



## ViVE 2025 Exhibitor Guidelines

In addition to the [Exhibitor Rules & Regulations](#), all exhibitors must also abide by the below guidelines.

### Age Restriction

All exhibitor personnel must be 18 years of age or older. No one under 18 years of age will be allowed in the exhibit hall at any time including move-in, show days, and move-out.

### Balloons

Music City Center (MCC) prohibits the use of helium-filled balloons.

### Booth Approval:

All exhibitors with a custom booth 10'x20' (200 sq ft) and larger, who are planning to build out their space, are **required to submit the following** to show management ([sponsors@viveevent.com](mailto:sponsors@viveevent.com)) for approval by **Wednesday, January 15:**

- A rendering of their build with all dimensions
- Technical plans to include elevations (indicating maximum height of the build)
- All materials used (+flame retardant certificates)

*This is a mandatory requirement and plans not received before move-in will not be allowed to start construction until Show Management has assessed these documents. This may lead to delays in your booth being built and restrictions on elements of your booth that are not approved to be in accordance with the show rules & regulations.*

### Booth Height and Line of Sight

- 10'x10' and 10'x20' inline booths have a maximum back wall height limitation of **8 feet high**. The use of side walls/panel dividers is prohibited between neighboring booths for 10x20 custom booths. Aisle side wall **must be pre-approved** by show management ([sponsors@viveevent.com](mailto:sponsors@viveevent.com)).
- Booths that are 400 sq feet (20'x20') or larger and have aisles on all four sides (island booths) are permitted to a max height restriction of **20 feet high**, measuring from the floor to the top of the booth structure or hanging sign.
- If your booth does not meet these height requirements, you must submit a rendering or a picture of your booth, with dimensions to show management ([sponsors@viveevent.com](mailto:sponsors@viveevent.com)) for approval by **Wednesday, January 15**.
- All booth displays and businesses must be conducted within your booth space and arranged in such a manner so as to not obstruct sight lines of neighboring exhibitors.
- Displays shall not block or obstruct the view of a neighboring exhibitor. If such protocol is not adhered to, ViVE has the right to remove the item in question unless pre-approved prior.

### Code of Conduct

Please review [ViVE's Code of Conduct](#).

### Dress Code

During move-in and move-out closed-toe shoes must be worn at all times in the exhibit hall and docks. No open-toed footwear, sandals or flip-flops allowed.



During show hours exhibitor personnel must be dressed appropriately and confine their activities on behalf of the exhibitor to their space. The dress code is business casual.

### Exhibitor Appointed Contractor (EAC)

If your company plans to bring in the services of any independent contractors other than T3 Expo, you must complete and submit the EAC form along with the EAC's Certificate of Insurance to [orders@t3expo.com](mailto:orders@t3expo.com) by **Wednesday, January 15**. To download the EAC form and view the EAC and COI requirements please refer to the exhibitor kit.

*This is a mandatory security requirement to permit EACs access to your booth during move-in and move-out. EACs who arrive onsite and have not been registered will be required to provide this information including their Certificate of Insurance (COI) before they are permitted access. This may lead to delays in your booth being built or access refused if they cannot produce the documents required.*

### Exhibitor Booth Floor Covering

Exhibitors are responsible for providing or arranging their own carpeting/floor covering in the booth area, unless included in the Turnkey booth packages, Startup HiVE kiosks, or Pavilion kiosks.

### Fire Regulations

All exhibitors must comply with the Fire Regulations and safety rules as posted in the exhibitor kit.

### Food & Beverage

NO OUTSIDE FOOD AND BEVERAGE IS ALLOWED. Music City Center (MCC) is the exclusive in-house catering partner for all food and beverage needs for booth attraction and booth catering. Sample food and/or beverage products may not be distributed by sponsoring organizations except upon written authorization. No food and beverage is to be brought on the premises from any other provider, unless purchased through the MCC. **For more information, contact catering sales at (615) 401-1360.**

### Insurance Requirements

- **For Exhibitors:** As a sponsor benefit, ViVE will be including liability insurance which meets all insurance requirements for ViVE 2025. This benefit only applies to the exhibitor contracted directly with ViVE. Exhibitors are not required to submit their own compliant insurance.

However, if the exhibitor hires an outside Exhibitor Appointed Contractor (EAC) for any services used other than the in-house general contractor that ViVE uses, they must comply with the below liability request.

- **All Exhibitor Appointed Contractors (EACs):** must maintain the following insurance from the first day of their move until the last day of their move out at ViVE. No access to the floor will be granted without insurance coverage.

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits as stated below. Insurance coverage for Exhibitor Appointed Contractor is **not** optional.



