



TechCon 2026 Long Beach

Technical Program
April 27 – April 30
Education Program
April 25 – April 30
Technology Exhibit
April 28 – April 29

69th Annual SVC Technical Conference • April 25 – 30, 2026
Long Beach Convention Center, Long Beach, California, USA



Exhibit Prospectus

Exhibit Dates:
April 28 – April 29, 2026

Exhibit at the Largest Expo Dedicated to Vacuum Coating Technologies

Join over 100 Exhibitors at the Industry's Leading International Event



- Improve Your Visibility and Enhance Your Corporate Image
- Broadcast Your Company's Brand
- Capitalize on Face-To-Face Interactions
- Expand Your Professional Network
- Connect With Motivated Decision-Makers
- Introduce Products and Services at an exclusive Exhibitor Innovator Showcase
- Identify Emerging Technology Trends and Commercial Opportunities
- Two (2) Free Tutorials (giftable) with every 10' x 10' booth rental **NEW for 2026**



Technical Program April 27–30, 2026

Education Program April 25–30, 2026

Problem-Solving Tutorial Courses taught by the world's leading experts in vacuum technology, thin film science, and surface engineering

Interactive Networking April 27–30, 2026

Forums, Discussion Groups, and Social Events
Free Conference Admission on April 28 and April 29, 2026
for all registered exhibit visitors



Reserve a Booth Online Today!

Contact Jacque Matanis at +1-505-897-7743 or send an Email to jacque.matanis@svc.org

www.svc.org

Fast Facts

The Largest Exhibit Dedicated to Vacuum Coating Technologies

Reserve Early for Best Booth Selection

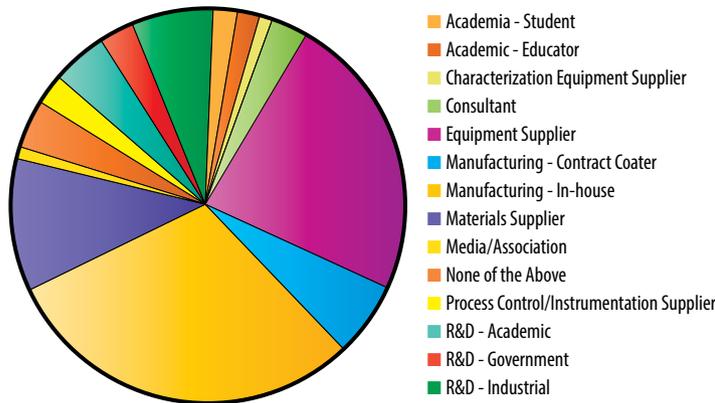
Reserving a booth early is essential for exhibitors who want to be prominently placed on the exhibit floor and engage face-to-face with industry decision makers. Reserve a booth online by the first deadline of July 13 or the second deadline of September 12, 2025 to utilize your Exhibitor Priority Points and ensure the best possible booth placement. After September 12, all booths will be assigned and reserved on a space-available basis. Booth fees for all 10' x 10' booths at the 2026 TechCon Exhibit are \$3,445 USD and increase to \$3,695 on September 13, 2025. **ACT NOW!** Visit the "Exhibit/2026 Exhibitors - Get Started" tab on the SVC's TechCon website (<https://svctechcon.com/>) for additional details.

Reach a Global Audience

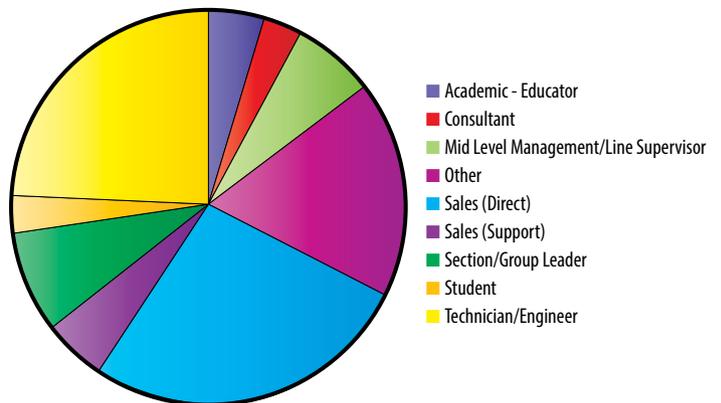
The SVC TechCon is an international conference, attracting industry professionals, engineers, academics and scientists from around the world. Nearly 25% of all TechCon attendees traveled from outside the United States.

