



Exhibitor Rules & Regulations

These Gartner Exhibitor Rules & Regulations ("Rules & Regulations") are intended to ensure a level playing field at both in-person and virtual Gartner conferences (hereinafter, each a "Conference"). As a condition of participation, Exhibitor acknowledges and agrees to adhere to these Rules & Regulations. Any violation by Exhibitor of these Rules & Regulations may result in immediate termination of Exhibitor's Conference participation, as well as its future participation at Gartner Conferences.

I. GENERAL CONFERENCE GUIDANCE:

1. **Outstanding Fees.** Exhibitor, per its contract with Gartner, will not be permitted to move-in/set-up at/log onto a Conference unless and until the applicable Conference Fee has been paid in full to Gartner, and Exhibitor does not have any outstanding invoices with Gartner's preferred Conference vendors ("Preferred Vendors"). Failure to make timely payment may result in loss of Conference participation and/or refusal of Conference admission/access. Please note this guidance may vary depending on the Conference.
2. **Allocations by Gartner.** For each Conference, Gartner will in its sole discretion assign to Exhibitor: session time slots, room placement, booth space location and related setup entitlements, as applicable. Gartner retains the exclusive right to revise the above-referenced arrangements as necessary.
3. **Exhibitor's Use of Gartner Name and Logo.** Exhibitor may use the Gartner name on its company website and in marketing communications for the sole purpose of promoting its participation at the Gartner Conference, *provided that* any such promotion is in accordance with the Marketing Toolkit.
 - a. **Gartner Content Compliance Policy.** All Gartner and Gartner competitor mentions must be pre-approved by Gartner Content Compliance and must comply with the [Gartner Content Compliance Policy](#) f/k/a Copyright and Quote Policy. Gartner reserves the right to request edits or remove any Exhibitor content with Gartner and/or Gartner competitor references that have not received written approval. You will be notified if any changes are required. Approval is required for Gartner and/or Gartner competitor mentions in any medium or format including but not limited to speaking sessions, digital or printed materials, Additional Value Drivers etc. To use Gartner or competitor content, please submit [online](#). Please allow at least 2 business days for approval.
4. **Gartner's Use of Exhibitor's Name and Logo.** Gartner will, per its contract with Exhibitor, use Exhibitor's corporate brand, logo and/or url in the format Exhibitor provides, as agreed in its Gartner Conference contract. Any changes by Gartner to the contractually approved format will require written consent by an authorized representative of the Exhibitor. Where Exhibitor submits its own trademark guidelines, Gartner will comply to the extent they align with the Gartner Conference contract and [Gartner Content Compliance Policy](#).
5. **Exhibitor Content.** Gartner reserves the right to review and approve any materials or content that Exhibitor intends to present, distribute or display at the Conference, and to remove/take-down any content at any time that Gartner deems, in its sole discretion, to be critical or otherwise offensive towards attendees or other participating exhibitors, or in

violation of these Rules & Regulations.

6. Deliverable Deadlines. Exhibitor will abide by all deliverable deadlines provided by its Gartner Client Success Partner (including without limitation: deadlines for Sponsorship Package Deliverables and Additional Value Drivers (“AVDs”)).
7. Proper Business Attire. Exhibitor must ensure that all employees participating in the Conference wear business professional or business casual clothing. Gartner reserves the right, at its discretion, to require individuals who are wearing what it deems to be inappropriate clothing to change into appropriate attire or leave the Conference.
8. Permitted/Prohibited Networking Activities by Exhibitor.
 - a. Hotel Suites. Exhibitor may not retain hospitality suites or hotel rooms for the purpose of holding meetings, demos, receptions, education sessions or press briefings, except where such arrangement is sanctioned/organized by Gartner or purchased separately under Gartner contract.
 - b. Prohibited Competitive Activities. Exhibitor may not host Conference attendees at any receptions, large dinners or social gatherings at or in the vicinity of the Conference venue during Conference dates, other than those expressly authorized by Gartner or purchased separately under Gartner contract. For the receptions, large dinners or social gatherings purchased under Gartner contract, Exhibitor agrees to indemnify Gartner for any damage or loss to the extent it is caused by the negligence or willful misconduct of Exhibitor, its employees, its agents and or its guest/invitees.
9. Use of Networking: While Gartner encourages Exhibitor to network & communicate with attendees at the Conference, Gartner is not responsible for reviewing communications sent by Exhibitor prior to or following Gartner Conferences, except to the extent that the communications include Gartner intellectual property (IP). If they do, Exhibitor will be required to follow the Gartner Content Compliance Policy and submit [online](#) for approval.

