

# HxGN LIVE

SPONSORSHIP PROSPECTUS 2019



**HxGN**

| **LIVE**

| LAS VEGAS, NV  
11-14 JUNE 2019

| [HxGNLIVE.com](http://HxGNLIVE.com)



# WHAT IS HxGN LIVE?

**HxGN LIVE** is more than a conference – it's a power-packed experience where connections are real and opportunities are endless. There's no better place to engage with the **Hexagon community**, establish your presence, build buzz and drive demand.

## WHAT'S IN IT FOR YOU

Share your organisation's story and showcase its benefits while gaining mindshare and brand visibility. Becoming an HxGN LIVE sponsor will secure you with:



### ACCESS

Have access to an HxGN LIVE conference pass, The Zone, Hexagon's business partners, speakers, demos, entertainment and so much more!



### EXPOSURE

Amplify your message to thousands of highly technical influencers.



### LEADS

Generate qualified leads by establishing yourself as a thought leader at HxGN LIVE.

## INCREASE YOUR SPONSORSHIP ROI

We've created new options developed specifically to increase your return on sponsorships. From island booth options to speaking slots in The Zone, engaging with your target audience at LIVE will be a breeze.



# KEY HIGHLIGHTS

**3,500+**  
REGISTRANTS

**7**  
DINING & EVENING EVENT  
NETWORKING EXPERIENCES

**73**  
COUNTRIES  
REPRESENTED

**50+**  
SPONSORS

**39**  
PRESS & MEDIA  
REPRESENTATIVES

**3,200**  
SOCIAL MENTIONS

**12**  
KEYNOTES

**55,516**  
HxGN TV VIEWERS

**480+**  
SESSIONS

**180+**  
TECHNOLOGY  
DEMONSTRATIONS

**98%**

WOULD RECOMMEND  
**HxGN LIVE** TO OTHERS

JOIN US IN LAS VEGAS **11-14 JUNE, 2019**





# HxGN LIVE TRACKS

## GEOSPATIAL

Packed with compelling content, the Geospatial track showcases leading technology to help you make sense of the dynamically changing world. Featuring the Hexagon Smart M.App and Power Portfolio of products, the track highlights innovative partner and customer solutions, including Hexagon-brand applications, that use our technology to shape smart change. Connect with experts and learn new strategies for using Hexagon's geospatial software solutions.

## GEOSYSTEMS

Featuring more than 100 presentations that incorporate compelling user testimonials, the Geosystems track presents industry trends, new technology previews, interactive technical demonstrations and hands-on training. Learn more about Geosystems and its partner brands, and enjoy courses and events focused on product developments in laser scanning, machine control, surveying, construction and more.

## MINING

Mining is too important for partial solutions. See the complete solution in the Mining track, featuring vehicle intervention, fatigue monitoring, terrain management and geologic modelling along with integrated technologies across monitoring, surveying, planning, operations and safety.

## MANUFACTURING INTELLIGENCE

How is the role of metrology changing in manufacturing? Why is data such a valuable commodity? What actually is Industry 4.0? The Manufacturing Intelligence track offers insightful sessions, training and workshops exploring the big questions in manufacturing today. Encompassing customer stories alongside industry trends, this track focuses on helping users from the aerospace, automotive and energy sectors and beyond harness data to improve processes, enhance quality and increase productivity.

## PPM

The PPM track delivers engaging sessions led by experts who employ Hexagon solutions in the design, construction and operation of plants, ships and offshore facilities. Learn how to optimise PPM technologies in a variety of fields including materials and construction management, hosting and cloud services, plant operation management and more.

## SAFETY & INFRASTRUCTURE

The Safety & Infrastructure track is packed with sessions, workshops and hands-on training to help you become an expert user. Experience Safety & Infrastructure's smart, location-based solutions for safety and security, infrastructure management and other evolving challenges. This track highlights the measures Hexagon takes when helping governments and businesses improve operations and manage change intelligently and effectively.



# GOLD SPONSOR

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6 AVAILABLE

# GOLD SPONSOR

**HIGHEST LEVEL OF EXPOSURE AND VALUE** at HxGN LIVE.

Look for the “☀️” for GOLD Sponsor exclusives!