Such insurance shall include contractual liability and product liability covered with the following limits:

- a. This General Liability insurance shall include limits of liability of not less than \$1,000,000 Each Occurrence combined single limits for bodily injury and property damage, \$1,000,000 General Aggregate limit, \$1,000,000 Personal Injury limit, and \$1,000,000 Products-Completed Operations Aggregate limit;
- b. Commercial Automobile Liability insurance for all owned, non-owned and hired vehicles in amounts not less than \$1,000,000 each accident for bodily injury and property damage, and including loading and unloading hazards;
- c. Worker's Compensation, insurance within statutory limits and, Employers Liability Limits of not less than \$1,000,000 each accident, \$1,000,000 disease - each employee and \$1,000,000 disease - policy limit
- d. Such additional insurance that Licensor may require in its discretion from time to time.
- e. The policies must name HLTH, Inc. and T3 Expo, LLC as additional insured.

### Internet

Complimentary WiFi will be provided on the show floor, however, ViVE cannot guarantee uptime consistency throughout the duration of the event. We strongly recommend a dedicated internet connection if you intend to stream audio/video content or conduct live demonstrations/presentations within and around your exhibit. For more information on ordering, please contact Chris Jolly ([Chris.jolly@nashvillemcc.com](mailto:Chris.jolly@nashvillemcc.com)).

### Lighting

Overhead lighting is permitted. No lighting fixtures, lighting trusses, or overhead lighting may be hung or shined outside the boundaries of the exhibit space so as not to be distracting to adjacent exhibitors.

Exhibitors may not shine logos onto the ceiling, aisles, facility wall, or adjacent booths and spotlights may not be mounted to the ceiling outside the boundaries of the exhibit space. ViVE reserves the right to remove/turn off any lighting that does not comply and the exhibitor will be responsible for any charges related to this action.

### Meeting Room Build-Outs

Meeting rooms that have custom buildouts must be approved. Renderings need to be sent to Aubrey Ryman ([Aubrey.Ryman@nashvillemcc.com](mailto:Aubrey.Ryman@nashvillemcc.com)) and a copy to Show Management ([sponsors@viveevent.com](mailto:sponsors@viveevent.com)). An [EAC form and COI](#) must also be submitted to [orders@t3expo.com](mailto:orders@t3expo.com) by **Wednesday, January 15**.

The custom buildouts must be contained to the space inside the assigned room. Nothing is permitted to be built or placed outside the meeting room or in the hallway. Any buildouts must adhere to the MCC meeting room rules & regulations that will be sent in a separate email.

### Multi-Level Booths

All multi-level booths/structures require prior approval by the facility and local government agency. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met.

**IMPORTANT:** You **MUST** submit a floor plan to scale with heights/widths indicated on each structure and hanging sign or hanging graphic to ViVE. Please submit your island booth floor plans for approval 60 days before move-in, to show management ([sponsors@viveevent.com](mailto:sponsors@viveevent.com)) and the MCC Exhibitor Services Team ([orderservices@nashvillemcc.com](mailto:orderservices@nashvillemcc.com)).



## Power

Power is not included with space only exhibit spaces (does not apply to turnkey packages). Power must be ordered separately from the MCC. All power cords must be confined to the Exhibitor's space. Exhibitors are not permitted at any time to run power cords across or underneath the exhibit hall aisle carpet or any area outside of their allocated space.

## Promotional Materials/Activities

All promotional materials/activities must be confined to your booth and/or meeting space. Exhibitors are not permitted to distribute promotional materials in any areas outside of their allocated space without prior approval from show management at ViVE.

## Registration

Every attendee must be registered and is required to wear a ViVE badge in order to access any part of the ViVE event including sessions, meal functions, networking receptions, meeting rooms, and the exhibit hall. Anyone who requires access to your booth during show hours must be registered for ViVE. Click [here](#) to register and purchase any additional passes that you may need.

## Selling Products or Services

Selling exhibited products or services will not be permitted. At no time may the exhibit or product display be altered to fulfill a transaction. No signage or advertising of product pricing will be allowed. ViVE reserves the right to prohibit the sale of any product for any reason.

## Signage

Hanging signs/banners are only allowed above booths that are 20'x20' (400 square feet) or larger. Hanging signs/banners may not exceed the length of any side of your booth space or hang over the common aisle space. The top of any hanging banner may not exceed the maximum height restriction of **20 feet high**.

In order to facilitate exhibitor move-in, hanging signs **MUST** be shipped in advance to T3 Expo's warehouse using the custom hanging sign labels found in the exhibitor kit. Hanging signs will not be accepted onsite.

Exhibitors are not permitted to display signage in any areas outside of their allocated booth/meeting space without prior approval from ViVE. Popup banners are not permitted in kiosk or pavilion areas. No outside decor or signage is allowed to be affixed to the physical kiosk structure.

## Sound

Sound must be maintained at a level that is not disruptive to neighboring exhibitors.

## Vehicles

Any vehicle to be brought into the facility must be pre-approved by show management and MCC, and all requirements made under that agreement must be followed. A vehicle that remains in the exhibit hall as part of a display must conform to all fire regulations.

**If you have any questions, please contact [show management](#).**