



JUNE 16-18, 2021 | ORLANDO, FLORIDA

## FIRST TIME EXHIBITOR GUIDE

### 首展展商指南

Dear Exhibitors,

Welcome to InfoComm 2021. In this Guide, we will explain the steps most necessary to plan your show. We encourage you to also read the General Information and Rules & Regulations section in the Exhibitor Manual to get comprehensive information. Let's get started.

尊敬的展商：您好。欢迎加入 InfoComm 2021。在本指南中，我们将给您介绍筹备展会的最必要步骤。不过，也请您阅读展商手册里的基本信息和规章制度来获取全方面信息。我们开始吧。

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## ○ [Contract & Payments](#) | 合同及付款

Please refer to the [Exposition Contract Terms & Conditions](#) about payment schedule, policies, and changes to your company/booth. Use our secure [online payment system](#) to process your payment.

请参考[展览合同及条款](#)中关于付款时间、政策及公司或展位变化的相关条款。并使用我们安全的[线上付款系统](#)进行付款。

- \* **First Payment Deadline: October 16, 2020**
- \* **Second Payment Deadline: December 11, 2020**
- \* **The Balance Payment Deadline: February 12, 2021**

## ○ [Rules and Regulations](#) | 规章制度

### ▪ **Certificate of Insurance (COI)** 保险单

**Deadline: May 7, 2021**

All exhibitors and their display houses or service contractors are required to provide the COI to the Show Management. Please refer the [Liability Insurance Policy](#) for detailed requirements. You can order the Exhibitor Insurance from our official vendor [Buttine Insurance](#).

所有展商及展商指定搭建商必须购买保险并向展委会提交保险单。请参照[展会责任险政策](#)购买。展商可通过官方供应商 [Buttine Insurance](#) 购买保险。

### ▪ **Exhibitor Appointed Contractors Work Authorization (EAC)** 展商指定搭建商 **Deadline: May 7, 2021**

Exhibitors using display houses or service contractors other than Freeman Companies (the Official Service Contractor) are required to provide the [EAC form](#) and **COI** to the Show Management. No outside contractor personnel will have access to the Show floor unless the **EAC** and **COI** are on file with the Show Management.

所有使用非官方搭建商（Freeman）的展商必须提交[展商指定搭建商表格](#)及保险单。未经授权的搭建商及个人不得进入展馆，除非其[展商指定搭建商授权表格](#)及[保险单](#)已提交给展委会。

### ▪ **Height Restriction** 高度限制

Check out the [Height Restrictions](#) and [Height Restriction Floor Plan](#) before designing your booth. They specify the height restrictions for each type of exhibit. [Booth variance](#) may be made upon approval by the Show Management. For island exhibit booths, the maximum allowable height for **hanging signs** is only restricted by the physical limitations of the facility. For all other types of exhibit booths, hanging signs are not allowed.

请在设计展位之前查看[展位高度限制](#)及[高度限制场地图](#)。此文档详细说明了各种类型展位的限制规定。若需搭建不符合规定的展位，展商必须向展委会提交[超出规定展位申请表](#)并获得批准。对岛型展位来说，展位上方悬挂物的最高可悬挂高度仅受限于展位上方展馆的实际高度。对其他类型展位来说，展位上方不允许悬挂物。

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- **Multi-Level & Covered Booth Application 多层及含顶展位申请** **Deadline: May 19, 2021**

[The application](#) is required for all exhibitors who have a multi-level and/or covered booth. All the requirements in the [Multi-Level & Covered Booth Conditions](#) have to be met for application approval.

所有搭建多层及含顶展位的展商须提交此[申请表](#)。只有满足[多层及含顶展位条款](#)的申请才能获得批准。

- **Request Forms | 申请表**

- **[Booth Variance Request Form 超出规定展位申请表](#)** **Deadline: May 7, 2021**

Only exhibitors requesting variances and/or exhibits that do not comply with the [Exhibition Rules and Regulations](#) that are outlined in the Exhibitor Manual must complete this form.