II. SPONSORSHIP DELIVERABLES REGULATIONS

1. Exhibit Space.
 - a. Booth Structure. Gartner will provide a turnkey exhibit booth structure, in accordance with Exhibitor’s paid exhibitor level. While physical alterations to the booth structure itself are prohibited, Exhibitor may purchase, solely through Gartner’s Preferred Vendors, add-ons such as furniture and additional counters, where permitted. Any special requests with regard to booth space and equipment will require pre-approval by Gartner, as well as completion of appropriate documentation. Exhibitor releases Gartner from any liability as a result of these add-ons. Such special requests may not be available for every Conference or in every geographic location. Any incurred costs shall be the responsibility of the Exhibitor.
 - b. Booth Enhancements. To maintain consistent and fair exhibiting standards on the Exhibit Showcase/Xpo, Exhibitor is prohibited from printing own booth graphics, hanging or otherwise appending any items from its booth, or within booth footprint (including without limitation: banners, apparel, advertisements, pop-up banners, signage easels).
 - i. Exhibitor is responsible for all costs associated with ordering additional

approved booth-related enhancements such as, but not limited to, approved furniture, approved audio visual, internet, electrical and booth graphics. Exhibitor must order the booth-related items through Gartner's preferred suppliers.

- ii. Any booth element that extends into aisles, public space or neighboring exhibitor space is prohibited. Violations of this rule will require immediate removal of the offending items.

c. Custom Build Rules & Regulations. Exhibitor must abide by the Custom Build Rules & Regulations (including without limitation Custom Booths and Engagement Zones) provided by the Gartner Client Success Partner. Failure to meet applicable submission deadlines could result in disruptions to booth builds, including the denial of booth build approval from Gartner, the Conference venue and/or the local municipality. If Exhibitor purchases any Additional Value Driver (i.e. Engagement Zone), located on or off the Exhibit Showcase/Xpo, the overall design, engagement concept and activity must be approved by Gartner in accordance with the terms and dates set forth in the Additional Value Driver Deliverables & Specifications Sheet provided by the Gartner Client Success Partner.

d. Booth Access. Exhibitor booths are open to attendees only during Exhibit Showcase/Xpo open hours. Attendee access outside Exhibit Showcase/Xpo hours, but during active Conference registration hours, is permitted when escorted by a staff member of an Exhibitor or with the appropriate badge (e.g. booth staff pass or internal Conference pass with exhibit access).

e. Booth Sound. Gartner monitors lighting, sound and noise levels in the booths and at Additional Value Driver functions (i.e. Engagement Zones, sponsored functions, etc.). Amplified sound is not permitted. Gartner may require Exhibitor to either eliminate or reduce lighting and/or noise level where Gartner deems, in its sole discretion, that it negatively impacts the attendee Conference experience or the experience of another exhibitor.

- i. Booth Theater. If Exhibitor receives approval to include a theater in its booth space (whether custom or turnkey, if applicable), Exhibitor is required to secure a microphone and silent headsets through Gartner preferred suppliers. The Exhibitor is responsible for these additional costs.

f. Booth Promotions & Giveaways. Exhibitor may hand out or otherwise make available a small giveaway under the retail value of \$150 USD at its booth or Additional Value Driver(s). The giveaway item must be displayed discreetly in the Exhibitor's booth and must adhere to these Rules & Regulations.

- ii. Gartner Peer Insights Incentives. Exhibitor may from time to time offer customers incentives to submit reviews. In order to assist in their sourcing efforts, Gartner will directly incentivize reviewers coming from review sourcing links with the incentive of the Exhibitor's choosing. Peer Insights provides vendors different incentive options to offer their customers to submit reviews. Exhibitors can create review sourcing links and can opt-in to distribute incentives to reviewers directly through their [Technology Provider Tools \(TPT\) portal](#). Specific Guidance on Gartner Peer Insights Incentive Options can be found [here](#).

lii. Security and Safety. Exhibitors are prohibited from bringing to or distributing at a Gartner conference any weapons, or items that could be perceived as weapons, including replicas. Exhibitors must comply with the specific rules of each conference venue should there be additional restrictions. Gartner Global Safety & Security is present at every Gartner Conference to assist exhibitors in understanding and adhering to these guidelines and ensuring a secure and successful conference experience for all participants. Your cooperation helps us maintain a professional and welcoming environment for networking and collaboration.

