



RULES GOVERNING EXHIBITION

1. Principal Purpose

"ACM" as used herein shall mean the Association for Computing Machinery, Inc. or by its officers or committees, agents, or employees acting for it in the oversight and strategic planning of the ACM SIGGRAPH Conference and Exhibition. ACM is a not-for-profit educational, scientific, and technical society organized to provide a mechanism for promoting interchange between the various disciplines represented within the processing community. As such, the ACM SIGGRAPH Conference and Exhibition is one means of accomplishing this end. The main purpose of this Conference and Exhibition is educational, and the Exhibition staged in conjunction with the Conference is a vital element of this educational process.

ACM SIGGRAPH 2026 and the Exhibitor/Sponsor agree that the purpose of the Conference & Exhibition is exclusively for the education of persons attending the Conference & Exhibition and will conduct themselves accordingly.

- A. Management.** The Association for Computing Machinery, Tradeshow Logic, Inc. (ACM), and its authorized representatives are herein after referred to as "Show Management."

2. Exhibit Space or Sponsorship Application Fee and Deposit

A non-refundable application fee ("Application Fee") equal to 50%, together with any other sums due pursuant to section 3 below, of the total Exhibit Space rental or Sponsorship amount is due on the application date. The application date is the date on which the Application for Exhibit Space or Sponsorship is received by Show Management.

In the event that Show Management receives this application electronically or by fax, Show Management may, in its sole discretion, reserve Exhibit Space or Sponsorship for Exhibitor/Sponsor, subject to the terms of the following sentence. If the original Application, accompanied by the Application Fee and any other sums due pursuant to section 3 below, is not received by Show Management within seven (7) business Days of receipt of the application by Show Management, the Exhibition Space(s) or Sponsorship(s) reserved for Exhibitor, if any, shall be released without notice to Exhibitor/Sponsor.

In submitting the application and contract, exhibitor/sponsor agrees to comply with all rules, restrictions and directives issued by ACM SIGGRAPH in connection with the Conference & Exhibition. This includes, but is not limited to, information contained in the Exhibitor or Sponsorship Prospectus, Exhibit Space or Sponsorship Application, online resources, confirmation materials, and the Display Guidelines. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

3. Payment Terms and Schedule

Exhibitor/Sponsor shall pay the per square foot rental fee as noted for the Exhibit Space or the agreed upon Sponsorship fee, payable in US funds. Terms of payment due are described in the following paragraphs, and are determined by the application date, as defined in section 2 above. ACM SIGGRAPH and its authorized representatives reserve the right to assess a 4% credit card processing fee on any credit card charge in excess of \$25,000.00.

For Applications RECEIVED on or before 20, February 2026 - 50% of total Exhibit Space rental or Sponsorship Fee amount is due with submission of this Application (refer to section 2 above).

For Applications RECEIVED after 20, February 2026 - 100% of total Exhibit Space rental or Sponsorship Fee amount is due with submission of this Application (refer to section 2 above).

4. Cancellations, Withdrawals and Changes in Exhibit Space(s) or Sponsorship(s)

If Exhibitor/Sponsor fails to pay according to the Terms and Payment Schedule specified in section 3 above, the Exhibit Space(s) or Sponsorship(s) reserved for Exhibitor/Sponsor shall be released without notice to Exhibitor/Sponsor, and Exhibitor/Sponsor shall remain liable to ACM for the total rental or sponsorship amount, which shall become immediately due and payable to ACM.

If Exhibitor/Sponsor cancels its participation on or before 20, February 2026, ACM will retain the 50% deposit and Exhibitor/Sponsor shall remain liable for, and shall pay to ACM, any balance due at the time of cancellation.

If Exhibitor/Sponsor cancels its participation after 20, February 2026 or fails for any reason whatsoever to utilize the Exhibit Space(s) or Sponsorship(s), such cancellation or failure to utilize Exhibit Space(s) or Sponsorship(s) shall be considered a default on Exhibitor's/Sponsor's part, and Exhibitor/Sponsor shall remain liable for, and shall pay to ACM, the total (100%) rental or sponsorship amount (including any balance due at the time of cancellation) of its Exhibit Space(s) or Sponsorship(s). Any notice of cancellation to be given hereunder is required to be in writing to Show Management and shall not be effective until such cancellation notice is received by Show Management. No cancellation shall relieve Exhibitor/Sponsor of its obligation to pay ACM any sums due to ACM prior to the effective date of such cancellation.