凡展台不符合展商手册中[展览规章制度](#)的展商均须提交[超出规定展位申请表](#)并获得批准。

- **[Before Hours Event Form 展前活动申请表](#)** **Deadline: May 7, 2021**

All exhibitors hosting an event on the exhibit floor before Show hours must complete this form and submit it for review and approval to Show Management.

所有欲在展览开馆前举办活动的展商须提交此申请表并获得批准。

- **[Booth Alcohol Service Request Form 展位酒水服务申请表](#)** **Deadline: May 7, 2021**

Exhibitors with island spaces **400 n.s.f.** and larger may choose to have alcohol served within the confines of their exhibit spaces for up to two hours each Show day between the hours of 11:30 a.m. and the close of the Show. Those exhibitors wishing to serve alcohol in their exhibit space must complete this form and submit it for review and approval to Show Management. Alcohol services must be ordered through [CenterPlate](#).

只有面积大于或等于 400 平方英尺的岛型展位展商可选择在自己的展位内安排酒水服务。所有酒水服务必须安排在早上 11:30 之后及闭馆之前，并且不得超过两个小时。所有酒水服务必须使用官方供应商 [CenterPlate](#)。

- **[Lights Out Request Form 展位灭灯申请表](#)** **Deadline: May 7, 2021**

All exhibitors with a booth 30' x 40' and larger may request to have the house lights above their booth switched off. Please submit the request form to the Show Management. The Show Management will not be responsible for the costs of turning off lights above the requesting booths nor adding supplemental lighting or draping to the surrounding booths. Please check the [Exhibit Hall Lighting Plan](#) and order [the lighting services](#) through the Orange County Convention Center. **Lighting Service Order Incentive Deadline: May 20, 2021**

所有展位面积大于或等于 30'x40'的展商可向展委会请求关闭自己展位上方的展馆照明设备。展委会既不承担请求发出展商关闭照明设备的成本，也不承担请求发出展商的周边展位增加辅助照明设备的成本。请查看[展馆照明设备场地图](#)，并通过 Orange County Convention Center 订购[照明服务](#)。照明服务的折扣截止日期：May 20, 2021。

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## ○ Exhibitor Registration | 展商登记

Booth personnel can register online at [www.infocommshow.org](http://www.infocommshow.org). If you are based in the U.S., you may choose to have your company's badges mailed directly to you in advance of the show.

展位工作人员可在官网登记获取入场证件[www.infocommshow.org](http://www.infocommshow.org)。如果您的公司位于美国境内，您可选择将入场证件在展前直接邮寄给您。

Onsite badge pick-up is located in three locations of the West Building of the Orange County Convention Center; B lobby, D lobby and Westwood lobby. Please check your registration confirmations for the onsite exhibitor registration hours and express badge pick up locations. To expedite your service, please have your registration confirmation ready on your phone before picking up your badge. For questions regarding your registration, please email [infocomm@compusystems.com](mailto:infocomm@compusystems.com) or call 1.855.225.1430 (international) or 1.224.563.3106 (US and Canada).

您可到现场的登记处提取您的入场证件，登记处位于会展中心西楼的B、D和Westwood大厅。请查阅您的登记确认信了解现场登记时间及快速取证地点信息。为了加快您的服务，请取证时携带您的登记确认信。其他登记相关问题，请发邮件至[infocomm@compusystems.com](mailto:infocomm@compusystems.com)或打电话至1.855.225.1430（国际）或+1.224.563.3108（美国及加拿大）。

- \* **VIP code:** As an InfoComm Exhibitor, your company gets a unique VIP code that grants unlimited free exhibits-only passes for your clients and guests to use during registration. Use it to invite current and prospective customers to visit you in-person and drive traffic to your booth. It could also save you money on your exhibit space for next year. The VIP code Contest rewards one winner from each n.s.f. category who bring in the most attendees with their unique VIP code up to \$10,000 off their InfoComm 2022 booth space. So, share your VIP code and give it as much visibility as possible!