Who Attends the SVC TechCon?

What Sector Best Describes Your Organization?



What is Your Job Description?



Over a third of all visitors to the TechCon were "first timers" which highlights the dynamic nature of the technology and markets that the SVC reaches; representing a wonderful opportunity for our Exhibitors to make new contacts and meet new prospective customers. The SVC is truly international in scope as the 2025 TechCon drew in visitors from 30+ countries.

2025 Exhibitors

- | | | | | |
|---|--------------------------------------|--|-----------------------------------|--|
| AGC Plasma Technology Solutions | Exotech, Inc | J.A. Woollam | Osaka Vacuum USA, Inc. | Swiss Cluster AG |
| Agilent Technologies | Ferrotec | Kaufman & Robinson, Inc. | Pfeiffer Vacuum | Tarfilm Hi-Tech Co., Ltd. |
| Ampres, Inc. | Film Sense | KOLZER | Plasma Process Group, Inc. | TDK Lambda Americas |
| Anderson Dahlen | Fil-Tech, Inc. | KSM Co., Ltd. KSM Vacuum Products Inc. | PlasmaSolve | Tecport Optics, Inc. |
| Angstrom Sciences, Inc. | Fraunhofer USA Inc. | KURDEX CORPORATION- | PLASUS GmbH | Teledyne Hastings Instruments |
| Apex Measurement Systems | Genco Ltd | THINFILM SYSTEMS | Process Materials, Inc | Telemark |
| Arzuffi PVD | GfE Fremat GmbH | Kurt J. Lesker Company | PROTEC SURFACE TECHNOLOGIES SRL | TESTBOURNE LIMITED |
| AVALUXE | GNB King Lai Group | Lotus Applied Technology | Protech Materials | Texas Capitol Semiconductor (Turbo and |
| boltzplatz - numerical plasma | GP Plasma LLC | Magnum Steel Works | PVT Plasma und Vakuum Technik | Cryo Repair) |
| dynamics GmbH | Guangdong Huicheng Vacuum Technology | Manitou Systems Inc. | R. D. Mathis Company | Thermal Conductive Bonding, Inc. |
| Bricada, Inc. | Co., Ltd | Materials Science International Inc. | Rocky Brook Associates, Inc | Thermionics Laboratory, Inc. |
| Brooks Instrument | HEMO CLEANING SYSTEMS | Megacold LLC | RSC - Reliable Silver Corporation | TRUMPF Hüttinger, Inc. |
| Bühler Leybold Optics | HHV Ltd | Midwest Tungsten Service | RUBIG Industrial Furnaces | TWC INC. |
| California Nanotechnologies | HIGHVAC | MKS Instruments, Inc. | SCI Engineered Materials | UC Components Inc. |
| CCR Technology GmbH | Hine Automation | Moorfield Nanotechnology Ltd | Semicore Equipment, Inc. | Vacuum Products Corp |
| CemeCon, Inc. | HORIBA Instruments, Inc. | MPF Products | Sierra Applied Sciences | Vacuum Research Corporation |
| Changzhou Iemn pressure vessel Co., Ltd | HVA, LLC | MSP, A Division of TSI | SOLBERG Filtration | VaporTech |
| Coastal Instruments | IHI Hauzer Techno Coating BV | Mustang Vacuum Systems, Inc. | Soleras Advanced Coatings | VAT Group |
| Delcom Instruments, Inc. | INFICON | Nano4Energy SL | Spectrometer Experts USA | VERGASON TECHNOLOGY, INC. |
| DHF Technical Products | InstruTech | NAVAC Inc. | Sputtering Components | Vital Materials & FHR |
| Dynavac | INTELLIVATION | Nova Fabrica Ltd. | Starfire Industries LLC | |
| E+R Group | Intlvac Thin Film | Oerlikon Balzers | | |
| EBARA Technologies Inc. | Ionautics | | | |
| European Society of Thin Films | Ionbond - IHI Group | | | |



