

**By registering for CES Unveiled Amsterdam, you accept and agree to be bound by the following terms & conditions.**

CES Unveiled Amsterdam 2024 (“Event”) is owned, organized and produced by the Consumer Technology Association (CTA)<sup>®</sup> - located at 1919 S. Eads Street, Arlington, VA 22202, USA.

## 1. ABOUT THE EVENT

In addition to this registration site, the [CES.tech](https://ces.tech)/UnveiledAmsterdam provide information regarding the Event, which may include the Event description, dates, location, schedules, news and important links for media, exhibitors and attendees.

## 2. ELIGIBILITY TO ATTEND EVENT

**Industry Affiliation** - This Event is a trade-only event for individuals 18 years of age or older and affiliated with the consumer technology industry and is not open to the general public. Friends, family and children will not be granted access to the Event.

**Age Requirement** - Children under the age of 18 may not attend the Event. Approval will not be granted on-site.

**Registration Data Collection and Processing** - CTA is collecting registration information for the purpose of registering individuals to attend the Event.

The categories of personal information that we collect for this purpose include: name, title, company, address, phone number and email address. Registration information will be used to process Event badges, verify consumer technology industry affiliation, send marketing emails in accordance with applicable privacy laws, send transactional emails and correspondence directly related to Event registration. We may share registration information with third parties, that are directly related to the Event, subject to appropriate confidentiality and security arrangements, for purposes of show analysis, event production, event advertisement/marketing, press opportunities and event hosting. Such parties may include event partners, contractors, sponsors and governmental entities.

When you register for this Event, you acknowledge that your personal information will be processed by CTA in the United States as necessary for CTA to complete your registration for, and facilitate your participation in, the Event in accordance with these Terms and Conditions and the selections that you or your authorized representative make.

For further information about how we process your personal information, please see our CTA Events Privacy Policy here: <https://cta.tech/privacy-policy>

Throughout the registration process you may make selections to opt in to or receive information on particular items. By selecting these options, you consent to information you provided during registration being shared with third parties based on your selections during the registration process. For example:

- You request a special service with us. This typically relates to attendees who request additional services like accessibility or transportation services. This also relates to exhibitor coordinators

whose contact information is shared with companies that provide Event services such as booth setup, transportation, electricity and similar exhibition services.

- The information is provided to data processors who perform functions on our behalf to process your data for one of the above services. Examples include companies that provide registration services for our events and companies that help to send our marketing email messages.

**Registering on Behalf of Someone Else** - If you are registering on behalf of anyone other than yourself ("prospective attendee"), you represent that you are authorized to complete this registration, accept these Terms and Conditions on behalf of each prospective attendee that you register, and that the information you provide is accurate. You agree to be solely liable for damages as a result of any information you provide, including opting-in to receiving communications at another's email address. You agree that you have conveyed to the prospective attendee the risk of communicable disease exposure presented by attending an in-person event, as indicated earlier in this registration process, and agree that you are authorized to complete the associated release on the prospective attendee's behalf. You agree to indemnify and hold harmless Event owners/producers, their officers, directors, employees, agents and affiliates from all liability, damages, judgments and costs (including reasonable attorneys' fees) for any claims brought by or on behalf of any third party arising from your conduct, misconduct or negligence in completing this registration on another's behalf. You agree to provide a copy of these Terms and Conditions to the prospective attendee and agree to be jointly accountable for any violation of these Terms and Conditions by anyone you registered.

### 3. BADGES - IN-PERSON ATTENDANCE

**Badges** - Badges must be worn at all times during the Event. Badges are valid for the registered individual only. Badges remain the property of CTA. We reserve the right to deny access to the Event or confiscate badges at any time.

- **Identification** - You will be required to show government-issued photo identification (for example, a passport, driver's license or national ID card) when collecting your badge on-site.
- **Badge Printing and Reprinting** - All badge printing is done on-site at the Event. Badges are not mailed to registrants prior to the Event. All individuals must pick up their own badge at the time of arrival. We will not replace lost or stolen badges and badges will not be reprinted.
- **Badge sharing, splitting or duplicating** - Badge sharing, splitting or duplicating outside of the official Event registration system are strictly prohibited. Any registrant found in violation of this policy will have their badge confiscated, and they will be removed from the Event immediately and forfeit attendance eligibility.

#### Badge Scanning

- **Exhibitor Scans** - You may be asked to have your badge scanned at exhibit booths; please note scanning of your badge is entirely optional. The QR code on your badge does not contain personal information. However, when you scan your badge you are authorizing CTA to securely share the contact details you provided during the registration process with that exhibitor. The scan also confirms your intent to receive communications from that exhibitor. Once your data is provided, you will be subject to the communications and privacy policies of those exhibitors.
- **Event Management Scans** - You agree that CTA may monitor your choices with event participant tracking technology in order to better understand attendee interests and ensure our services

meet attendee needs. CTA will use this information internally in compliance with applicable laws. Data will be archived after five (5) years.