## PRESENCE

- 20x20 exhibit space
- Electricity in The Zone (110 v outlet included)
- Island booth upgrade
- 2 complimentary lead generation scanners  
*(Custom reports including visitors and contact info)*

## RECOGNITION

- Logo and click-through link to your website displayed on our sponsorship page
- GOLD sponsor callout during keynote address
- Recognition in conference mobile app
- Recognition as GOLD sponsor on social media channels

## ACCESS

- 6 full conference passes (includes daily breakfast, lunch and breaks)
- 2 Zone-only passes for extra staff (includes daily breakfast, lunch and breaks)

## EXPOSURE

- ☀️ We will send your branded email to ALL registrants prior to the conference
- ☀️ 30-second commercial/video featured on HxGN TV, our video channel, continuously feeding content to a global audience
- FULL-PAGE agenda ad

**EARLY BIRD RATE**

**BY 03 APRIL - \$17,600 | REGULAR RATE - \$22,000**



# SILVER SPONSOR

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10 AVAILABLE



# SILVER SPONSOR

For our **SILVER sponsors**, we have created new opportunities to increase your presence!

[SEE WHAT'S NEW IN 2019!](#)

## PRESENCE

- 10x20 exhibit space
- Electricity in The Zone (110v outlet included)
- Island booth upgrade
- 1 complimentary lead generation scanner  
*(Custom reports including visitors and contact info)*

## RECOGNITION

- Logo and click-through link to your website displayed on our sponsorship page

## ACCESS

- 4 full conference passes (includes daily breakfast, lunch and breaks)
- 2 Zone-only passes for extra staff (includes daily breakfast, lunch and breaks)

## EXPOSURE

- HALF-PAGE agenda ad

## EARLY BIRD RATE

BY **03 APRIL - \$11,000** | REGULAR RATE - \$13,750



# BRONZE SPONSOR

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50 AVAILABLE

# BRONZE SPONSOR

## PRESENCE

- 10x10 exhibit space
- Electricity in The Zone (110v outlet included)
- 1 complimentary lead generation scanner

## RECOGNITION

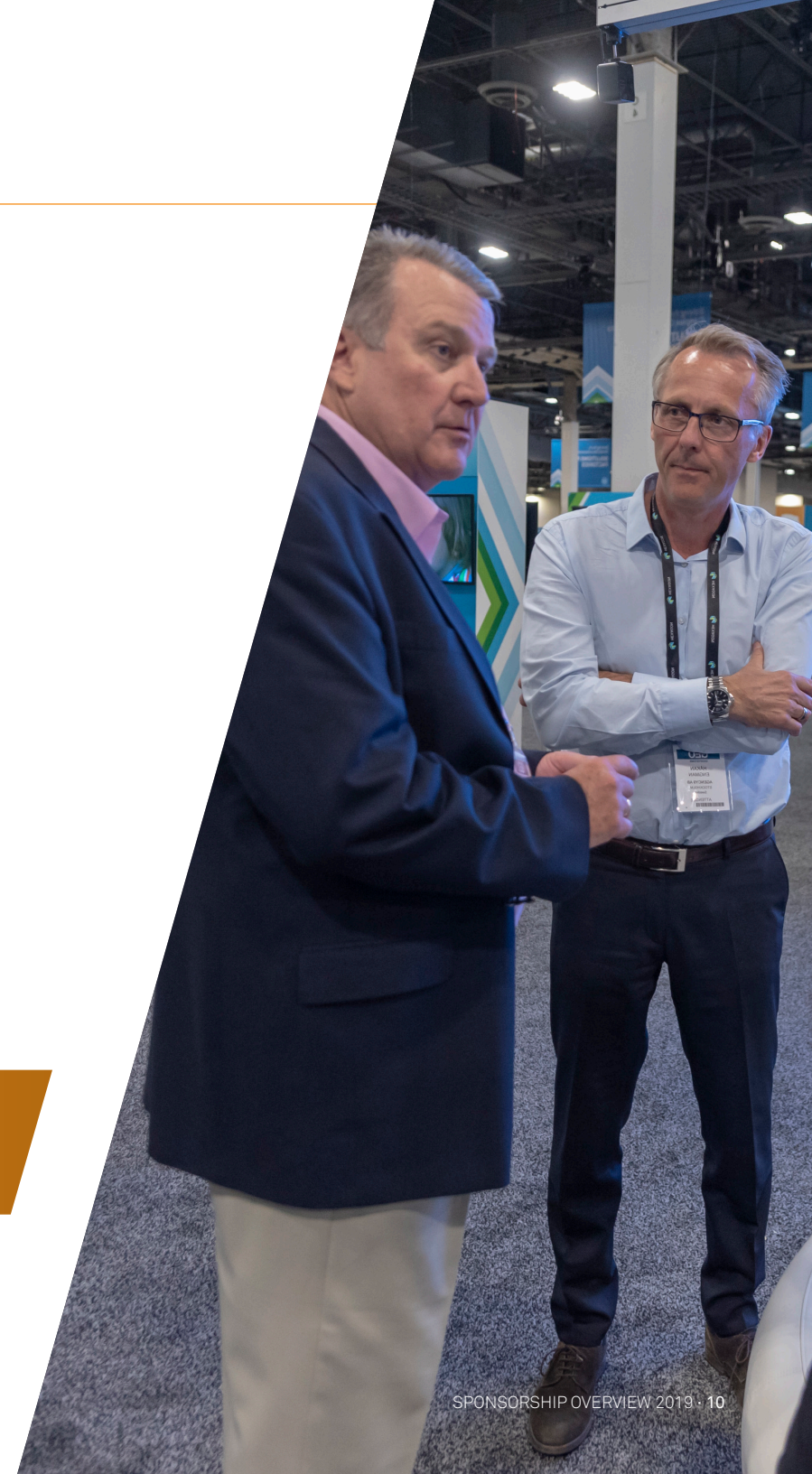
- Logo and website click-through link displayed on sponsorship page
- Recognition in conference mobile app (includes your company details and social media info)
- Sponsor recognition within conference agenda