For more information, contact the SVC at +1-505-897-7743 or [CLICK HERE](#) to submit an abstract | 2026 TechCon

Exhibit Floor Plan

Long Beach Convention Center

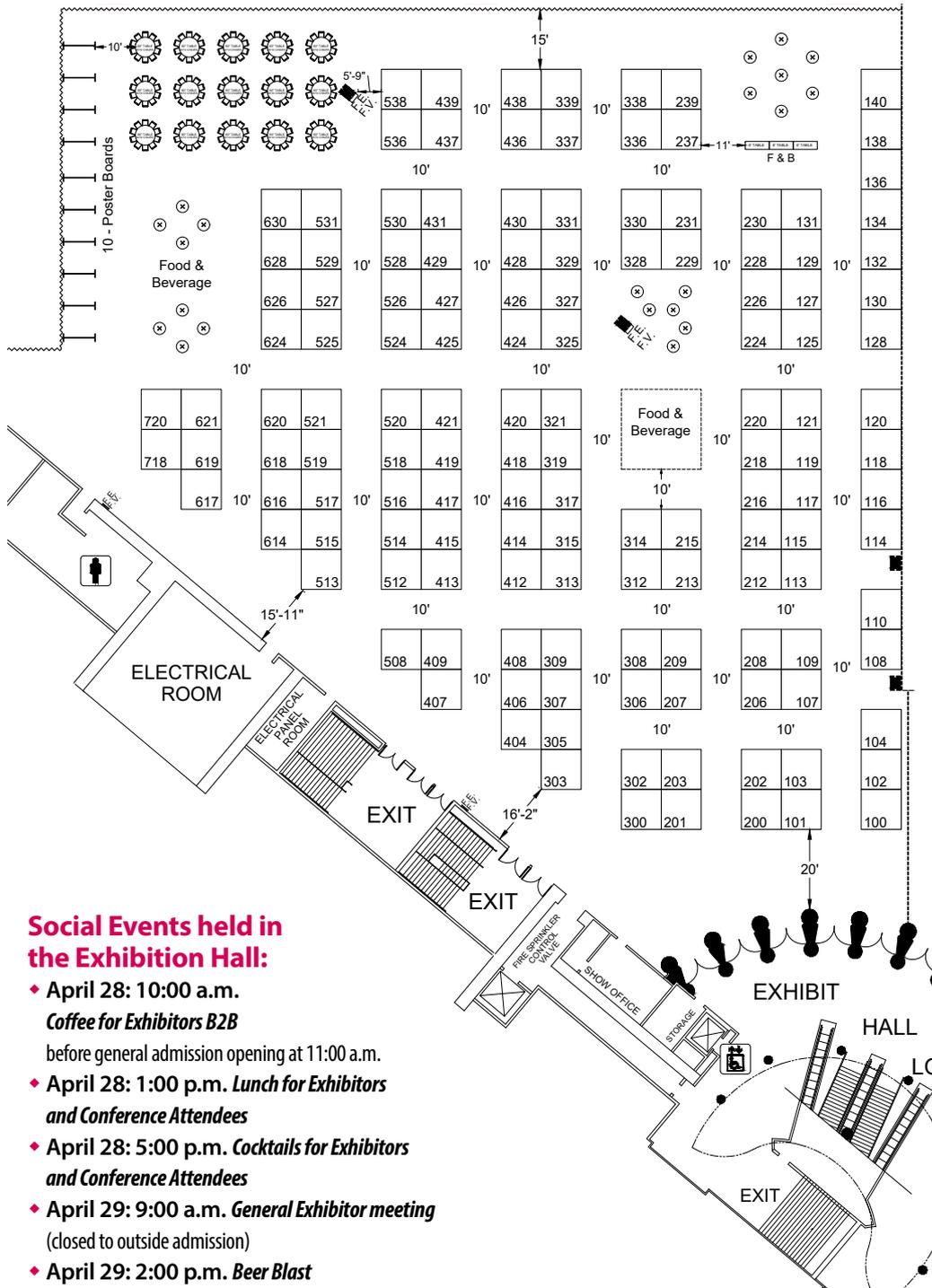


Exhibit Dates and Hours

Tuesday, April 28, 2026

11:00 a.m. to 6:00 p.m.