- **Conference Program Scans:** If you attend any conference programming, keynotes, or events you will be required to scan your badge. Your information, including your name, may be shared with conference producers and Event partners and/or sponsors.

#### 4. POLICIES DURING THE EVENT

**Conduct** - CTA is committed to safety, diversity, social responsibility, and observing and promoting the highest standards of ethical conduct. CTA requires that all Event attendees behave respectfully towards other attendees and Event staff.

- By attending the Event, you agree to abide by all pertinent laws, ordinances, rules, and regulations. You must comply with all reasonable instructions given by Event staff and security personnel. You will not behave in any manner as to endanger or injure persons or property at the Event, or in any manner objectionable to, detracting from or out of keeping with the character of the Event. CTA reserves the right to immediately prohibit or remove any attendee from any Events, if: (1) the attendee conducts activities detrimental to the goals and purpose of the Event; or (2) for any reason to protect the Event and its participants. If an attendee is removed or prohibited from the Event, that attendee will not be entitled to a refund of registration fees or any other fees and will remain liable for any damages caused by its actions.
- CTA has adopted a [Code of Conduct](#) for CES Unveiled and by attending the Event, you agree to abide by these policies.

**Service Animals** - Service animals as defined under the Event country's disability laws are permitted at the Event. Any other live animals, including but not limited to, pets and animals used for demonstration or display are prohibited. CTA reserves the right to exclude service animals if they pose a direct threat to the health and safety of Event attendees (i.e. aggressive behavior, not housebroken, or handler cannot control animal).

**Conference Programming** - Event conference programming is available on a first-come, first-serve basis. We recommend arriving early to all scheduled conference sessions.

**Alcohol/Tobacco/Drugs** - CTA values participant health, safety and efficient operation of services at our Events.

- Alcohol may be consumed only in authorized locations at the Event for individuals of legal drinking age in the location of the Event.
- Smoking, including the use of smokeless tobacco products, e-cigarettes, and unregulated nicotine products is strictly prohibited except in designated areas. In Event locations where marijuana is legalized, attendees must follow all laws and venue regulations with respect to smoking.
- Unlawful use, possession, dispensing, sale or distribution of any illegal drugs is strictly prohibited at the Event.

**Weapons/Firearms** - No firearms, or weapons of any kind are permitted on the exhibit floor or at the Event. Replicas of weapons are also not permitted.

**Security Procedures** - It is important for CTA to provide a safe experience for its Event attendees.

- Attendees must follow the instructions of security personnel at all times.
- The Event venue may be subject to video surveillance, maintained and kept by the specific venue.
- **Bag Policy** - Attendees may only bring two (2) bags, each smaller than 12" x 17" x 6" onto official show premises. Rolling bags of any size are not permitted on the show floor, including luggage. All bags are subject to search, and attendees may be subject to metal detection screening upon entry. You are encouraged to leave bags at your hotel and avoid bulk clothing to minimize search time.

**Personal Mobility Devices** - Personal mobility devices not required to accommodate an individual disability (with or without motors) are not permitted at any Event venue without CTA's prior written consent. This includes Segways, hoverboards, skateboards, roller skates/blades, uniwheels, scooters and all similar products.

**Photography/Video Notice** - This Event is a widely-attended event. CTA and third parties may photograph and/or video record activities at the Event for many purposes, including but not limited to, reporting, advertising and documentation purposes. By attending the Event, you consent to your image being captured and used.

- You grant CTA a license to use, edit, reproduce, record, modify, enhance, encode, translate, distribute, play, perform, make available to other users, prepare derivative works of and to display your image and/or likeness (your "Likeness") by any media or methods whether now known or later developed. This license may be exercised in our sole discretion throughout the world at any time.
- You agree that this license is perpetual, royalty-free and transferable. You agree that CTA can sub-license this license to third parties. You irrevocably and unconditionally waive, with respect to your Likeness, all moral rights to which you may be entitled and any broadly equivalent rights in any territory of the world. This waiver is made in favor of CTA but will also extend to our sub-licensees, assignees and successors in title.

**Exhibit Disclaimer** - Nothing contained in the exhibits represents the views or opinions of CTA or its affiliates. CTA does not accept liability of any kind with respect to the exhibits or any product or service referred to in the exhibits.