## ACCESS

- 2 full conference passes (includes daily breakfast, lunch and breaks)

## EARLY BIRD RATE

BY **03 APRIL** - **\$5,750** | REGULAR RATE - \$7,100





# SPONSORSHIP COMPARISON

	CONTRIBUTOR	BRONZE	SILVER	GOLD	
Early Bird Rate/ Regular Rate	Contact us for restrictions and pricing*	\$5,750 / \$7,100	\$11,000 / \$13,750	\$17,600 / \$22,000	CONTRIBUTOR
Booth Size		10 x 10	10 x 20	20 x 20	BRONZE
Full-Conference Pass		2	4	6	SILVER
Zone-Only Pass (includes breakfast and lunch) *Additional Zone-only passes available to exhibitors for \$650 each			2	2	GOLD
Web Site Recognition		•	•	•	
Mobile App Recognition		•	•	•	
Agenda Recognition		•	•	•	
Upgrade to an Island Booth (\$1,500 additional fee for SILVER; complimentary for GOLD)			•	•	
Lead Scanner		•	•	•	
Half-page Agenda ad			•		
Full-Page Agenda Ad				•	
HxGN TV 30 Second Commercial (online webcast)				•	
Social Media Post				•	
Branded Email				•	

\* Are you a **non-profit, education or industry association group**? Contact us for special contributor opportunities created just for you!  
(Not available to partners or customers)

\*\* All sponsor offerings are subject to change

# A LA CARTE OPPORTUNITIES

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# A LA CARTE OPPORTUNITIES



ENHANCE YOUR SPONSORSHIP AND LEARN ABOUT ADDITIONAL OPPORTUNITIES TO MAKE AN IMPACT AT HXGN LIVE  
Contact us to learn about ways to customise your sponsorship!

## GIVEAWAYS



Gain ultimate brand visibility by placing your logo on our official **conference T-shirts** given to all attendees.

**\$7,000**



Placing your logo on our **mousepads** is an excellent way to promote your brand! Whether at the registration desk, exhibits, workstations or in track sessions, this is an outstanding way to gain visibility.

**\$4,000**



Keep attendees hydrated this summer in the desert heat with a **co-branded water bottle**.

**\$5,000**



Keep your company in the hands of potential partners and customers by placing your logo on the **conference pen**!

**\$2,000**





# A LA CARTE OPPORTUNITIES

## EVENT PROMOTIONS



Have all eyes on your brand by placing a **custom banner ad** on our conference website that will reach a specific, targeted audience – including those that are unable to attend.

**\$2,000**



HxGN LIVE serves breakfast and lunch on full conference days to thousands of attendees – it's safe to say that meal time is one of the most high-traffic areas during conference. Pick the day and meal and we'll provide the **signage**. You will also be featured on our Zone screens and receive a special thanks via social media with your logo.