Wednesday, April 29, 2026

10:00 a.m. to 4:00 p.m.

Booth Fee: \$3,445 USD

(before September 13)

10 ft. x 10 ft. space includes 8 ft. back drape, 3 ft. side dividers, and a 7 in. x 44 in. one-line identification sign. All registered exhibitor personnel also receive complimentary access to all food and beverage events hosted by the SVC in the Exhibit Hall. The exhibit area is not carpeted. All exhibitors are required to carpet their booths.

Note: Booth fee increases to \$3,695 on September 13, 2025

Booth Set-Up Hours

Monday, April 27

11:00 a.m. to 6:00 p.m.

Tuesday, April 28

7:00 a.m. to 9:00 a.m.

Booth Tear-Down Hours

Wednesday, April 29

4:00 p.m. to 10:00 p.m.

Thursday, April 30

7:00 a.m. to 9:00 a.m.

Social Events held in the Exhibition Hall:

- ◆ April 28: 10:00 a.m. **Coffee for Exhibitors B2B** before general admission opening at 11:00 a.m.
- ◆ April 28: 1:00 p.m. **Lunch for Exhibitors and Conference Attendees**
- ◆ April 28: 5:00 p.m. **Cocktails for Exhibitors and Conference Attendees**
- ◆ April 29: 9:00 a.m. **General Exhibitor meeting** (closed to outside admission)
- ◆ April 29: 2:00 p.m. **Beer Blast**

Reserve Your Booth Today!

B2B Business Session from 10:00 a.m. to 11:00 a.m. on Tuesday, April 28th

Coffee will be provided to our exhibitors so they can interact for an hour before the show is opened to general admission

Again for 2026

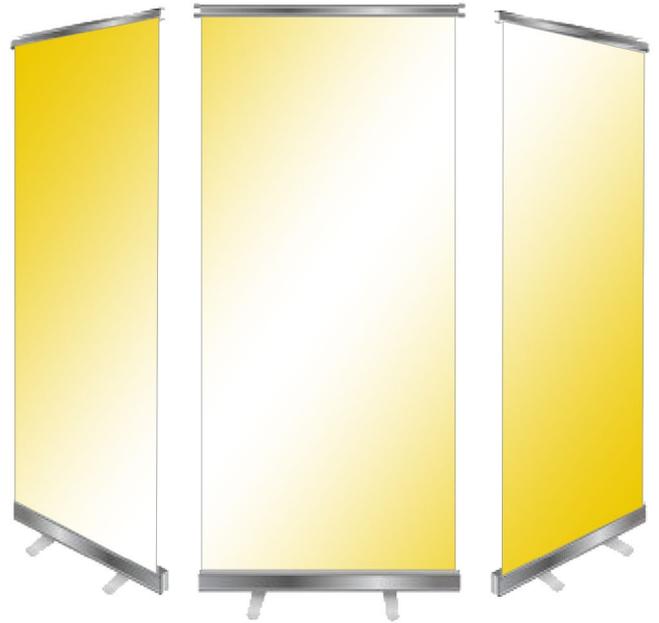


Booth Display

To all of our Exhibitors:

The booths at the SVC TechCon are not hard structures. A booth at the TechCon consists of a 10 foot (3.048 m) x 10 foot (3.048 m) "area" with a 8 foot (2.44 m) fabric drape in the rear and 3 foot (0.91 m) tall fabric side dividers. Roll up posters CANNOT be affixed to the rear curtain. Many exhibitors transport custom pop-up booths or their own hard structure to the event.

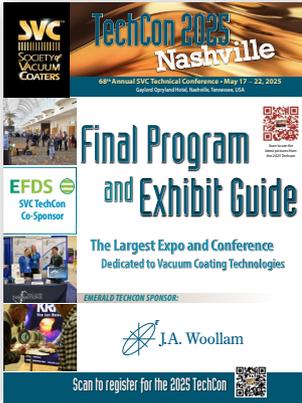
As a service to our exhibitors, particularly those who may not be in possession of a dedicated booth that can be shipped to the TechCon, the SVC will provide four (4) retractable banners that measure 78 inches (1.98 m) tall by 33 inches (0.84 m) wide printed with your graphics (high resolution graphics images are required) to your booth at the TechCon. These pop-up banners will make a very attractive impression to the exhibition visitors. The cost for this service is \$1,750 USD and the banners are yours to keep after the show concludes. For more information please contact Jacque Matanis (jacque.matanis@svc.org).