If a written request to change (downsize) the assigned Exhibit Space(s) or change in the agreed upon Sponsorship(s) is received by Show Management on or before 20, February 2026, ACM will retain, and Exhibitor/Sponsor is liable for, a minimum of 50% of the original square footage or sponsorship fee.

If a written request to change (downsize) the assigned Exhibit Space(s) or change in the agreed to Sponsorship(s) is received by Show Management after 20, February 2026, Exhibitor/Sponsor shall remain liable for the total rental amount (including any balance due at the time the request for downsizing is received) of its original square footage or sponsorship fee, and ACM shall be entitled to retain all sums previously paid. Such replacement Exhibit Space(s) or Sponsorship(s), if any, shall be provided based on availability as determined in ACM's sole discretion.

If written request to change the assigned Exhibit Space(s) by means of an increase in size or change in the agreed to Sponsorship(s) is received by Show Management at any time, Exhibitor/Sponsor is liable for, and shall pay to ACM, any payment of balance due on the rental amount of the replacement Exhibit Space(s) or Sponsorship fee(s) at the time the request for the increase in size or change is received. Such replacement Exhibit Space(s) or Sponsorship(s), if any, shall be provided based on availability as determined in ACM's sole discretion.

Upon failure of Exhibitor/Sponsor to pay any rental or sponsorship amounts as set forth above, or upon receipt by Show Management of the cancellation notice, as set forth above, ACM shall have the right to assign to a third party the Exhibit Space(s) or Sponsorship(s) previously assigned to Exhibitor/Sponsor without further obligation to Exhibitor/Sponsor. Any sums received from such third party shall not reduce sums due to ACM from Exhibitor/Sponsor hereunder.

Nothing contained herein shall limit, restrict, or otherwise derogate from the rights ACM may have at law or equity, all of which are hereby, expressly reserved.

No waiver by ACM of any default of Exhibitor/Sponsor (including, without limitation, their failure to pay according to the foregoing schedule) shall operate as a waiver of any subsequent default by Exhibitor/Sponsor.

5. Sub-Leasing

Exhibitor/Sponsor may not sublet exhibit/sponsorship space, not any part thereof, nor exhibit/display, offer for sale, give as a premium, or advertise articles not manufactured or sold in its company name, except where such articles are required for the proper demonstration of operation of Exhibitor's/Sponsor's display. Exhibitor/Sponsor may not permit non-exhibiting/non-sponsoring companies' representatives in its exhibit/sponsorship space. Rulings of ACM and Show Management shall in all instances be final with regard to use of any exhibit/sponsorship space.

6. Eligible Exhibits & Sponsors

Exhibitors and Sponsors are limited to companies whose products and services are directly related to the interests of the Computer Graphics industry. ACM has the sole right to determine the eligibility of any company, product, or activity for inclusion in the Conference & Exhibition.

7. Retail Sales

ACM SIGGRAPH 2026 is a business-to-business trade event and retail sales are not permitted on the exhibit floor. ACM reserves the right to reject applications for Exhibit Space or Sponsorship of exhibitors/sponsors whose intent is to sell individual products for retail use or consumption. At the Conference & Exhibition, ACM may close, correct, remove, or eliminate any exhibit or sponsorship, or any part of an exhibit or sponsorship, which is not in compliance with this regulation.

8. Limitation of Liability

Neither the Association for Computing Machinery, nor Tradeshow Logic nor the Los Angeles Convention Center nor the city of Los Angeles, nor any of their officers, agents, employees, or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor/Sponsor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident, or any other cause. The Exhibitor/Sponsor shall indemnify, defend and protect ACM, Tradeshow Logic, the Los Angeles Convention Center and the city of Los Angeles harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor/Sponsor or any of its officers, agents, employees, or their representatives.

9. Insurance Requirements

All exhibitors and sponsors participating in the ACM SIGGRAPH 2026 Conference & Exhibition are required to obtain a general public liability insurance policy in the amount of one million dollars (\$1,000,000) per occurrence and \$2,000,000 aggregate. The insurance must be in force during the lease dates of the event from 15 - 24, July 2026 naming ACM SIGGRAPH as the certificate holder, and Tradeshow Logic, the Los Angeles Convention Center and Freeman named as additional insureds on the general liability policy. Such insurance maintained by the Exhibitor/Sponsor must be issued by an insurance company with an A.M. Best rating of A- or higher and shall include coverage of the indemnification obligations of the Exhibitor/Sponsor under these rules and regulations. Each Exhibitor/Sponsor is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for.

10. Installation-Showing-Dismantling

Hours and dates for installation, show, and dismantling shall be those specified by Show Management. Exhibitor/Sponsor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition/Conference before conclusion of the dismantling period specified by Show Management.