**Outboarding and Suitcasing** - Outboarding and suitcasing at the Event are strictly prohibited. Outboarding refers to any digital or physical non-permanent exhibit, demonstration, event, or branded activation that is created and deployed outside the scope of the Event and is promoted or implied as being a part of the Event. This includes digital or virtual programming and activations as well as physical events at Las Vegas hotel suites, meeting rooms, ballrooms, restaurants, clubs, etc. Please see CTA's [Outboarding Policy](#). Suitcasing refers to the practice of companies or persons who go to events as attendees but set up quasi-exhibits in the aisles from their suitcase/briefcase, soliciting business from other attendees and exhibitors. For the good of the Event and the exhibitors supporting the Event, the only legitimate place to conduct business during Event is within a contracted exhibition or hospitality space within the official Event venues. You agree not to attract directly or indirectly any other attendee or participant to a location outside the official Event venues in order to present products or services during the Event.

**Distribution** - The distribution of printed matter or advertising material, the affixing of stickers and posters, as well as the unauthorized use of advertising media is prohibited. Special rules and regulations apply to exhibitors.

**Changes to Event** - It may be necessary for reasons beyond our reasonable control (including, but not limited to, acts of God, severe weather, fire, explosion, terrorist acts or threats, any industrial action or widespread illness) to alter the advertised content, timing and/or location of the Event or to cancel the Event. We reserve the right to do this at any time and we will not be liable to you for any cost or other expenses incurred by you as a consequence (including, without limitation, registration, travel and accommodation expenses).

**Cancellation Policy** – Cancellation requests can be sent to [CESUnveiled@mci-group.com](mailto:CESUnveiled@mci-group.com) by September 25, 2024. CTA will not be liable nor reimburse for travel, hotel or other costs incurred and you hereby waive any claim for property or other damages or compensation.

Substitutions will not be granted for credentialed attendees and media.

## 1. GENERAL LEGAL TERMS

**Ownership** - Registering for and attending the Event does not grant you any rights to use any of the CTA/CES trademarks or logos. The services and associated material provided by registering and attending the Event, including all images, designs, photographs, writings, graphs, data, or otherwise are the property of CTA and are protected by copyright, trademark, or other proprietary rights.

**Force Majeure** - CTA is not liable and will not pay any compensation where the performance of our obligations is prevented or affected directly or indirectly by or as a result of a Force Majeure Event. A “Force Majeure Event” means the occurrence of an act of God, war, government intervention, authority or regulations, terrorism, disaster, fire, flood, weather elements, labor disputes, strikes, civil disorder, insurrection, communication line failures, power failures, sabotage, curtailment of transportation, national emergency, disease or medical epidemic, pandemic or outbreaks (including COVID-19), or other similar cause, circumstance or threat beyond CTA’s control making it inadvisable, commercially impracticable, illegal, or impossible to hold any part of the Event or provide the venues. If the performance by CTA of any of its obligations under the Contract is affected by a Force Majeure Event, CTA will promptly notify you of the nature and extent thereof and any alterations to your attendance based on the Force Majeure Event. If the Event is cancelled based on a Force Majeure Event, you hereby waive any claim for property or other damages or compensation. There will be no further liability on the part of either party.

**Participation Liability** – Your attendance at the Event is completely voluntary. As such, you agree and acknowledge that you are participating in the Event and associated activities at your own free will and at your own risk. You voluntarily assume any and all risks and hazards, including without limitation, personal injury, illness, or otherwise (including those in connection with COVID-19), and hereby release CTA of any liability related to your attendance at the Event. You assume responsibility for your own well-being.

**Limitation of Liability and Indemnification** - You, your successors and assigns release CTA, its officers,

employees, agents and contractors from any and all claims you may have against CTA arising out of, or related to the Event, including, but not limited to: loss, theft, damage, delay or non-delivery; any injury to you, your employees, agents, representatives or guests while on Event premises; failure to hold the Event as scheduled; or any indirect, incidental, consequential, special or exemplary damages. CTA's aggregate liability to you in respect of all losses, liabilities or damage suffered by you arising out of or in connection with these Terms and Conditions or your attendance at the Event will not exceed the value of registration cost. You agree to indemnify and hold harmless CTA from any and all damage, loss, liability, claim or expense (including legal fees) arising out of, or in connection with: (1) the violation of any law or ordinance by you, your employees, agents, representatives, guests, or others; (2) damages to property or personal injury caused by you, your employees, agents, representatives or guests while in the show premises; and (3) your presence in and use of the show premises.

**Governing Law** - These Terms and Conditions and the rights and obligations of both parties will be governed by, and construed in accordance with, the laws of the Commonwealth of Virginia in the United States of America without giving effect to any conflicts of law rules that would cause the application of the laws of any other jurisdiction. You consent to the exclusive jurisdiction in the courts of the Commonwealth of Virginia in respect of any dispute which arises.