For more information, contact the SVC at +1-505-897-7743 or [CLICK HERE](#) to submit an abstract | 2026 TechCon

Brand Recognition

High Profile Advertising That Lasts All Year Long

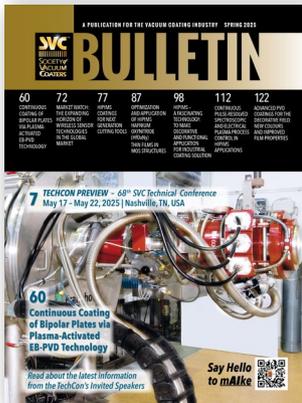


TechCon Final Program & Exhibit Guide

Used as a reference guide throughout the year, the TechCon Final Program & Exhibit Guide showcases the products and services of exhibiting companies participating in the SVC TechCon Exhibit. Drive attendees to your booth with an ad in the TechCon Final Program & Exhibit Guide, distributed in print to each TechCon attendee and visitor. The digital version is available globally to the entire SVC community and beyond. Complimentary ads are included in TechCon Level Sponsorships!

SVC Bulletin

The *SVC Bulletin* informs and educates with its balanced mix of news and technology. The Bulletin is published three times each year (Spring, Summer, Fall/Winter) and is read by thousands of professionals working in the vacuum coating community and related sciences and technologies. An affordable ad in the *SVC Bulletin* is an effective tool to promote your company before, during and after the TechCon Exhibit.



TechCon Web Site Banner Ads

The TechCon Web Site is the center of all information for the TechCon and is the one-stop shop for all TechCon attendees, visitors, and exhibitors.

Registration • Exhibit Floor Plan • Exhibitor List • Technical Program Details • Presentation Search • Education Program • Networking • Hotel/Travel • Sponsors • Much More!

Everyone visiting the 2026 TechCon Web Site from now through July 2026 will see your company's message. Place your ad in any of three rotating banner positions seen on the home page and every content page of the site.



SVC Web Site Banner Ads

The SVC Web Site is a global resource for learning, applying and advancing vacuum coating, surface engineering and related technologies. Its many resource tools and availability of technical and educational content make it attractive to a wide audience. Two rotating banner positions and the rotating corporate sponsor logo are both located on the home page of the SVC Web Site and include a URL link.

SVConnections

This is a monthly Email newsletter designed to update and inform the vacuum coating community with science and technology news. Companies can place an ad to reach potential customers and promote participation in the TechCon Exhibit.



SVC Tech Talk

This is a quarterly Email newsletter featuring news and information from our Corporate Sponsors. Incorporate SVC print and digital advertising into your marketing plan and receive special discounts when purchasing multiple ads in one order. Contact svcinfo@svc.org for details.



Exhibitors! For every dollar you spend in advertising, lodging, booth fees, and corporate sponsorships, your company earns additional Exhibit Priority Points. Purchase ads by September 1, 2025 to apply points to your booth placement in 2026. See page 9 for a full description of the Exhibit Point System. Please contact Jacque Matanis (Jacque.Matanis@svc.org) for more information on the program.

Download the latest SVC Media Kit for details.

Visit <https://www.svc.org/>

For more information, contact the SVC at +1-505-897-7743 or [CLICK HERE](#) to submit an abstract | 2026 TechCon



Sponsor Program

69th Annual SVC Technical Conference

69th Annual SVC Technical Conference • April 25 – 30, 2026

Long Beach Convention Center, Long Beach, California, USA

All TechCon sponsorships include:

- Company logo and link in the exhibitor profile
- Acknowledgment in all TechCon publications
- Acknowledgment on TechCon signage
- Sponsor Quick Link with company logo and link on the TechCon website