g. Raffle and Prize Drawings. Exhibitor may offer multiple prizes, valued at no more than \$600 USD each, or one prize, valued at no more than \$5,000 USD (e.g. a software package or hardware product), in the context of a raffle or prize drawing at the Conference. The raffle or prize drawing, if it meets the requirements in subsection (ii) below, may be promoted in the Exhibitor's booth with a small sign, no larger than 8 1/2" x 11". The sign, and all promotions related to it, must include the following disclaimer:

While Gartner is hosting the Gartner Conference, Gartner is not in any way affiliated with Exhibitor or this promotion, the selection of winners or the distribution of prizes. Gartner disclaims all responsibility for any claims that may arise hereunder.

i. Specific Guidance. Gartner will permit Exhibitor to host its own raffles or prize drawings on the Exhibit Showcase/Xpo under the following conditions:

1. All promotions must comply with applicable law, e.g. obtain local registration, where required.
2. The Rules of Play must be posted at the point of participation.
3. The Prize can be distributed directly to the prize winner(s) on-site or mailed directly to the prize winner(s) following the Conference. Where applicable, arrangements for shipping of the prize must be agreed between the Exhibitor and the prize winner.
4. Raffles and Prize Drawings may be hosted within the Exhibitor's assigned booth footprint during showfloor open hours or after the Conference. Exhibitor may not host raffles and prize drawings during its speaking session(s).
5. Gartner is not responsible for any aspect of the promotion, including without limitation, any loss of or damage to the prize.
6. Exhibitor is responsible for displaying a small sign with the above disclaimer and bear any applicable costs to produce the sign.
7. If Exhibitor does not comply to these Rules & Regulations, Gartner reserves the right to remove the activity from the Exhibit Showcase/Xpo.

h. Exhibitor Activities & Promotions. To drive engagement and maintain a fair and equitable presence for all exhibitors: **1) all booth activities must be approved by Gartner;** and 2) activities should align with an Exhibitor's product demonstration or CSR initiative.

i. Activation & Promotional Requests. Gartner, in its sole discretion, will evaluate booth activation and promotional requests against the following criteria:

1. Sponsorship Level

2. Booth Footprint
3. Health & Safety Guidelines
4. Security of Conference Attendees
5. Compliance with Data Protection Laws
6. Safety Hazards (ingress, egress, drawing large crowds etc.)
7. Disruption to neighboring exhibitors (noise, lighting, etc.)

Important: All activities and promotional requests must be submitted to Exhibitor's Gartner Client Success Partner for review by four weeks pre-conference.

ii. Prohibited Activities. Gartner, in its sole discretion, prohibits any activity, which, in Gartner's judgment, may negatively impact the attendees' or exhibitors' Conference experience – either on the Exhibit Showcase/Xpo, virtual Exhibitor Engagement Zone or online, as applicable. Exhibitor will be required to cease the prohibited or unapproved activity or promotion.

1. Live Animals. Except for certified, service animals that have been approved by the venue, live animals are restricted from the Exhibit Showcase/Xpo. For additional guidance, please contact your Gartner Client Success Partner.
2. Drone. Due to the increasing legal risks and regulations related to drones, active use (e.g. an on-site demo) of a drone by Exhibitor is strictly prohibited at the Conference.

h. Competing Events. Exhibitor may not use the deliverables, including without limitation Additional Value Drivers, as part of the Gartner sponsorship package, to promote Exhibitor's own events (including but not limited to conferences) that are competitive to Gartner.

i. Virtual Exhibitor Engagement Zones. The Exhibitor Engagement Zones at Gartner virtual conferences are accessible to registered attendees up to four (4) weeks before and during the online virtual conference.

- i. The Exhibitor Engagement Zone may feature a product logo as long as the Exhibitor name is visible on the profile.

2. Speaking Opportunities.

a. General. Exhibitor representatives may not congregate, solicit or direct attendees to their session in the hallways, pre-function or public space. Exhibitor representatives can welcome attendees within the session room prior to their session and after the previous session concludes.

b. Signage. Exhibitor may place ground-supported signage (e.g. pop-up banners, signage easels, etc.) within their assigned speaking session room once the previous session concludes. This does not include the showfloor theater/stage area. Any signage must be removed from the room immediately following their session. Exhibitor is prohibited from placing signage on stage during their speaking session, outside of their assigned speaking session room.

c. Exhibitor Session Music. Exhibitor may not play or request to play any personalized music prior to Exhibitor's speaking session. All Conference music is vetted on a pre-approved Gartner playlist.

