



World Headquarters

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SCI 2010 Annual Hunters' Convention

Reno, Nevada, January 20-23, 2010

Visual and Audio Display

Rules & Regulations

SCI is extremely aware of media and public sensitivity regarding graphic hunting scenes. Because "graphic" is subject to personal interpretation, it is increasingly necessary for us to not only have video display standards for our Annual Hunters' Convention, but also be ready to respond to convention attendees who find certain visual presentations objectionable. In an effort to ensure an environment that is consistent with SCI's image and mission, the below listed criteria are defined for our exhibitors.

SCI's Convention Committee and staff personnel will strictly enforce these standards. If show management receives any complaints, we will ask you to immediately stop running the specific display or remove the offensive photos, signage, etc. Failure to do so could result in removal from the exhibitor floor.

VISUAL DISPLAY STANDARDS:

Hunting Ethics:

- No wounded or prolonged dying animals
- No charge killing
- No labored breathing or kicking
- No crippled chase or gut shots
- No dispatching of wounded animals
- No excessive blood
- No mouth or tongue shot
- No arrow left in game
- No high-impact killing or repetitive kill shots

Educational & Entertaining:

- Project positive hunter image
- Educational content must be accurate
- Provide complete instructions
- Demonstrate ethical hunting standards
- Entertainment value must be defined
- Visual should be able to be shown to non-hunting groups, on national television, etc.

Weapon Safety:

- Total gun and bow safety
- Stress no shell in chamber
- Unload weapon over fence, stream, etc.
- Demonstrate tree stand safety
- No long-distance or poorly advised shots

Image:

- Show proper respect for animals
- Demonstrate appreciation of environment
- No profanity or inappropriate language
- Proper handling of animal after the kill
- No "hero" shots (sunglasses, bare chests, etc.)
- Presentable image of animal and hunter
- No high fence/enclosure barriers displayed
- No alcohol in hunting scenes
- Demonstrate proper trophy care
- No gutting/field preparation
- No immature game
- Don't straddle the game

Visual Production:

- Ensure highest quality of video/DVD, etc.
- Use appropriate music background
- Use a script where possible
- Visual support should cover promotion
- Finished product should be a good value
- All signage and photos displayed within exhibit area must meet these same standards

Conservation & Game Laws:

- Abide by rules of fair chase
- Compliance with license laws
- Clean up camp/pick up trash
- No shooting from boats, trucks, etc.
- Wear hunter orange (where applicable)

AUDIO/SOUND STANDARDS:

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. External speakers and other sound devices should be positioned facing into the booth to direct the sound into the booth rather than into the aisle. Television monitors up to 25 inches with built-in internal speakers may be positioned facing into the aisle with sound adjustments set at reasonable levels. **Rule of thumb:** Sound and noise should not exceed 85 decibels.

EXHIBITOR STATEMENT:

I have previewed the above Visual and Audio Display Standards and agree to operate within these guidelines for all visual and audio presentations conducted within my authorized exhibit space. *(PLEASE PRINT)*

Name: _____ Company Name: _____ Booth #: _____

Signature: _____ Date: _____