**SPECIALTY
SPONSORSHIPS
NEXT PAGE**

LEVEL SPONSORSHIPS

Emerald \$4,250

- Full page ad in the Final Program & Exhibit Guide
- Corporate logo & sponsorship level featured prominently on the front cover of the Final Program & Exhibit Guide
- One page promotional flier in the in registration bags
- Banner ad on the TechCon website home page

Sapphire \$3,250

- Full page ad in the Final Program & Exhibit Guide
- Banner ad on the TechCon website home page
- Snacks & non-alcoholic refreshments at the Beer Blast sponsor
- Coffee at the B2B Exhibitor Session sponsor

Ruby \$2,250

- Half page ad in the Final Program & Exhibit Guide
- Technical Program refreshment breaks sponsor

Coral \$1,250

- Quarter page ad in the Final Program & Exhibit Guide
- Technology Forum Breakfasts sponsor



DON'T WAIT! Choose from the widest selection of available 2026 sponsorships right now before they are offered to anyone else. Select the level or specialty sponsorship that fits your needs on the Advance Booth Registration Form. Sponsorships are reserved on a first come, first served basis.

*Have an idea for a
customized sponsorship?*

Contact Jacque Matanis
for details.

jacque.matanis@svc.org
+1-505-897-7743

2026 SVC TechCon Exhibit Administrator: **Jacque Matanis**, jacque.matanis@svc.org, +1-505-897-7743

2026 SVC TechCon Exhibit Committee Co-Chairs:

Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com

Steve Simons, Manitou Systems Inc., ssimons@manitousys.com



Specialty and Special Event Sponsorships

Cellular-5G \$6,500 Cellular-5G sponsorship will subsidize the cost of providing 5G SIM cards to conference attendees who opt into the SVC attendee program in 2026. Company logo and sponsorship will be displayed on conference signage and on the screen savers shown in the presentation areas.

ID Badges \$4,500 Display your logo in color on the top of all registrant's ID Badges.

Logo Bottled Water \$3,750 Bottled water with your logo will be supplied provided to each attendee..

Notepad \$3,000 Notepads printed with your logo, slogan and/or booth information will be available for all attendees. *2-color printing.*

Welcome Reception \$3,500 Sponsor will be featured on the entrance ticket to the conference's opening network event, redeem for an alcoholic beverage of their choice at the Tuesday, April 28, 2026 exhibit hall cocktail hour. *Up to 3 sponsors.*

Specialty Coffee Cart \$3,750 Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee sleeves imprinted with your company logo. *2-color printing. Up to 3 sponsors.*

Young Members Recognition & Farewell Social \$3,500 The Conference is four full days and what better way to cap off the week than a celebration of the SVC's diversity and camaraderie! Sponsor will appear on the entrance ticket as well as signage displayed during the event. *Up to 3 sponsors.*

Conference Tote Bags \$2,750 Tote bags with company logos on the front and the SVC logo on the reverse will be distributed to all attendees. *Up to 5 sponsors.*

Online Registration Web Splash Page \$3,000 Put your company logo in front of every one who uses the online registration system: those who register for the TechCon, view the abstracts of the presentations, and create a personal agenda to schedule the presentations they plan to attend. *Up to 3 sponsors.*

Active December 2025 – May 2026.

Online Hotel Reservation Web Splash Page \$1,500 Put your company logo in front of every attendee who makes their hotel reservation using our online reservation system.

Active December 2025 – May 2026.

Exhibit Hall Floor Decals 2' x 2' Set \$2,250 Highlight your presence at the Exhibition with a set of five (5), 2 foot x 2 foot carpet decals embossed with your corporate logo and booth location. *Only 3 sets are available.*

Promenade Carpet Decal 10' x 10' \$6,000 The Promenade Lobby in the Long Beach Convention Center will be the focal point for all conference activities. Make a great impression by presenting your logo and booth number on a 10 foot x 10 foot decal embossed on the lobby carpet. *Only 4 large stickies are available.*

Exhibit Hall Aisle "Dangler" Banner \$1,850/sign Post your corporate logo under the Exhibit Hall aisle markers (4' wide x 2' tall banner). *Only 8 "danglers" are available.*