- d. Speakers and/or Moderators. If an Exhibitor representative is asked to participate in any Gartner-led, non-sponsored session (external keynote, panel, etc.), this representative may not participate in any sponsored session at the same Conference. All Exhibitor speakers and/or moderators must be registered and physically on-site at in-person Conferences (remote participation is not permitted).

3. Brand & Product Awareness.

- a. Company Promotion & Logo Usage. Exhibitor logo must be consistent across all sponsorship deliverables. Gartner may allow an exception on the booth header where logo variations are permitted (see section ii below).
- i. Exhibitor's logo must be submitted to Gartner no less than twelve (12) weeks in advance of the Conference start date.
 - ii. Booth Headers. All booth headers must feature the Exhibitor logo. Logo orientation variation (stacked vs. horizontal) and taglines are permitted to maximize brand exposure.
 - 1. Exhibitor Profile. Gartner will provide Exhibitor with an online exhibitor profile. While alterations to the profile layout are prohibited, Exhibitor will have the opportunity to customize its corporate description.
- c. Product Literature. Gartner restricts the distribution of product literature within the sponsorship package deliverables. All product literature must be professional and may not single out or be otherwise offensive towards other participating exhibitors. If such product literature is deemed offensive by Gartner in its sole discretion, Exhibitor will be prohibited from distributing such items. If any product literature contains a Gartner reference, Exhibitor must secure prior approval from Gartner Content Compliance as set forth hereunder.
- i. Permitted Distribution.
 - 1. Within Exhibitor's assigned booth and/or AVD footprint
 - 2. During assigned Roundtable sessions (session materials are recommended to encourage participation; applicable to Vendor User Roundtables, CIO Boardrooms and Executive Technology Strategy Sessions)
 - 3. Digitally within booth or session content (e.g. QR code on graphics or session slides)
 - ii. Prohibited Distribution.
 - 1. Beyond Exhibitor's assigned booth and/or AVD footprint (i.e. public space, hallways, meal tables, furniture, etc.)
 - 2. Speaking session seat drops and/or handouts within or outside of session room (applicable to Solution Provider Sessions, Theater/Stage Sessions, Sponsored Lunch Addresses)

III. PHOTOGRAPHY, RECORDING, LIVE STREAMING REGULATIONS

1. Registration Terms. By participating in the Conference, Exhibitor agrees to comply with the photography & multimedia guidance set forth in the [Gartner Conferences Registration Terms](#).

2. Photography, Recording & Live-Streaming: Gartner reserves the right to review and reject any still photographs, screengrabs/snippets, video recordings, pre-recordings or proposed live stream footage that do not comply with the [Gartner Privacy Policy](#) and these Rules and Regulations. Exhibitor must submit any such items for approval (in any current or future format), along with their intended use, to Gartner Content Compliance [online](#) before they are distributed or used in any other context.

- a. Gartner restricts the use by Conference attendees (including exhibitors) or Gartner approved external provider of cameras/phones/iPads (and any current or future tool) (collectively referenced as “Camera”) for Conference Sessions, Speaker Presentations, and on the Exhibit Showcase/Xpo, subject to Gartner’s review and approval.
- b. Exhibitor may use Cameras to capture photographs or recordings of their own exhibit space, speaking sessions and/or Additional Value Drivers, on or outside of the Exhibit Showcase/Xpo. Exhibitor is prohibited from capturing photographs, recordings, or live-stream footage of other exhibit booth spaces, speaking sessions and/or Additional Value Drivers, on or outside of the Exhibit Showcase/Xpo.
- c. Where Exhibitor captures identifiable images, logos or the like of another Exhibitor within a photo, recording or live-stream, it is Exhibitor’s responsibility to obtain all necessary consents to use that photo, recording or live-stream. Permission is subject to the sole discretion of the individual or Exhibitor whose image was captured.
- d. In all instances where the approved photo, recording or live-stream footage is used at or in relation to the Conference, the following disclaimer must be included:

Gartner Conferences are intended to be a level playing field for all exhibitors. Any use of the Gartner name, brand or any other Gartner Content in this photo/recording/live stream footage does not constitute an endorsement of this exhibitor or its services.

e. Exhibitor must comply with applicable laws, including data protection laws, which include without limitation:

- i. securing an individual attendee’s express consent before including their name, image, and/or contact information in any recorded footage; or and
- ii. taking all necessary action to blur or obscure the attendee’s identity and/or image (e.g. pixilate the image and/or anonymize their badge information.)

f. Gartner hires professional A/V service providers to document and showcase the Conference experience. Exhibitor should leverage the services of these Gartner-approved production companies when possible.

i. Professional Videography. Gartner restricts the use of external professional videographers at Conferences.

