each 10x10 and 10x20 booth will be set with 8' high black back drape, 3' high black side dividers and a 7" x 44" one-line company identification sign. Any request for specific drape colors will be at exhibitor's expense and obtainable from Freeman for a fee. Island exhibits will not be draped unless requested by the exhibitor.

Any additional items needed for your booth, such as tables and chairs, must be ordered through Freeman. Each 10x10 and 10x20 booth are able to bring their own backdrops if preferred. Please be sure your backdrop is under the **8 ft height limit**. Any 10x20 or 20x20 booths that go above the 8 ft height limit, may incur additional charges onsite, to cover their backing.

Any exhibitor with a 20x20 booth must submit a [booth design form](#) to provide a detailed layout of the booth no later than **Friday, August 16**. 20x20 booths should not exceed the 16 ft height limit, not including hanging signs.

**NOTE: The Expo is carpeted.** To enhance the appearance of your booth, rental carpet is available through Freeman and will be installed on top of the existing hotel carpet.

## **Freeman:**

[Click here for access to Freeman's Online Portal](#)

Freeman has once again been selected as the official Service Contractor for InfoSec World 2024. To order booth furnishings including tables and chairs, carpet, or services like cleaning or labor; please view their [forms here](#). You can also check out Freeman's quick facts for additional exhibitor assistance, pricing, and ordering information.

Take advantage of pre-show discounts and return completed forms via email or fax prior to the deadline date of **Monday, August 26, 2024**. Freeman will have a service desk onsite during move-in, throughout the show and move-out for any other services needed. Remember, when you order any services onsite, you will be charged substantially higher rates, so plan ahead and ORDER EARLY!

### **Booth Shipping Information:**

To ensure your booth materials arrive at the show on time, you may choose to ship to Freeman's Advance Warehouse Shipping or Onsite Shipping. Note that the Freeman warehouse will be closed on Labor Day, Monday, September 2, 2024. *\*Please refer to the [Freeman Shipping Information](#) for details and to arrange shipping services.*

#### **A. Advance Freight Receiving Start Date: Friday, August 23, 2024**

*Freeman Advance Warehouse Shipping Address below:*

**COMPANY NAME AND DESIGNATED BOOTH #**

INFOSEC WORLD 2024

C/O FREEMAN

10088 General Dr.

Orlando, FL 32824

USA

- Freeman will accept crated, boxed or skidded materials at their warehouse beginning **Friday, August 23, 2024** at the above address. Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W. Materials arriving after **Monday, September 16, 2024** will be received at the warehouse with an additional after deadline charge. Warehouse Freight will be delivered to the hotel prior to exhibitor set

up. Warehouse receiving hours are 8:00 AM – 3:30 PM, Monday-Friday. If required, provide your carrier with this phone number: (888) 508-5054.

### **Show-site Freight Receiving Starts: Saturday, September 23, 2024, at 7:00 AM**

*Freeman Show-site Shipping Address below:*

#### **COMPANY NAME AND DESIGNATED BOOTH #**

INFOSEC WORLD 2024

C/O FREEMAN

Disney's Coronado Springs Resort

1001 W Buena Vista Drive

Lake Buena Vista, FL 32830

Freeman will receive shipments onsite at the exhibit facility (Disney's Coronado Resort) beginning at 7:00 AM on **Saturday, September 23, 2024**. Shipments arriving before this date will be refused by the facility.

### **Booth Cleaning – Freeman:**

In order for individual exhibit booths to be cleaned, exhibitors must order cleaning service from Freeman. To order, please [order online](#). Order by **Monday, August 26** to receive the discount pricing.

### **Electrical/Internet Services – Disney's Coronado Springs Resort**

Orders with Disney may be placed directly by [clicking here](#) to order through Disney's online portal. Order by **Monday, September 2** to receive Advance pricing. Please note that the Expo Hall will have complimentary wireless internet. Be advised that the Wi-Fi service will not have unlimited capacity and is a shared resource so please order accordingly.

### **Audio Visual Equipment – AVmedia**

Orders for AV equipment for your booth may be placed through our audio-visual provider, AVmedia. To order, please download and complete the [AVmedia Order Form](#). Order by **Monday, September 9** to receive Advance pricing.

