

ITU DESIGN & CONSTRUCTION REGULATIONS

All companies or entities that have contracted a space on the showfloor for any purpose (pavilion, independent stand, etc.), and their contractors, must abide by the following instructions/regulations in addition to the BEXCO Exhibition Regulations.

Perimeter of the Stand

Unless otherwise stated in the Exhibitor contract(s), raw floor space is allocated to each Exhibitor. The borders of the allocated space will be identified by appropriate floor markings. Exhibitors may not place any display material or exhibits, or extend their stand structures and fittings, beyond their contracted boundary. Exhibitors will be charged for any infringement of this rule, and ITU reserves the right to remove the infringing structure and/or fittings.

Stand Heights

Subject to the approval of stand plans, Exhibitors may build multi-level stands, walls, platforms, lighting grids, signs and other structures up to the maximum height allowed in the each hall.

Exhibitors should therefore ensure that the maximum stand heights (including suspensions) with the exceptional of lighting trusses are as follow:

Exhibition Center 1 (Hall 1 – 3): Maximum construction height: 7 m

Floor Loading Capacities and Structural Calculation

The maximum weight permitted inside the Halls is 1.5 tons per square meter.

Stand Name & Numbering

Exhibitors must ensure that their stand name and stand number appear visibly on their stand.

Flooring and Venue Walls

All stands must be carpeted or laid with some form of flooring as clear demarcation of contracted space. All carpets and floor covering must be affixed with double-sided tape.

Exhibitors will be charged for any damages caused using paints and other adhesives or drilling any holes or openings on the main walls or floor of the venue.

Floor coverings must be non-combustible material. Contractors using adhesive tape to fix carpets or other materials to the floors will be held responsible for removing the tape after use without damage to the floors. The ITU appointed Show Management contractor in collaboration with the venue will examine the floors after the removal of the tape. Should the floor surface be found damaged or marked or with tape residue remains, ITU's Show Management contractor will repair or clean up the floor at the expense of the Exhibitor(s) or contractor(s) concerned.

Aisle Facing Walls

The aisle facing stand walls must have an access for visitors of at least 30% of the side length. In addition, at least one side of the stand (the frontage) must have 50% left open; this area must be kept visibly free of obstruction. The stand facing actual walls of the Hall will not require opening or access to visitor.

Common Stand Partitions

Stands that share a common wall with a neighbouring stand must be constructed with partition walls between their stand and the neighbouring stand. If a partition wall is higher than that of the adjoining stand the section that overlooks the neighbouring stand must be clad and decorated without using any branding or design including company logos. In case of disagreement between Exhibitors, and if any partition is deemed to be harmful to the neighbouring Exhibitor by the ITU, the offending Exhibitor will be charged for any modification required to the backing of the partition.

External Walls

All external walls must be decorated, in accordance with the branding regulations mentioned herein, unless facing the actual walls of the hall which are not visible from the entrances of the halls or on walls without thoroughfare.

Sustainable Materials

Sustainable materials (e.g. re-usable, recyclable, recycled and waste-reducing elements) are encouraged for all construction projects. Furthermore, environmentally-friendly principles in the design are recommended such as low-voltage lighting. Construction companies are able to provide information on how to reduce the environmental impact of construction projects, whilst still providing dynamic and customized solutions to suit a company's needs and reflect its corporate identity.

Utilities & Furnishings

Electricity supply from the main power supply, wired internet and telephone connections, and water supply are provided exclusively by the venue. Exclusivity by the venue also applies on some other services e.g. catering, telecoms, rigging, on-site logistics, AV services, safety and security etc. - these services can be ordered through the Online Technical Manual once available in June 2017.

Storage

Empties and show consumables should not be stored within the halls. Direct arrangements should be made with the appointed exclusive onsite freight company. Otherwise, Exhibitors must arrange for their cartons and cases to be transported back to their own premises. ITU reserves the right to remove/dispose of any cartons, cases and/or packing materials left in the halls. Any cost incurred will be borne by the Exhibitor. Full details will be available in the Freight section of the Online Technical Manual (available in June 2017).

Entertainment & Presentations involving audio-visual equipment

Entertainment may be performed during networking breaks **only** and in strict accordance with the rules provided hereafter to ensure the overall harmony and success of the Event:

Audio-visual display equipment must be positioned and the sound level adjusted so as not to annoy other Exhibitors or attendees. Loudspeakers/sound devices and/or image projection equipment are to be placed in such a way that sound/image is directed downwards and into the stand, and not towards or across the aisles.

Displays of programmable moving lights (cyber lights) are strictly prohibited.

Should Exhibitors plan to stage presentations, they must provide a reasonable space for the audience within the confines of their stand in an inward position.

Discretion towards other Exhibitors should be exercised to avoid causing annoyance or nuisance to the public or other Exhibitors and in accordance with Article 23 of the ITU General Regulations, i.e. noise levels should not exceed 55 decibels. ITU reserves the right to stop any audiovisual presentation or disconnect other equipment which is deemed to be detrimental or offensive. If after one warning the noise still exceeds permitted sound levels, the electricity supply to the stand will be cut.

Branding and Signage

All branding and signage elements should be clearly indicated and submitted as part of the overall plans for approval.

- Branding is limited to within the confines of the rental space.
- Branding should not prejudice the image or reputation of ITU, should reflect the peaceful aspects and uses of ICTs and moral decency and should not concern tobacco or alcohol products.
- Signage /branding must not interfere with the visibility of other Exhibitors.
- Rooftop signage is only permitted if the construction height of the structure does not exceed the maximum construction height permitted for the hall.
- Without attempting to restrict the Exhibitor's creativity and branding strategy, attention-grabbing special effects and flashing lights would not be appropriate solutions for individual company branding and are therefore not allowed.
- Plasmas and flat screens are permitted provided that the content is not inappropriate attention-grabbing special effects and flashing lights.

Design & Construction

- Solid noise preventive/reduction materials are suggested for the comfort of stand Exhibitors. Transparent materials may be used, provided they are also solid and noise preventive.
- Exits must be in accordance with the BEXCO Exhibition Regulations.
- Multi-level structures must make provision for a fixed internal staircase to access the upper level in accordance with the BEXCO Exhibition Regulations.

Indemnity

The contractor shall indemnify and hold harmless its officers, employees, contractors, consultants, agents or representatives against any and all claims, liabilities, losses and damages suffered and costs and expenses (including, without limitation, legal and professional expenses on a full indemnity basis) incurred by arising directly or indirectly as a result of:

(a) any damage to any property, or injury to, or death of, any person, or any financial or economic loss (including, without limitation, loss of profits) caused by any negligence, act, omission or willful misconduct of the contractor or its officers, employees, contractors, consultants, agents or representatives (whether or not such persons are acting in the course of their employment) arising out of, in relation to, or in connection with, the services, the goods or the contractor's obligations hereunder (including, without limitation, and where applicable, the delivery, installation and, where undertaken by the contractors, maintenance of the goods); and

(b) Any breach by the contractor of his obligations hereunder.

Governing Law and Jurisdiction

The obligations herein shall be governed by and construed in accordance with the laws of Republic of Korea.