1. Exhibitor must hire Gartner’s preferred A/V service provider for Solution Provider Session and Thought Leadership session video recordings.
2. Exhibitor may hire an external A/V service provider to record booth and/or AVD deliverables. All on-site representatives must have a Conference badge, and Exhibitor must inform its Gartner Client Success

- Partner of any and all recording activity before it's conducted.
- 3. Exhibitor must comply with applicable Data Protection Laws.
- 4. Session recording is limited to Exhibitor's own Solution Provider Session. Recording of different session types is not permitted.

ii. Professional Photography. Exhibitor may hire an external service provider to photograph their sessions, booth and/or AVD deliverables. All on-site representatives must have a Conference badge, and Exhibitor must inform its Gartner Client Success Partner of any and all professional photography activity before it's conducted.

- 1. Flash photography is not permitted within the sessions rooms.
- 2. Exhibitor must comply with applicable Data Protection Laws.

3. Use of Social Media: Gartner leverages social media to post real-time video feed on overhead monitors throughout the venue. All such use of social media is governed by the terms & conditions of the social media provider (e.g. Twitter). While exhibitors are encouraged to post their own short, real-time clips, Gartner will determine in its sole discretion which clips will be displayed on the overhead monitors at the Conference venue.

IV. GLOBAL DATA PROTECTION

- 1. Use of Gartner Pre-Conference Attendee List: To the extent Gartner provides an Exhibitor with attendee details before a Conference, this information is to be used for planning purposes only. **Use of this information for marketing and promotion purposes is strictly prohibited.**
- 2. Use of Badge Scanning at an In-Person Conference: Exhibitor understands and agrees that:
 - i. It may scan the badges of attendees who come to its booth or other Gartner-approved activity and present their badges for scanning;
 - ii. It must give attendees the option to decide whether to allow their badges to be scanned with the understanding that a refusal to allow badge scanning may not be used to restrict attendees from accessing or engaging in any Conference activity;
 - iv. It will leverage the Gartner-provided digital scanner and software. For security reasons, alternative scanning devices of any kind are not acceptable;
 - v. For Exhibitor speaking sessions, where appropriate, Gartner will provide staff to scan attendees' badges **provided that** the Gartner staff make it clear they are acting on behalf of the Exhibitor and not Gartner.
 - vi. It may not congregate, solicit or scan the badges of attendees outside of the assigned booth or purchased AVD footprint (i.e. doorways, aisles, hallways, general public space, etc.)
- 3. Lead Generation at Virtual Conferences: Gartner will disclose to attendees when participation in certain features of the virtual conference (e.g. sponsored session) will result in disclosure of their contact details to the Exhibitor Company for its own marketing purposes.

V. SECURITY.

1. Gartner takes security at our Conferences seriously:

- a. All personnel present at the conference must have a conference badge. Exhibitor must ensure that all employees or contractors participating in or present at the Conference, no matter their role, prominently display their own registered Conference badge. Conference attendees are prohibited from exchanging badges.
- b. If Exhibitor's employee is not wearing his or her own badge, Gartner may require Exhibitor to correct the employee's badge at registration, have the employee leave the Conference or require Exhibitor to purchase an additional registration for its employee onsite at the Conference.
- c. While Gartner provides perimeter security during the Exhibit Showcase or Xpo hours of operation, Gartner is not responsible for loss or damage to Exhibitor's property and/or equipment. Exhibitor is therefore advised to take responsibility for its own property and equipment while onsite at the Conference.
- d. If the Exhibitor desires to host an appearance by a celebrity, special guest, author, and/or entertainer of any kind, the Exhibitor must secure pre-approval from Gartner at least six (6) weeks in advance of the Conference. This includes, but is not limited to, special guest appearances at Networking Receptions (where applicable) and book signings (within booth space or Engagement Zone). If supplemental security is required, it is Exhibitor's responsibility to secure it through Gartner's preferred vendor and bear any applicable costs, including but not limited to purchasing conference badges for all security personnel required for the approved activity.

Any matter not specifically addressed by these Rules & Regulations shall be subject to the decision of Gartner in its sole discretion. Gartner may, at any time, amend or supplement these Rules & Regulations, and all such amendments shall be binding on the Exhibitor. Gartner reserves the right to require any Exhibitor to limit or cease engaging in any and all activities that Gartner deems to be disruptive to the overall Conference experience, whether expressly stated hereunder or determined by Gartner in its sole discretion on a case-by-case basis.