BOOTH GUIDELINES ON SOLICITATION ACTIVITIES

BACKGROUND ON PROHIBITIONS

1. Cryptocurrencies are not legal tender in India. Further, under Indian law, such as the Prevention of Money Laundering Act, 2002 ("**PMLA**") and Financial Intelligence Unit of India ("**FIU-IND**") Guidelines, and the Foreign Exchange Management Act, 1999 ("**FEMA**") – cryptocurrencies and crypto-assets (referred to as Virtual Digital Assets ("**VDAs**") and VDA service providers (including exchange, broker, transfer, custody, and related financial services) are strictly regulated. Furthermore, promotional activities relating to VDAs are subject to disclosure requirements.

2. Devcon, being a purely educational conference, has a longstanding prohibition against any form of solicitation, sales, marketing, promotions, and offers to sell, including (but not limited to) announcements of ICOs, crowd sales, or other similar promotional pitches, 'suitcasing', and outboarding. See Clause 5 & 8 of the Devcon Ticket Sale Terms and Conditions.

3. These Booth Guidelines (or "**Guidelines**") set out the prohibitions in more detail. They apply to all booths, their employees, representatives, contractors, and other staff at Devcon. Each booth must ensure that all relevant people in its organisation are informed about the guidelines described herein. By running a booth at Devcon, you agree to comply with these guidelines.

GUIDELINES

4. **No Promotion of Regulated Products or Services.** Booths must not promote, and their Publicity (defined below) must not contain any information related to:

   a. The offering or selling of financial products such as VDAs (cryptocurrencies, investment tokens, utility tokens, NFTs), securities, derivatives, payment, currency, and any other regulated products ("**Regulated Products**"); and

   b. The provision of exchange, broker, dealer, advisor, fund manager, or custodian services, or any other regulated services related to Regulated Products ("**Regulated Services**"),

unless such Regulated Products and/or Regulated Services are compliant with Indian law and align with these Booth Guidelines in the manner set out below.

5. **No Indication of Offering Regulated Products or Regulated Services.** Publicity (defined below) must not imply any intention to offer Regulated Products or Regulated Services that are not compliant with Indian law, or in contravention of these Guidelines, to users in India. This includes, but is not limited to, directing attendees to VDA platforms that are not registered with FIU-IND, or enable cross-border transactions. This clause does not restrict demonstrations or test products which are purely educational in nature.

6. **No QR Codes or Links to Trading Platforms.** Booths must not provide QR codes or links that solicit or enable others to financially invest in, commercially trade, or purchase Regulated Products, or to utilize Regulated Services that are not compliant with Indian law. This includes, but is not limited to, materials that direct attendees to VDA platforms that are not registered with FIU-IND or enable cross-border transactions. This clause does not restrict the distribution of purely educational materials relating to the underlying technology of VDAs

7. **No Live Trading or Commercial Crypto Operations.** Attendees must not conduct or facilitate any live trading, fiat-to-crypto exchanges, commercial token sales, or live crypto payments.

8. **No Prohibited Services.** Attendees must not promote, or enable the usage of anonymity-enhancing tokens, transaction tumblers, or mixers at the event. Such tools are prohibited under Indian law. This clause does not restrict activities that explain the underlying technology of such tools strictly for educational purposes.

9. **ASCI Advertising Compliance & Mandatory Disclaimer.** All materials or displays which are addressed to the public or a section of it, the purpose of which is to promote, directly or indirectly, the sale or use of goods and services to whom it is addressed, permitted at booths and relating to VDAs, must strictly comply with the below instructions:

   a. **Mandatory Risk Disclaimer:** Any permitted display referencing Regulated Products or Regulated Services must prominently state:
   "Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions."

   b. **Restricted Terminology:** Booths must avoid using traditional financial terms such as *"currency," "securities," "custodian,"* or *"depositories"* in connection with Regulated Products or Regulated Services.

   c. **No Profit Promises or Downplaying Risks:** Booth publicity must not guarantee future profits, depict trading as a solution to financial hardship, feature minors, or downplay risks.

All advertising material must follow any additional requirements prescribed in the '[Guidelines for Virtual Digital Assets and Linked Services]'.

10. **Avoid Displaying Affiliate Logos and Contact Information.** Booths should avoid displaying trade names, logos, or contact information of affiliates and partners that engage in Regulated Products or Regulated Services as part of their usual business operations.

11. **Limit Communications to Technology Solutions.** All communications between booths and attendees should focus solely on technology information and/or educational content. Discussions related to trading, pricing, or investing in Regulated Products or Regulated Services should be avoided.

12. **Activities & Communications.** These prohibitions apply to all forms of publicity, marketing, communication, or advertising ("Publicity") related to the event, including:

   a. Press and news releases;
   b. Advertising and any form of video or audio transmission;
   c. Any internet sites (including social networks and chat applications such as X, Telegram, Discord, WhatsApp, Instagram, public blogs, or other media);
   d. Speeches, press conferences, presentations, and interviews;
   e. Brochures;
   f. Conversations and other oral communications; and
   g. Any other information or material, distributed directly or indirectly to the public or shared widely, including among employees, representatives, and staff.

13. **Acknowledge Event Restrictions.** Booths understand that they undertake obligations to comply fully with these guidelines and that being allowed to participate does not mean the event organisers approve or confirm that their activities are legal and does not mean that the event organisers are involved with them or their projects, products, or services in any way.

CONSEQUENCES OF NON-COMPLIANCE

14. **Civil & Criminal Liability.** Failure to comply with these Booth Guidelines may result in civil and/or criminal liability under the laws of India (including the PMLA and FEMA). Non-compliance may also result in digital access blocking via MeitY under Section 69A of the IT Act. We reserve the right to deny admission or expel any booth that fails to comply with these guidelines.

15. **Indemnity.** Booths agree to indemnify and hold the event organisers harmless from any claims, liabilities, penalties, or enforcement actions arising from a breach of these Booth Guidelines or from any other non-compliant activities conducted during the event.

16. **Monitoring by Regulators.** The event may be subject to monitoring by regulators and law enforcement agencies. Regulators actively enforce actions against unlicensed or non-compliant business operators that promote or solicit Regulated Products or Regulated Services.

QUESTIONS & CLARIFICATIONS

If you have any questions about these Booth Guidelines, please contact us at support@devcon.org.