11. Damage to Property

Exhibitor/Sponsor is liable for any damage caused to building floors, wall, or columns, or to standard booth equipment, or to other Exhibitors/Sponsors' property. Exhibitor/Sponsor may not apply paint, lacquer, adhesive, or other coating to building columns and floors or to standard booth equipment.

12. Alcoholic Beverages

An exhibitor/sponsor must request permission in writing from ACM SIGGRAPH Show Management to serve alcoholic beverages within the confines of their rented exhibit space/sponsored area. If approved, all center and show related rules must be observed, including, but not limited to:

- A. Alcoholic beverage service must be ordered through the convention center catering contractor and beverages dispensed only by catering contractor employees and bartenders.
- B. Service must comply with all state and building regulations including requesting proper ID and refusal of service to any person who, in the bartender's judgment, appears intoxicated.
- C. Exhibitor/Sponsor must make provision to keep aisles clear around their booth/sponsored area and police the area of any trash related to serving alcoholic beverages and snacks if included as part of service.
- D. Notwithstanding any other provision of the contract with catering contractor to serve alcoholic beverages, the exhibitor/sponsor shall defend, indemnify, and hold harmless ACM SIGGRAPH, its directors, officers, employees, agents and members, and each of them, from and against any and all losses, damages, claims, expenses and liabilities of any kind, including costs of defense thereof, caused from the exhibitor's/sponsor's service of alcoholic beverages.

13. Attendance

Show Management shall have sole control over admission policies at all times.

- a. **Exhibit Hours and Admission.** Admittance during non-show hours without permission from ACM and/or Show Management is prohibited. Children 17 and under are permitted in the exhibit hall only during official exhibit hours and must be accompanied by a registered adult. Show management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibit booth representatives, will be required to register and to wear an appropriate badge.

14. Exhibitor/Sponsor Representatives' Responsibility

Exhibitor/Sponsor agrees to indemnify ACM and Show Management against and hold harmless for any claims arising out of the acts or negligence of Exhibitor/Sponsor, his/her agents, or employees.

15. Failure to hold Conference/Exhibition

ACM SIGGRAPH shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of a cause or causes not within the control of ACM SIGGRAPH. Causes not within the control of ACM SIGGRAPH shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment, or lack of adequate transportation, inability to secure sufficient labor, curtailment of transportation, technical or other personnel, labor union disputes, loss of lease or other termination by the host, municipal, state, or federal laws, or other acts of God (each, a "Force Majeure").

ACM SIGGRAPH may cancel, shorten, delay, or otherwise alter or change the event or events under this Agreement due to Force Majeure. If it does so, Exhibitor/Sponsor understands and agrees that all losses and damages which it may suffer as a consequence thereof is its responsibility and not that of ACM SIGGRAPH or its directors, officers, employees, agents, or subcontractors.

If ACM SIGGRAPH must cancel the in-person Conference & Exhibition, exhibitor/sponsor payments will be refunded. Exhibitor/Sponsor understands that in such an event, ACM SIGGRAPH is not responsible for monies paid for other costs and expenses it has incurred, including travel to the show, set up, lodging, freight, printed graphics, employee wages, etc. Exhibitor/Sponsor, as a condition of being permitted by ACM SIGGRAPH to be an Exhibitor/Sponsor at the event or events hereunder, agrees to indemnify and hold harmless ACM SIGGRAPH and its directors, officers, employees, agents, or subcontractors from any and all loss which Exhibitor/Sponsor may suffer as a result of a show cancellation, duration, delay or other alterations or changes caused in whole or in part by any Force Majeure.

16. Rejected Displays

Exhibitor/Sponsor agrees that its exhibit/sponsored area shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. Show Management reserves the right to reject, eject, or prohibit, in whole or in part, or Exhibitor/Sponsor or its representatives, with or without giving good cause. If cause is not given, liability shall not exceed the return to Exhibitor/Sponsor of the amount of rental unearned at the time of ejection. If an exhibit/sponsored area or Exhibitor/Sponsor is ejected for violation of these rules or for other stated reasons, no return shall be made.

17. Safety Devices

Exhibitor/Sponsor agrees to accept full responsibility for compliance with national, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of equipment.

18. Americans with Disabilities Act

The Exhibitor/Sponsor understands that the Americans with Disabilities Act (ADA) requires that its display be accessible to persons with disabilities and agrees that it is solely responsible for assuring that its display complies with the ADA.