**贵宾码：**每个展商将获取一个专属的贵宾码。持码者在登记时可使用贵宾码免费登记一件入场证件（仅可通行展厅区域）。请使用本贵宾码邀请您的现有及潜在客户来增加您展位的人流量。此贵宾码还有机会可以帮助您节省下一年展位成本。InfoComm 将会再一次在展场举办贵宾码竞赛。五名带来最多观众并使用贵宾码为其注册的展商（每个净面积类别的第一名，共五名）将可赢取最高可达一万美元的2022年展位订购优惠。

## ○ Exhibitor Housing | 展商住宿

onPeak is the official vendor for [housing reservation](#). onPeak has negotiated travel discounts and secured a limited number of reduced-rate hotel rooms to make your trip to Orlando affordable. Group rates guaranteed on hotel reservations booked through onPeak **by June 2, 2021**. If you have reserved a block for your group, names must be assigned to the specific reservation by **May 3, 2021**. Last Day for Cancellations without Fee is **May 31, 2021**. Please beware of unauthorized hotel solicitations!!!

onPeak是唯一官方[酒店预订](#)服务商。为了节省您奥兰多之行的成本，onPeak已与当地酒店协商好折扣价格，并获得了有限数量的折扣房间。onPeak可保证在6月2日前预订酒店房间的展商获得团体折扣价格。若您已进行团体房间预订，您必须在5月3日前将入住人员的姓名登记给供应商。5月31日是取消订单无收取任何费用的最后期限。请您一定注意来自未经授权的公司关于酒店预订的诈骗。

## ○ Exhibitor Directory | 展商目录

**Deadline: April 23, 2021**

Access the [dashboard](#) to update your listing. The information you list there will appear in our Show Guide and InfoComm Show Mobile app.

请登录展商[dashboard](#)更新公司信息。此信息将会出现在现场分发给参观者的展览指南及InfoComm展的手机应用上。

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## ○ **Helpful Resources – Official Vendors | 官方供应商**

We highly recommend you to choose our official vendors to take care of your show. Our vendors have been working with InfoComm shows for decades. They will provide you seamless services, and guarantee you a successful event.

我们强烈推荐您选用官方供应商。他们拥有十多年为 InfoComm 展服务的经验，将会为您提供无缝的服务，并保证您拥有一个非常成功的展览。

### ▪ [Freeman](#)

**Incentive Deadline: May 19, 2021**

Freeman is the official vendor for the following services: Audio Visual, Exhibit Rentals, Exhibit Transportation, Furnishings and Carpeting, **In Booth Cleaning (exclusive)**, Graphics and Signs, Installation and Dismantle Supervision, Labor and Rental of Mechanized Equipment, **Material Handling Services (exclusive)**, and Overhead Rigging Equipment. Order forms can be found under Freeman Services/Labor & Material Handling. Material Handling Services will be further explained below.

Freeman 提供下列服务：AV 及展台租赁、展品运输、家具租赁、地毯铺装、展位内保洁（独家准许服务商）、图像印刷及安装、展位布展撤展及监督、机械器械租赁及人工、物料装卸服务（独家准许服务商）、悬挂物吊装设备。详细说明请查看展商手册内 Freeman Services 或 Labor & Material Handling 下的订购单。物料装卸服务将于下文详细讲解。

### ▪ **Orange County Convention Center (OCCC)**

**Incentive Deadline: May 20, 2021**

OCCC is the **exclusive** provider of electricity, aerial rigging labor, lighting, water, plumbing, compressed air, natural and LP gas, and cable TV services to exhibitors. [Order forms](#) can be found under Show Utilities/Labor & Material Handling in the Exhibitor Services Manual.

OCCC 是电力、悬挂物吊装人工、照明设备、水管设备、压缩空气、自然及 LP 气、有线电视的独家供应商。详细说明请查看展商手册内 Show Utilities 或 Labor & Material Handling 下的订购单。

- \* **Rigging:** Hanging sign (from the ceiling) rigging labor must be ordered through the OCCC. Exhibitors are allowed to bring in and assemble own truss and hoists. Only OCCC Rigging staff can rig chain hoists to the ceiling. All assembly of hanging equipment, signs, and products, etc., is the responsibility of the exhibitor or exhibitor appointed contractor. Exhibitors can hang own equipment, signs, products to the truss. But the OCCC will inspect all trusses before they go to final trim.