Escalator branding from Convention Center lobby to Exhibit Hall entrance \$5,900 Make a major statement through the addition of graphics (double sided) along the entire length of one side of the main escalator leading from the Convention Center lobby to the Exhibit Hall entrance. *Two opposing sides of the escalator are available.*

Exhibit Hall Entrance Column Wrap \$3,750 Promote your company brand and presence with a 90.25" (wide) x 92.25" (tall) column wrap at the entrance of the Exhibit Hall. *Only 1 column wrap is available.*



2' x 2' Decal



10' x 10' Decal



"Dangler" Banner



Escalator Branding



Column Wrap

2026 SVC TechCon Exhibit Administrator: **Jacque Matanis, jacque.matanis@svc.org, +1-505-897-7743**

2026 SVC TechCon Exhibit Committee Co-Chairs:

Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com

Steve Simons, Manitou Systems Inc., ssimons@manitousys.com





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69th Annual SVC Technical Conference • April 25 – 30, 2026
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Advance Exhibit/Booth Registration

The Advance Booth Reservation Process enables 2025 exhibitors to reserve the best available booth (or booths) for the next SVC Exhibit, using any of the exhibitor points that they have accumulated. The current Point System will still apply for 2026. The exhibiting company contact will be presented with a 2026 Exhibit contract when the 2026 Exhibit Hall Layout has been finalized.

2026 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2026 TechCon Sponsorships now. Select from the following:

- | | | |
|---|--|--|
| <input type="checkbox"/> Emerald.....\$4,250 USD | <input type="checkbox"/> Welcome Reception (max 3 sponsors) \$3,500 USD | <input type="checkbox"/> Exhibit Hall Floor Decals\$2,250 USD |
| <input type="checkbox"/> Sapphire\$3,250 USD | <input type="checkbox"/> Specialty Coffee Cart\$3,750 USD | <input type="checkbox"/> Promenade Carpet Decal (10x10)\$6,000 USD |
| <input type="checkbox"/> Ruby.....\$2,250 USD | <input type="checkbox"/> Young Members Recognition & Farewell Social (max 3 sponsors)\$3,500 USD | <input type="checkbox"/> Exhibit Hall Aisle "Dangler" Banner ...\$1,850 USD |
| <input type="checkbox"/> Coral.....\$1,250 USD | <input type="checkbox"/> Tote Bags (max 5 sponsors)\$2,750 USD | <input type="checkbox"/> Escalator Branding\$5,900 USD |
| <input type="checkbox"/> Cellular-5G Data\$6,500 USD | <input type="checkbox"/> Online Registration Splash Page (max 3 sponsors).....\$3,000 USD | <input type="checkbox"/> Exhibit Hall Entrance Column Wrap ..\$3,750 USD |
| <input type="checkbox"/> ID Badges\$4,500 USD | <input type="checkbox"/> Online Hotel Registration Splash Page \$1,500 USD | <input type="checkbox"/> Contact the SVC with your ideas (we are open to any creative approach!) |
| <input type="checkbox"/> Logo Bottle Water\$3,750 USD | | |
| <input type="checkbox"/> Notepad (2-color).....\$3,000 USD | | |

2026 TechCon Advance Booth Reservation Form

10 foot x 10 foot booth \$3,445 USD

Booth fee increases to \$3,695 USD on September 13, 2025.

The Second Wave of Booth Assignments will apply to booth reservations received between July 18, 2025 and September 12, 2025.

Full payment by credit card or company check is required for a complete booth application.

Booth registration form can be sent by fax to 866-577-2407 or by E-mail to jacque.matanis@svc.org.

Mail checks to SVC, PO Box 10628, Albuquerque, NM 87184-0628 USA

Company Name _____

Exhibit Contact Name _____

Address _____

City _____ State _____ Zip _____ Country _____

Work Phone _____ Mobile Phone _____

Fax _____

Email _____ Website _____

of Booths _____ 10 foot x 10 foot space (\$3,445 USD each)\$ _____

(booth fee increases to \$3,695 on September 13, 2025)

Method of Payment:

- Check Visa Mastercard AmEx Discover

All credit card charges will incur a 3% service fee

Card # _____ Expiration Date _____ Security Code _____

Billing Zip/Postal Code _____ Cardholder's Signature _____

Booth Fee Includes: 8 foot high backwall, 3 foot high dividers, booth ID sign, 500-character listing in the 2026 TechCon Program/Exhibit Guide, 2,000-character exhibitor profile in the 2026 online exhibit floor plan.