**\$2,000**



With over 120,000 square feet of technology, attendees will need to take a few coffee breaks while in The Zone. Be the first name they see while on break by providing refreshments! Your name and logo will also be featured on the **coffee break signage** throughout The Zone.

**\$3,000**



# SPONSORSHIP

## HxGN TV

HxGN TV streams the most popular content at conference so attendees and non-attendees alike do not miss any of the action. Sponsors can insert video commercials or participate in a paid 30-minute TV slot for content creation. With coverage over the four days, sponsors have a unique opportunity to elevate their message with a global audience.

## 2018 COVERAGE STATISTICS



**32,000** VISITS

**145,00** TOTAL MINUTES VIEWED

OVER **90** DIFFERENT COUNTRIES

DELIVER YOUR MESSAGE THROUGH STREAMED CONTENT. **IT'S LIVE.**

Sponsors can secure TV slots of various time lengths during the conference. For more details on pricing and to reserve your spot, email us at [sponsorship@hxgnlive.com](mailto:sponsorship@hxgnlive.com)

## HxGN LIVE MOBILE APP

Each year, the HxGN LIVE mobile app is a vital part of conference. Attendees look to the app for event information, updates and details.

The 'go-to' for event information, maps and messages, HxGN LIVE mobile app receives more conference engagement than any form of social media. Create a **mobile app ad** or **promoted post** and generate awareness for your brand.

**\$1,500**



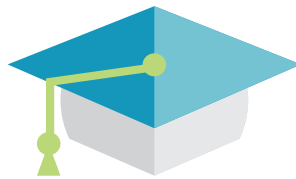
**1,710** UNIQUE USER LOG-INS

**33,000** ACTIONS PERFORMED

**500** AVERAGE UNIQUE CLICKS PER SPONSOR BANNER

# BE SURE TO REGISTER FOR HxGN LIVE

JOIN US IN LAS VEGAS 11-14 JUNE, 2019



## ARE YOU A SPONSOR ALUMNI?

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ALUMNI DISCOUNT\* IS **\$500**

Ask your contact for more information!

\*Alumni discount expires with the Early Bird Registration Rate on **3 April**

# SPONSORSHIP TERMS

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## PAYMENT TERMS

Exhibitor shall pay the Sponsorship Fee sixty (60) days prior to the commencement of HxGN LIVE 2019 (the “Conference”).

## ACCEPTANCE OF APPLICATION

This application is a request by you (‘Exhibitor’) to sponsor an event or to purchase an exhibit floor space as a conference sponsor at HxGN LIVE 2019 (the ‘Conference’), to be held at the Venetian Casino Resort (collectively referred to herein as, the ‘Facility’), 11-14 June 2019. Receipt by Intergraph Corporation or another applicable entity in the Hexagon Group (the ‘Hexagon Entity’) of this application (‘Agreement’) and payment does not constitute acceptance of same. This Agreement shall not be effective until the Hexagon Entity receives a fully executed application along with the required deposit, and the Hexagon Entity’s acceptance is communicated to Exhibitor in writing. The Hexagon Entity reserves the right to accept or refuse any sponsorship that in its sole judgment is contrary to the character, objectives and best interest of the Conference or its attendee audience. The Hexagon Entity reserves the right to limit the types of companies and products represented at the Conference; to accept or reject sponsorship applications thereto; and to produce, approve or remove any signs or other forms of recognition of any sponsorship. In the event this Agreement is denied by the Hexagon Entity, the Hexagon Entity will refund payments received from Exhibitor in connection with this Agreement.

## ASSIGNMENT OF EXHIBIT FLOOR SPACE

Exhibit floor space will be assigned on a first-come, first-served basis. The Hexagon Entity will assign exhibit floor spaces to approved Exhibitors upon receipt of Exhibitor’s fully executed Agreement and full payment. No exhibit floor space will be assigned without payment. NO EXCEPTIONS. Every effort will be made to respect Exhibitor’s space preferences, but the Hexagon Entity reserves the right to make the final determination on all exhibit floor space assignments in the best interests of the Conference. Every effort will be made to maintain the general configuration of the Conference exhibit floor plan to be shared with Exhibitor. However, the Hexagon Entity reserves the right to modify the plan if necessary, as determined solely by the Hexagon Entity.