**吊装：**将悬挂物吊装到房顶的吊装人工须通过 OCCC 订购。展商允许带入并组装自己的桁架滑车等吊装设备。但只有 OCCC 的吊装工人才能将桁架滑车吊装到展馆顶棚。所有被悬挂的设备、标志及产品等的组装工作由展商或展商指定搭建商负责。展商可悬挂自己的设备、标志及产品等到桁架上，但 OCCC 的吊装工人将在最后吊装前检查所有桁架的安全。



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- [CompuSystems](#) – Official vendor for Lead Retrieval 潜在顾客数据采集服务商 **Incentive Deadline: April 16, 2021**

Lead retrieval is a means for capturing and follow-up of sales leads generated at InfoComm. CompuSystems is the official registration provider. By managing the registration process, CompuSystems collects all the attendees' information, including company names, emails, phone numbers, product and purchasing interests, etc. Individual information will be stored on his/her show badge. Using CompuSystems' lead retrieval products, exhibitors can scan attendees' badges upon their approval.

潜在顾客数据采集是在 InfoComm 展上获取并跟踪潜在顾客的一种办法。CompuSystems 是我们的官方登记服务商。通过管理此登记过程，CompuSystems 收集到所有观众的信息，包括公司名称、邮件、电话号码、产品及购买兴趣等等。观众的个人信息将被存储在其入场证件上。使用 CompuSystems 的数据采集产品，在观众同意的情况下，展商可扫描观众的入场证件获取其个人信息。

- [Century Security](#) – Official vendor for Security Personnel & [Camera](#) 安保人员及监控设备官方服务商

**Incentive Deadline: May 22, 2021**

- \* 24-hour overall security will be provided on the show floor during move-in, move-out and show days. They will be located at the loading docks, registration areas, doors and rove around in the hall. Exhibitors can order security for own exhibits through Century Security. For the exhibitors having before hours events with more than 20 attendees, security guards are required by the Show Management.

在入场、撤场及展览时，展委会将会安排 24 小时的全场安保服务。安保人员会被安排在装卸货平台、登记区及展馆入口，也会在展馆内游走巡逻。展商可通过 Century Security 订购自己展位/展品的安保服务。对在展前展后举办活动且观众人数多于 20 人的展商来说，展委会要求展商安置安保人员。

- **Other Vendors**

<a href="#">SmartSource</a>	Audio Visual & Computer Rental 视听设备及计算机租赁	A 25% surcharge for orders <b>after June 7, 2021</b> <b>6月7日后</b> 收到的订单将额外收取25%的费用
<a href="#">TLC Florist</a>	Floral Services 花卉与绿植租赁服务	<b>Incentive Deadline: May 27, 2021</b>
<a href="#">Event Photography of North America Corp.</a>	Photographer 摄影服务	

- **Shipping Instructions | 运输说明**

- **Inbound Shipping 入埠运输**

Freeman will be our partner in Orlando to receive shipments for InfoComm 2021. Depending on your shipments scheduled arrival time, you can choose to ship your freight either to the Freeman Advance Warehouse or direct to the Show Site.

Freeman 是为 InfoComm 2021 在奥兰多接受货物的合作商。根据您货物抵达时间，您可选择运送您的货物到 Freeman 的预先货物接收仓库或直接到展馆。

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\* **Freeman Advance Warehouse Freeman 预先货物接收仓库**

Freeman will accept crated, boxed or skidded materials beginning on Wednesday, May 21, 2021. Materials arriving after Wednesday, June 2, 2021 will be received at the warehouse with an additional after-deadline charge. Please use [the Advanced Warehouse shipping labels, Meeting Room](#) and [Hanging Sign Advance Warehouse labels](#) to ship your freight. The [Material Handling Order Form](#) is included in the Manual.