Once you fill out this form, print this page and either Email it to: jacque.matanis@svc.org or FAX to: +1 (866) 577-2407

SVC USE ONLY

RECEIPT DATE _____
RECEIPT TIME _____

SVC Exhibit Point System and Policies

SVC 2026 Technical Exhibition | April 28/29, 2026 | Long Beach Convention Center, Long Beach, CA USA

More Points – Better Booth Location

The SVC Exhibit Point System provides all exhibiting companies with a priority in selecting booth locations. The more points a company has, the higher its priority when assigning its booth location.

2026 Point System

| | |
|--|-----------|
| (1) 10x10 booth..... | 1 point |
| (2) 10x10 booths..... | 4 points |
| (3) 10x10 booths..... | 6 points |
| (4) 10x10 booths..... | 8 points |
| Silver Sustaining..... | 3 points |
| Silver + (Plus)..... | 5 points |
| Gold..... | 8 points |
| Platinum..... | 12 points |
| Every \$1000 spent on SVC Advertising..... | 1 point |
| Every \$1000 spent on TechCon Sponsorship..... | 1 point |
| Exhibitor Meeting..... | 3 points |

IMPORTANT Register Now to Get the Best Booth Position(s) Before the First Deadline July 18, 2025

Exhibitors signing up between July 18, 2025 and September 12, 2025 will be in the second wave of booth assignments.

Points are accrued for the 2026 Exhibit based upon the Table on the left. Assignments will be made based upon the number of points a company has at the time of the assignment. Visit the SVC TechCon Portal to see the Exhibit Point list.

Notes:

- If Company A has 'x' points and is purchased by Company B which has 'y' points, then Company B will have either 'x' or 'y' points, whichever is the greater. The SVC Administrative Office must be notified in writing of the purchase, prior to the date of the first assignment of booths.
- Exhibiting companies who have the majority of their personnel registered in the SVC contracted hotels, but have not done so before March 1, 2026 will receive ONE additional point.

Assignment of Booths

1. Initial booth assignments will be made after July 18, 2025, from all contracts received with full payment by that time. The next group of booth reservations received between July 18, 2025 and September 12, 2025 will be made in the Second Wave of Booth Assignments. Each company will be asked to provide four (4) choices for their booth location and statements as to which companies they do not wish to be near. For companies that have the same number of points, booth location priority is based upon the date that full payment has been received by SVC. With the advance registration process, a random drawing for priority will be made from companies that have the same number of points and that register for a booth during the TechCon. After September 12, 2025, booths will be assigned strictly according to the date that the paid registration is received (payment by credit card is acceptable). In the case that all booth choices have already been assigned, it will not be practical for the company to be recontacted. The next best booth space will be allocated.
2. Companies that wish to be located next to each other must send in their registrations together and state their request on the registration form. Exhibit Management will make every effort to accommodate the request.
3. Companies purchasing four (4) booths in an island by July 18, 2025 get first priority in booth placement. Four-booth islands purchased by September 12, 2025 will get first priority in booth placement within the second wave of booth assignments from the confirmed floor plan that exists at that time. After September 12, 2025, all booths, including islands, are assigned on a first-come, space-available basis.
4. Exhibit space shall be assigned by the SVC Exhibit Committee in the best interests of the Exhibit as a whole. Exhibitors must agree to accept relocation if it becomes necessary or advisable in the sole judgment of Exhibit Management.
5. Exhibit Management reserves the right to add or remove booths on the published floor plan if it is in the best interests of the Exhibit.
6. After final assignment, space location may not be changed.

SVC Cancellation Policy

Exhibitors canceling their booth space before December 31, 2025 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2025. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2025, and if SVC is able to resell the booth, then the exhibiting company will receive a refund of 50% of its booth fee.)

NOTE: Under no circumstances are exhibiting companies allowed to sublet all, or part of, their contracted booth space. This policy will be strictly enforced.