### **Food & Beverage – Disney's Coronado Springs Resort**

Exhibitors desiring to give away any food or beverage from their booth must order directly from Disney's Coronado Springs Resort by filling out [the Food & Beverage Order Form](#). Outside food and beverage may not be distributed from your booth. Deadline for ordering is **Monday, September 2**.

### **Lead Retrieval – American Tradeshow Services (ATS)**

Lead retrieval services will be available through our partner, ATS. An ATS representative will be onsite throughout the show. Based on your sponsorship package, you automatically receive 1 lead retrieval scanner

for scanning your booth visitors. To claim your scanner, you must complete and submit this [form](#) no later than **Friday, August 23**.

ATS also offers exhibitors the ability to order additional scanners and App-only licenses for BYOD devices and mobile tablets. If you are interested in ordering additional scanners or licenses, you can also indicate your preferences and payment details on this same [form](#). Early Bird rates are available for additional units—orders must be placed prior to **Friday, August 23**.

## **Business Center**

Disney's Coronado Springs Resort has a Business Center located near the Acapulco meeting room in the Conference Center and will be open to assist you with any onsite needs. During move-in/move-out, hours are:

- Sunday, September 22 from 8:00 AM – 5:00 PM
- Monday, September 23 from 7:00 AM – 5:00 PM
- Tuesday, September 24 from 7:00 AM – 9:00 PM

## **Security**

During non-Expo Hall hours, security will be provided, but please take precautions with anything valuable, as InfoSec World cannot be responsible for anything lost or stolen. You are responsible for any equipment and items you have at your exhibit. Please make sure you lock valuables in a secure place. Most thefts occur during the move-in and move-out process, especially the first ½ hour after the show closes. If you would like extra security for your booth, arrangements can be made by emailing [sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com).

Taking these following precautions will help prevent a loss from your booth:

- After setting up your exhibit and at the end of the show each night, cover your materials with a sheet or some type of cover (it pays to follow the old saying "Out of sight, out of mind.").
- Do not leave valuables unattended in your booth such as purses, laptops, etc.
- Make sure you put valuable materials away at night before you leave your booth.
- Hire specific booth security to guard your exhibit and materials.
- At the close of the show, pack your valuables first and do not leave them unattended.
- Do not indicate the contents of your boxes i.e. computer, laptop, etc.
- Make sure all arrangements to have booth and equipment shipped out have been made.

# Attendee Engagement/Exhibitor Marketing

## 1:1 Attendee Matchmaking & Meeting Tool

InfoSec World has engaged Brella, a white label online platform and mobile app enabling sponsors to preschedule in-person meetings (double opt-in) with attendees using AI that match their targeted profile. These 15-minute meetings will be pre-scheduled at designated times and held in 1:1 Meeting Zone during Expo hours. InfoSecWorld will be hosting an optional webinar with sponsors interested in using this tool on **Tuesday, July 23 at 12:00 PM EST**. An invite will be sent closer to the date. It will also be recorded and saved to the Sponsor Resource page.

## Conference Mobile App

InfoSec World will be using Brella as our mobile app provider. The app is a great way to view the event's agenda, stay up to date with alerts and notifications and engage with conference attendees. Information will be sent once it's available for download from the App/Android store.

## Sponsor Promotion Kit

InfoSec World will be providing various assets to help you easily share with your community that you'll be participating in InfoSec World. We've created a kit to enable you to effortlessly promote your participation including a social card, banner ad, and event logo for you to incorporate in your social channels, website, and marketing materials. You will receive an email from [sponsors@identiverse.com](mailto:sponsors@identiverse.com) with your social assets. Be sure to spread the word about **#infosecworld** to your network and make sure they are all there with us!

## Attendee Invites for InfoSec World

### **Conference Registration Offers; Promote to your customer base and save on your 2025 sponsorship!**

InfoSec World has created a personalized 20% discount offer for Main Conference or World Pass registrations that you can send directly to your customers and prospects. Watch for your personalized invite from Aliyah Khan ([sponsors@identiverse.com](mailto:sponsors@identiverse.com)).

We will be offering each sponsor a special incentive toward your 2025 sponsorship rebooking. Based on the number of paid 2025 Main Conference or World Pass registrations attributable to your 20% personalized code, you are eligible to receive the following discount towards your 2025 sponsorship package (up to a maximum discount of \$5,000) based the following sliding scale:

- 6 – 10 Main Conference/World Pass Registrations      5% discount
- 11+ Main Conference/World Pass Registrations      10% discount

To be eligible for this offer, you must renew your 2025 sponsorship package onsite during the 2024 conference.