## CANCELLATION OR TERMINATION OF EVENT BY HEXAGON

If for any reason beyond its reasonable control, including acts of God, national emergency, strike, terrorism or any similar reason, the Hexagon Entity may determine in its sole discretion that the Conference or any part thereof may not be held, or in case any part of the exhibition hall is destroyed or damaged so as to prevent Exhibitor from occupying assigned exhibit floor space during any part of the exhibition period, the Hexagon Entity may cancel the Conference or any part thereof. In such event, Exhibitor hereby waives any claim against the Hexagon Entity, the Facility and its respective officers, directors, employees or agents for losses or damages that may arise in consequence of such failure.

## RESPONSIBILITY FOR EXHIBITOR PROPERTY AND HOLD HARMLESS

Exhibitor will make provisions for the safeguarding of its goods, materials, equipment, display and other property (collectively, ‘Property’) at all times. Neither the Facility and its parents, subsidiaries, affiliates, employees, officers, directors, agents and independent contractors (the “Facility Parties”) nor the Hexagon Entity and its parents, subsidiaries, affiliates, employees, officers, directors, agents and independent contractors (the ‘Hexagon Parties’) will be liable for, and Exhibitor assumes all responsibility for, any loss, theft, damage or destruction to Exhibitor’s Property in storage, in transit to or from the Facility premises, while on Facility premises or for any loss of income as a result of any reduced sales due to such loss or damage. Exhibitor hereby waives any claim or demand it may have against the Hexagon Parties and the Facility Parties arising from any such loss, theft or damage.

## ASSIGNMENT

Exhibitor may not assign, sublet or apportion all or any part of its assigned exhibit floor space, nor may Exhibitor cause or permit the display, promotion, sales or marketing of products or services in its assigned exhibit floor space other than those manufactured, distributed or sold by Exhibitor in the regular course of its business, unless first approved by the Hexagon Entity in writing. Exhibitors who sell products from their assigned exhibit floor space must provide receipts of purchase to the purchaser for security reasons.

## WARRANTY DISCLAIMER

Exhibitor acknowledges that the Hexagon Parties make no representation or warranties to the Exhibitor concerning the Conference, including, without limitation, the number of persons who will attend the Conference, the content of the Conference, the services or products provided at the Conference or whether the Conference is an effective method of marketing for Exhibitor.

## LIABILITY FOR DAMAGE TO HOTEL PROPERTY

Exhibitor must surrender exhibit floor space occupied by it in the same condition it was at the commencement of occupation. Exhibitor agrees to indemnify and fully pay and reimburse the Hexagon Parties and Facility for all costs of replacement of damaged Facility property, and for the restoration and repair of the premises, property, equipment and facilities of the Facility that are in any way damaged, destroyed or otherwise defaced or injured by use by Exhibitor, its employees, agents, subcontractors and invitees.

## LIMITATION OF LIABILITY

In no event shall the Hexagon Parties or the Facility Parties be liable for any loss of profits, loss of business, loss of use or of data, interruption of business or for indirect, special, exemplary, punitive, incidental or consequential damage or injury, direct or indirect, of any kind under this Agreement, even if the Hexagon Parties or the Facility Parties have been advised in advance of the possibility of such damages. The Hexagon Entity's entire liability to Exhibitor arising out of or relating to this Agreement will be limited to the fee paid by Exhibitor hereunder.

## TRADEMARK LICENSE

In connection with the Conference, Exhibitor hereby grants to the Hexagon Entity, a non-exclusive, non-sublicenseable, revocable, worldwide, limited and royalty free license to use, copy, distribute (through any means or methods whether now known or hereafter to become known) and publicly preform or display Exhibitor's trademarks, logos, and/or tradenames (the "Trademarks") in a manner consistent with Exhibitor's Corporate Logo guidelines or General Trademark Guidelines, depending on the specific Trademark(s), solely in connection with the Hexagon Entity's Conference banners, registration, marketing, promotional and advertising materials related to the Conference. Exhibitor shall not use the Conference logo (or any derivative thereof) or any of the Hexagon Entity's names, trademarks, logos, copyrights, or other intellectual property for any purpose whatsoever without the Hexagon Entity's prior written approval, which may be withheld in the Hexagon Entity's sole and absolute discretion. Nothing herein shall be construed as a license or right to use any such intellectual property and Exhibitor agrees that it will not do