19. Amendment to Rules

Any matters not specifically covered by the proceeding rules shall be subject solely to the decision of Show Management. These rules may be amended at any time by Show Management, and all amendments so made shall be binding on Exhibitor/Sponsor equally with the foregoing rules and regulations.

20. Agreement to Rules

Exhibitor/Sponsor, for itself and its employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by ACM and Show Management.

21. Booth Display Regulations

All aspects of the exhibit display, and use of rented exhibit space, must comply with the published Official Display Regulations. Exhibitors/Sponsors requesting special height considerations or other variations to these rules and regulations, must submit a detailed sketch of their proposed booth/sponsored area construction to Show Management at least 45 days prior to the opening of the event and must receive written approval from Show Management before erecting display.

22. Compliance with Laws

Exhibitors/Sponsors shall comply with all applicable laws, codes and rules and regulations. An official show contractor will be appointed to ensure orderly and expeditious compliance of the federal, state and city governments and the convention facility, as well as all rules and regulations of the Expo set forth herein and in the Exhibitor Service Manual, as amended from time to time. The exhibitor/sponsor shall use the leased area in a safe and careful manner, and shall not do, or permit others to do, anything in any leased area(s) or convention facility which would cause a difference in conditions from those previously approved by Show Management's insurance carriers or the convention facility, which would in any way increase insurance premiums payable by Show Management or the convention facility.

23. Sound Rule

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors/sponsored areas. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth/sponsored areas) rather than outward (toward aisles and other exhibitor booths/sponsored areas). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth/sponsor's area and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

Exhibitors/sponsors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of

copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](#), [BMI](#) and [SESAC](#), collect copyright fees on behalf of composers and publishers of music. It is the exhibitor's/sponsor's responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

24. Photos and Videos

Exhibitor/Sponsor may take photos or videos of its displays/sponsored items; however, Exhibitor/Sponsor is not permitted to directly take pictures of any other display/sponsored items or instruct others to take such pictures without written permission of ACM and the exhibitor/sponsor whose display is being photographed. Notwithstanding the foregoing, Exhibitor/Sponsor authorizes ACM to photograph and/or record all or any part of the Exhibition (including, without limitation, Exhibitor's exhibit space and personnel or Sponsored items and personnel), and Exhibitor/Sponsor hereby grants ACM the worldwide, perpetual, royalty free right and license to reproduce, distribute, transmit, publicly perform, and publicly display all such photographs and recordings (and any derivative works thereof) in any medium (now existing or hereafter developed).

25. Fire Protection

No combustible decoration, such as but not limited to crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper are to be removed from the exhibit floor/sponsored area and must not be stored under tables or behind displays. All decorations and booths/sponsored areas must be of flame-proof materials. The exhibitor/sponsor shall be solely responsible for all fire damage and costs.

26. Games of Chance or Attendance Prizes

Promotional plans designed to generate booth/sponsored area traffic cannot require visitors to be present at a specified location or time. No illegal promotions shall be permitted. Prizes, awards, drawings, raffles, or contests of any kind must have prior written approval from show management.

27. Entertainment in Rooms During Convention Hours

Exhibitors/Sponsors expressly agree not to conduct parties, receptions, open-houses, or other events for attendees in their private rooms, sales offices, hospitality suites, or other facilities located off the show floor during scheduled Expo hours or until one-half hour after the official closing of the Expo each day. Ancillary events may take place if part of an official ACM SIGGRAPH event function or area, with explicit permission from ACM.

28. Governing Policies, Regulations and Laws

All actions undertaken under this Contract shall be consistent with the constitution, bylaws, and policies of the ACM, and with applicable sections of the not-for-profit law and regulations of the State of New York and of the federal government. This contract will be construed under and in accordance with the laws of the State of New York applicable to contracts made wholly performed in that State.

29. Data Collection

By signing this space or sponsorship application and contract, the exhibiting/sponsoring company authorizes Show Management and ACM to request and receive the company's ordering data for services from official show contractors, for use in obtaining customer service insights about show services.

30. Code of Conduct and Harassment Policy

All exhibitors/sponsors must maintain professional and respectful conduct throughout the ACM SIGGRAPH Conference & Exhibition. Harassment, discrimination, or inappropriate behavior of any kind is strictly prohibited. ACM and their representatives reserve the right to investigate complaints and take action, including warnings, removal from Conference & Exhibition, or other necessary measures. Violations may result in immediate ejection without refund and potential liability for damages. By participating, exhibitors/sponsors agree to abide by all outlined [ACM policies against harassment](#).