Freeman 将自2021年5月21日起接收板条箱包装、包装箱包装或带货盘的货物。2021年6月2日之后抵达的货物将被收取另外的截止期后费用。请使用[预先货物接收仓库标签](#)、[会议室](#)及[悬挂物标签](#)来运输您的货物。请参照展商手册中的[订单表](#)查询物料装卸及相关费用。

**Shipping Address:** Exhibiting Company Name / Booth # \_\_\_\_\_  
运输地址 INFOCOMM 2021  
C/O FREEMAN  
10088 GENERAL DR  
ORLANDO, FL 32824

[Direction to the Advanced Warehouse 预先货物接收仓库位置指引](#)

\* **Show Site 展馆**

Freeman will receive shipments at the OCCC show site beginning Wednesday, June 9, 2021. Shipments arriving before this date may be refused by OCCC. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor. (Freight deliveries, including, but not limited to: UPS, FedEx, RPS, GPS, etc. will not be accepted by the OCCC.) If you plan to ship freight or packages to the show site, it must be scheduled to arrive on the [Targeted Move-in date](#) that has been assigned to your booth. All Common Carriers and Van Lines should check in at the Freeman Marshalling Yard on your Target Move-in date. The Target Move-in date is not when your freight will be placed in your booth. Please plan your labor accordingly. Please use the [Show Site Shipping labels](#) and the [Meeting Room Labels](#) to ship your freight.

Freeman 将自 2021 年 6 月 9 日起在 OCCC 展馆接收货物。在此日期之前抵达的货物有可能会被 OCCC 拒收。任何由 OCCC 提前接收货物导致费用由展商负责。（OCCC 不接受快递的货物，包括但不限于：UPS、FedEx、RPS、GPS 等等。）如果您计划将您的货物直接运输到展馆，您必须安排您的货物在为您统筹安排的进场日抵达。您的承运公司必须在到达当日（也就是为您统筹安排的进场日当日）到 Freeman 的调车场签到。为您统筹安排的进场日是您的货物到达调车场的时间，而不是您的货物到达展位的时间，请据此安排您的工作人员。请使用[展馆运输标签](#)及[会议室标签](#)来运输您的货物。

**Shipping Address:** Exhibiting Company Name / Booth # \_\_\_\_\_  
运输地址 INFOCOMM 2021  
C/O FREEMAN  
ORANGE COUNTY CONVENTION CENTER - WEST BLDG  
9800 INTERNATIONAL DR  
ORLANDO, FL 32819-8111

[Targeted Move-in Floor Plan 统筹安排进场日](#)

[Target Change](#) may be made upon approval by Freeman 只有在 Freeman 批准后方可[更改进场日](#)

[Direction to the Marshalling Yard 调车场位置指引](#)



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## ▪ **Outbound Shipping 出埠运输**

- \* Every outbound shipment will require a Freeman Material Handling Agreement and Labels. Freeman would be happy to prepare these for you in advance and will deliver them to your booth. [Outbound Shipping form](#) can be found under Labor & Material Handling.  
展商需要为所有出埠的货物签订Freeman的物料装卸同意书并获取运输标签。Freeman很高兴为您提前准备这些标签并送到您的展位内。详细信息请查看Labor & Material Handling下的[出埠运输表](#)。
- \* If an exhibitor chooses to select an outbound carrier other than Freeman, that carrier must check into the Marshaling Yard **by Monday, June 21, 2021 at 8:00 a.m.** In the event that carrier doesn't check into the marshaling yard prior to 8:00 a.m., exhibitor materials will be re-routed via Freeman's choice or return shipments to the warehouse to await disposition at exhibitor's expense.  
若展商选择非Freeman的货运公司，此货运公司必须在6月21日周日上午8点到调车场签到。若货运公司未在上述时间签到，展商的货物将经由Freeman的选择更换行程，或将货物运回Freeman仓库等待处理，一切费用由展商承担。

## ○ **Move-In & Out Instructions | 进场撤场说明**

### ▪ [Material Handling 货物装卸](#)

Freeman will control access to the show site loading docks in order to provide for a safe and orderly move-in/out. During move in, Freeman will unload exhibitors' items from exhibitors' vehicles and deliver them to their booth. During move out, Freeman will collect exhibitors' items and transport and reload them to exhibitors' vehicles. Order forms can be found under Labor & Material Handling in the Exhibitor Services Manual.