anything in connection with the Conference that will bring the Hexagon Entity, its sponsors, exhibitors, licensors, licensees, staff, volunteers, employees, contractors or agents, Conference participants, or any of its or their respective names, trademarks, logos, copyrights, or other intellectual property into disrepute or in any manner affect the validity of same. In addition, in the event Exhibitor (or any of its employees, contractors, agents, representative or staff) fails to conduct itself with regard to public morals and conventions, commits any act, does anything or is involved in any occurrence which violates widely-held principles of public morality or decency, constitutes a felony, crime or offense of moral turpitude in the jurisdiction in which it is committed, or reflects unfavorably on the Conference, the Hexagon Entity (including its employees, staff and representatives), the Hexagon Entity or Conference participants, the Hexagon Entity products or services or any Conference partner, sponsor or exhibitor or their respective products or services, the Hexagon Entity shall have the right to immediately terminate this Agreement, Exhibitor shall be required to immediately leave any Conference venue and Exhibitor shall not be entitled to a refund of any fees previously paid to the Hexagon Entity.

## MISCELLANEOUS

Exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein and by the policies and procedures established by the Hexagon Entity or Facility and as from time to time thereafter modified, and expressly agrees that this Agreement and such policies and procedures contain the entire agreement between the parties hereto and supersedes any prior agreement, written or oral, with respect to the subject matter contained herein. All matters and questions not specifically discussed by these terms and conditions will be decided solely at the discretion of the Hexagon Entity. If Exhibitor is deemed by the Hexagon Entity to be in violation of any of the provisions of these terms or conditions, the Hexagon Entity may impose appropriate sanctions regarding current and future participation based on the circumstances of each case, which may include the immediate closing of an exhibit without refund to Exhibitor, or the exclusion of Exhibitor from any future Hexagon Entity event. Exhibitor and the Hexagon Entity agree that for purposes of this Agreement signatures sent or received by facsimile transmission shall be considered as enforceable and valid as an original signature by the party signing. Any headings contained herein are used for convenience only and are not to be considered in construing or interpreting this Agreement. If any part of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. The Agreement will be governed and construed in accordance with the laws of the State of Alabama. Any action or proceeding brought to



enforce the terms of this Agreement or adjudicate any dispute arising out of this Agreement shall be brought in the County of Madison, State of Alabama (if under state law) or the Southern District of California (if under Federal law). The parties will not raise in connection therewith, and hereby waive, any defenses based upon the venue, the inconvenience of the forum, the lack of personal jurisdiction, the sufficiency of service of process or the like in any such action or suit brought in the State of Alabama.

## EXHIBITOR CANCELLATION POLICY

In the event Exhibitor notifies the Hexagon Entity of its intent to repudiate this Agreement after acceptance but prior to 3 April 2019, the Hexagon Entity shall be entitled to retain fifty percent (50%) of the full application fee as liquidated damages and not as a penalty. If Exhibitor provides such notice on or after 3 April 2019, but prior to 1 May 2019, the Hexagon Entity shall be entitled to retain seventy-five percent (75%) of the full application fee as liquidated damages and not as a penalty. If Exhibitor provides such notice on or after 1 May 2019, the Hexagon Entity shall be entitled to retain one hundred percent (100%) of the application fee as liquidated damages and not as a penalty. In the case of an event sponsorship, all payments made to the Hexagon Entity under this Agreement shall be deemed fully earned and nonrefundable when made in consideration for expenses incurred by the Hexagon Entity or the Hexagon Entity's lost or deferred opportunity to provide exhibit sponsorship to others. Notice of intent to repudiate this Agreement shall be in writing and shall be effective upon receipt if sent by electronic mail to [contactus@hxgnlive.com](mailto:contactus@hxgnlive.com). In both instances, receipt must be verified by telephone at 1-256-730-2302. The Hexagon Entity shall be entitled to resell event sponsorship and to resell or reassign exhibit floor space upon receipt of Exhibitor's notice of intent to repudiate this Agreement. Subsequent resale or reassignment of the event sponsorship or exhibit floor space does not relieve Exhibitor of the obligation to pay the liquidated damages set forth herein. Exhibitor acknowledges that the liquidated damages stated herein are reasonable and proportionate under the circumstances. The Hexagon Entity reserves the right to declare any assigned exhibit floor space not set up by 6:00 p.m. PST, Tuesday, 12 June 2019, to constitute notice of cancellation by Exhibitor and repudiation of this Agreement, subject to the liquidated damages provisions outlined above. Exhibitor will not be permitted to dismantle or to begin to dismantle prior to the close of the show at 12:00 p.m. PST on Friday, 14 June 2019. Failure to comply with this regulation may result in ineligibility to exhibit at future Hexagon Entity events. Failure of Exhibitor to submit payment in full on or before 15 May 2019, will constitute notice of cancellation by Exhibitor and repudiation of this Agreement, subject to the liquidated damages provisions outlined above.