## Company Logo and Description

We use sponsor logos and company descriptions in all relevant InfoSec World materials. If you have not done so already, please email [sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com) with the following:

- Two company logos, one 4 color process (CMYK) version and one black & white version. The logos must be 300 dpi, (vector art) saved in eps format or Illustrator (.ai) format, converted to outlines. Please avoid artwork created for the web and do not provide a white logo. Neither renders properly and cannot be used.
- 50-word company description.
- Unless otherwise provided, we will use your company URL from your event website; Please advise if you would prefer us to point to another URL.

If updates need to be made to either your logo graphic or description, please send them to [sponsors@infosecworldusa.com](mailto:sponsors@infosecworldusa.com)

## Passport to Prizes

For exhibitors whose deliverables include Passport to Prizes, attendees will come around to your exhibit booths and ask for a representative's initials on their passport after they have spoken to you. Once attendees complete their passports, they drop them into the prize drawing where we will pull an attendee for every sponsor prize. Winners will be sent directly to the booths to collect their prizes. Sponsors are not eligible to participate. Prizes are recommended to be valued at \$100. *Exhibitors are responsible for providing a prize and having it present for the drawing taking place on Tuesday, September 24 at 6:15 PM.*

If your sponsorship contract includes Passport to Prizes, you are assumed to be participating unless otherwise noted. For sponsorships that include Passport to Prizes, please fill out the [Passport to Prizes form](#) to specify your company's prize(s) by **Friday, August 16**.

## Participant and Post Show Lists

A post-show participant list will be sent out once the conference attendee lists have been reconciled. You should expect this list the **week of October 5<sup>th</sup>**. Participant lists will vary depending on your sponsorship level. Attendee contact information is provided for opt-in information only. Any scanned leads from the lead retrieval in the Expo can be downloaded through your ATS portal.

# Exhibitor Rules and Regulations

**Age Limit in Expo Hall:** No one under 18 years of age is allowed into InfoSec World either as an attendee or as booth personnel. For reasons of safety and the professional nature of this event, this policy will be strictly enforced.

**Announcements:** Public address announcements at the Expo will only be made for emergencies and Show Management information. General announcements or prize winner announcements cannot be made unless approved by Show Management prior to the event.

**Booth Changes:** Booth locations may be subject to change at any time from the initial assignment through move-in. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, and noise levels may be made by Show Management at any time. Exhibitor's Booth space unoccupied by 1:00 PM on May 30 is subject to reassignment without notification.

**Booth Design Form:** Any exhibitor with a 20x20 booth must submit a [booth design form](#) to provide a detailed layout of the booth no later than **Friday, August 16**.

**Booth Sharing:** Sub-leasing or multiple companies sharing of exhibit space is prohibited. Only those companies who have officially registered with Show Management and have contracted exhibit space will be allowed personnel and sales literature in a booth. Any exhibitor registrations will be under the name of the contracted company printed on the badge. Please contact your Sales Representative with any questions regarding booth sharing plus policies in place to help extend your presence.

**Certificate of Insurance:** Exhibitors must carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site and provide proof of such insurance upon request. Said property insurance is to be on a Cause of Special Loss Form. CyberRisk Alliance assumes no liability for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other causes whatsoever including COVID-19.

The exhibitor expressly agrees to defend, hold harmless and indemnify to the fullest extent permitted by law, CyberRisk Alliance, their management, agents, and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to property arising in connection with exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of CyberRisk Alliance. The policy requirements above are required to be procured through insurance carriers having an A rating or better, as rated by AM Best.

Exhibitor assumes all responsibility for any and all lost, theft or damage to exhibitor's displays, equipment and other property while on Walt Disney World Resort premises, and hereby waives any claim or demand it may have against Disney Destinations, LLC or its affiliates arising from such loss, theft or damage. The exhibitor agrees, for the benefit of Disney Destinations, LLC and its affiliates, to comply with all Walt Disney World Resort policies for exhibitors and all applicable laws, codes and regulations. In addition, the exhibitor will defend (if requested by and with counsel satisfactory to Disney Destinations, LLC) indemnify and hold harmless CyberRisk Alliance LLC and Disney Destinations, LLC and their respective parent, subsidiary and

other affiliated or related companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including without limitation attorneys' fees and costs through and including any appeal, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission or willful misconduct of the exhibitor or its employees, contractors, subcontractors or agents.