Freeman 将严格控制展馆的装卸货平台来确保安全有序的进场撤场。进场期间，Freeman 将从展商的运输车上卸载展商货物，并递送到展商展位。撤场期间，Freeman 将从展商展位处收集货物、运输到装卸货平台并装载到展商的运输车上。请参照展商服务手册内 Labor & Material Handling 下的订购单。

- \* **Only full time employees** of the exhibiting company will be allowed to hand-carry items.  
只有展商的全职员工才允许搬运可手提的货物。
- \* The use or rental of dollies, flat trucks and other mechanical equipment is **not** permitted.  
使用或租赁手推车、平板车和其他设备是严格禁止的。

# infocomm

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- Quick Tips 温馨提示

- [Union Jurisdictions on Exhibit Installation and Dismantling](#) 展位搭建工会相关规定

- \* Currently we have an agreement with the Local IATSE Union to provide labor for display erection and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full time employees can provide, may be rendered by the Union. Labor can be ordered in advance by returning the [Freeman Display Labor form](#), or at show site, at the Freeman service desk.

当前我们与当地的 IATSE 工会就展位的搭建及拆除达成一致。展商的全职员工可不借助此工会的协助自行安装展位。任何展商全职员工不能胜任的需要人工协助的服务都必须由此工会的工人提供服务。人工可通过提前提交 Freeman 的[展览人工表格](#)或在 Freeman 的展馆现场服务前台预定。

- **Invoices from vendors** 供应商发票

- \* Full payment must be received before services are provided. Your vendors will charge you in full for your advance orders. For unexpected changes or additions during the show, they will provide final invoices for you during/after the show. Surcharges may apply when orders are received close to or during the show. 展商须在提供服务前交付全款。对提前预定的订单，供应商将索要全款。对现场发生的意外变化，供应商将在当时或之后提供发票。当在临近展览前或展览中订购服务时，供应商可能会收取额外费用。
- \* Pricing will be made available to you by your vendors when you require the services. If not, please ask for the detailed pricing and make sure you fully understand the pricing before you order the services. 在订购服务时供应商会向您介绍产品或服务价格。若未收到价格单，请详细询问并确保完全理解供应商的收费标准。
- \* Normally labor and equipment will be charged separately. Labor charges are normally based on hourly rate. 通常情况下人工及设备会分开收取费用。人工费用一般基于时薪。
- \* Some vendors will keep your credit card information on file. By signing the Credit Card Payment Authorization Form, you authorize the vendors for charges as indicated by written contract. Vendors may charge you for your unpaid services according to the written contract. 一些供应商会将您的信用卡信息存档。通过签订信用卡付费授权表，您授权该供应商收取合同内注明的费用。供应商可能会根据合同规定自行收取您未付费的款项。
- \* **Scam Warning: Please be aware of any solicitations from non-official vendors. Entering into financial agreements with non-endorsed companies may have costly consequences.**  
骗局警示：请注意来自任何非官方供应商的合作诈骗。与无官方授权的公司达成财务一致可能会带来昂贵的后果。

# InfoComm

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- [Intellectual Property \(IP\) Policy 知识产权政策](#)

- \* **IP POLICY:** InfoComm condemns counterfeiting and infringement. InfoComm is committed to the principle that IP rights are to be respected, and that the use of intellectual property rights without the consent of the owner or otherwise pursuant to law violates rights of authors, inventors and corporations. Copyrights, trademarks, patents, and other forms of intellectual property are protected by state and federal laws in the United States and by the laws of other countries.

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