## COMPLIANCE WITH LAWS AND REGULATIONS

Exhibitor agrees to comply with all applicable laws, codes and regulations, including, but not limited to, the Americans with Disabilities Act and all Facility policies and procedures for exhibitors. Exhibitor acknowledges that it is responsible for compliance with any sales tax collection requirements that may be imposed by the state and/or municipality where the Conference is located. Exhibitor is responsible for knowledge of and compliance with all labor requirements and safety and fire codes as established by local, state, and federal authorities. Exhibit booth materials must be flame-proofed and electrical wiring must conform to all local, state and federal requirements and with the applicable safety codes. If Exhibitor neglects to conform to these regulations, or otherwise incurs fire or safety hazards, as determined in the Hexagon Entity or the Facility's sole discretion, the Hexagon Entity reserves the right to cancel all or such part of the exhibit as may not be in compliance at Exhibitor's expense and without refund of any part of the exhibit fee applicable to the non-complying exhibit or part thereof. Exhibitor acknowledges that the playing of live or recorded copyrighted music at its exhibit floor space may subject it to a requirement to obtain a license or licenses from the owner(s) of the copyrighted music so played and agrees to obtain any such required license(s).

## INDEMNIFICATION

Exhibitor agrees to defend (if requested by and with counsel satisfactory to the Hexagon Entity and the Facility), indemnify and hold harmless the Hexagon Parties and the Facility Parties from and against any liabilities, obligations, claims, damages, suits, costs and expenses (including, without limitation, attorneys' fees and costs), arising from or in connection with transportation, placing, removal or display of exhibits or with Exhibitor's occupancy and use of the exhibition premises or any part thereof, or for any act, error or omission (negligent or otherwise) or willful misconduct of Exhibitor or its employees, contractors, subcontractors or agents.

## INSURANCE

Exhibitor agrees to obtain and keep in effect during the Conference ONE of the following:  
a commercial general liability insurance policy specifically including "Intergraph Corporation and its parents, subsidiaries and/or its related entities, directors, officers, employees, representatives, agents, successors, and assigns the Venetian Casino Resort and its parents, subsidiaries, and/or its related entities, directors, officers, employees, representatives, agents, successors, and assigns as additional insureds and loss payees," with terms and companies satisfactory to the Hexagon Entity, with a combined single

limit for personal injury and property damage of \$1,000,000.00 per occurrence and \$2,000,000.00 USD in the aggregate. Exhibitor will provide certificate(s) of insurance confirming such coverage to the Hexagon Entity at least thirty days prior to the use of the exhibition premises.

OR,

A program of self-insurance with effective equivalent coverage as required above, with a self-insurance letter as evidence of the same provided to the Hexagon Entity upon request.

## USE OF EXHIBIT FLOOR SPACE

The Hexagon Entity will make every effort to provide uniform booth space. Exhibit construction and design must not project so as to obstruct the view of the adjacent booths. All Exhibitor activities and demonstrations, including surveys and questionnaires, shall be confined to Exhibitor's assigned exhibit floor space. Activities that in the opinion of the Hexagon Entity impede normal traffic flow or infringe on other exhibits are prohibited. Sound generated in any exhibit must not travel beyond the assigned exhibit floor space boundaries. Exhibitors are allowed to demonstrate their equipment and make related informational presentations. Attention-attracting devices in the form of entertainment, amusement or demonstration of non-product items or services must be approved in writing by the Hexagon Entity before the start of the Conference. Failure to comply with these regulations may result in the Hexagon Entity closing and/or removing all or part of the offending display at Exhibitor's expense. Exhibitor is responsible, at its own expense, for keeping its assigned exhibit floor space clean and in good order.

[hxgnlive.com](http://hxgnlive.com) | [sponsorship@hxgnlive.com](mailto:sponsorship@hxgnlive.com)