**Content:** Show Management reserves the right to exclude the showing or displaying of any content in booths which are deemed objectionable.

**Decorations:** Decorations are not permitted on ceilings, painted surfaces, columns, fabric and decorative walls of Disney's Coronado Springs Resort. All decorative materials must be flameproof and are limited to the confines of your exhibit space.

**Demonstrations:** Demonstrations must be located so that crowds will comfortably be contained within the confines of an exhibitor's space and not blocking the aisles. Sound levels, glaring or flashing lights or other distracting demonstrations are subject to adjacent exhibitor and Show Management approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business.

**Distribution of Promotional Items:** Exhibitors are encouraged to attract attendees to your booth and work with them in your area; however, exhibitors are not allowed to pass out brochures and information in areas other than your booth. Working in the aisles or approaching attendees outside your booth space is not allowed. This includes the registration area, common aisles, conference rooms and every area other than your booth. Solicitation of business or distribution of promotional materials from booth space is prohibited by anyone other than exhibitors.

**Exhibitor Appointed Contractor (EAC):** Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the exhibitor and EAC comply with the requirements as set forth. Additionally, if the exhibitor appoints a firm who is not the official service contractor, please complete the [Exhibitor Appointed Contractor \(EAC\) form](#) by Friday, August 16. NOTE: EACs will not be allowed to proceed without the required documents and insurance information.

**Exhibit Construction:** Sidewall construction, if used, may taper diagonally from 8' at the back wall to floor level at the aisle, or extend as a high panel 4' from back wall, the remaining side rail may not exceed 4' in height. These restrictions are intended to provide a clear view of the neighboring exhibits. Raw wood, cardboard, or similar materials for wings to booths or peninsula back walls must be covered or painted if they are visible to adjacent booths. The placement of high equipment must also conform to these rules. Show Management must approve in advance any special or unusual exhibit construction or installation.

**Height Restrictions:** There is a height restriction for all booths on the show floor. If you have a standard in-line booth, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape across the



back and 3' drape on both sides. The height limit on standard in-line booths is 8'. If you have a perimeter booth meaning your booth is located on the perimeter of the show floor facing into the floor, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape in the back and 3' drape on both sides. The height limit on peninsula booths is 8'. If you have an island booth, which is a stand-alone booth with no other booths connected to it on any side, your booth will not have any drape included and the height limit on an island booth is 16.

**Hanging Signs:** Hanging signs and graphics are permitted in all Island Booths to a maximum height of sixteen feet (16'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths. Approval for the use of Hanging Signs & Graphics should be received by August 18 and include this information as part of the booth design form. Drawings should be available for inspection. Please note that a Rigging Request form via this link <https://www.encoreglobal.com/rigging-request/> must be completed and submitted to Encore no later than **Monday, September 2**. Any specific questions regarding rigging can be directed to [Exhibits.coronado@encoreglobal.com](mailto:Exhibits.coronado@encoreglobal.com)

**Material Display and Distribution:** Display items include, but are not limited to counter cards, posters, magazines, business cards, etc. These items must be your product or your promotional material only. No second or third party displaying of materials is allowed. Working in the aisles or approaching people outside of your booth is not allowed. This includes the registration area, common aisles, conference rooms and every other area other than your booth.

**Dress Code:** InfoSec World is a professional trade show and is committed to fostering a professional, respectful, and inclusive environment for all participants. Costumed booth talent cannot wear "solicitation-type graphics" such as a T-shirt with name and booth number of exhibitor, etc. outside their designated booth area, and Management will strictly enforce a dress code that upholds our standards.

**Music and other Copyrighted Material:** Exhibitors are responsible for applicable ASCAP/BMI music licensing fees as well as any additional licenses and permits to use music, photographs or other copyrighted material in the exhibitor's booth or display.

**Photography and Video Recordings:** Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only. See Show Management for any exceptions to this policy.

**Taxes and Licenses:** Exhibitors are responsible for obtaining any licenses, permits, or approvals required under Federal, state, or local law applicable to its activity at InfoSec World. The exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with its activities at InfoSec World.

Revised: 7/3/2024