

ATSSA's Convention &
TRAFFIC
EXPO
2025

EXHIBITOR SERVICES KIT

ATSSA's Convention & Traffic Expo 2025

March 2-4, 2025

Orange County Convention Center

Orlando, FL

Welcome

Dear ATSSA's Convention & Traffic Expo 2025 Exhibitor,

T3 Expo is proud to have been selected as the official service contractor for ATSSA's Convention & Traffic Expo 2025. This document contains information and order forms for many of the services that we offer. Please take a few minutes to review and read this material carefully. Our goal is to help make your participation at this event a success. We recommend placing your orders as soon as possible in order to take advantage of the advance order discounts.

Our T3 Expo Customer Service department is ready to assist you with all your exhibiting needs; please contact help@t3expo.com or call +1.888.698.3397.

Thank you for your business,
From all of us at T3 Expo

Use our
INTERACTIVE
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for EASY NAVIGATION



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T3 EXPO INFORMATION

Show Information

Location

Orange County Convention Center
9800 International Drive
Orlando, FL 32819

Exhibit Hall

WD1, WD2, WE1, WE2

Booth Package

Each 10' x 10' Exhibitor Booth includes:

- 8' High Back Wall Drape
- 3' High Side Rail
- (1) Booth ID Sign (44"w x 7"h)

Show Colors

- Drapes – Navy
- Side Rails – Navy
- Aisle Carpet – Tuxedo
- Facility Hall Flooring – Concrete



The booth space is not carpeted and the floor is concrete. Carpeting may be ordered in this kit or at www.t3expo.com.

Exhibitor Move-in	Exhibit Hours	Dismantle/Move-out	Carrier Check-in
Friday, February 28* 8:00 am – 4:00 pm	Sunday, March 2 4:00 pm – 6:00 pm	Tuesday, March 4 2:00 pm – 9:00 pm	Wednesday, March 5 By 11:00 am
Saturday, March 1 8:00 am – 4:00 pm	Monday, March 3 10:30am – 5:30 pm	Wednesday, March 5 8:00 am – 12:00pm	–
Sunday, March 2 8:00 am – 2:00 pm	Tuesday, March 4 10:00am – 2:00 pm	–	–

*By appointment only.

Looking for a meeting room to hold private meetings during the ATSSA Convention and Traffic Expo?

ATSSA is offering complimentary meeting rooms, located at the Orange County Convention Center, on a first come first serve basis to all exhibiting companies. If you are interested in reserving a room during the event, e-mail Christina Childs, Director of Meetings and Convention, at christina.childs@atssa.com.

PLEASE NOTE: Hours are subject to change. Colors and style may vary upon availability.

Important Dates & Deadlines Checklist

Wednesday, January 22, 2025	Presta™ Rental Exhibit Package Order Deadline
Wednesday, January 22, 2025	Receiving at Advance Warehouse Begins
Wednesday, January 29, 2025	Presta™ Rental Exhibit Package Artwork Submission Deadline
Wednesday, January 29, 2025	Exhibitor Appointed Contractor Form Deadline
Friday, January 31, 2025	Lead Retrieval Advanced Discount Deadline
Wednesday, February 5, 2025	Presta™ Rental Exhibit Package Artwork Approval Deadline
Thursday, February 6, 2025	Orange County Convention Center Incentive Deadline
Friday, February 7, 2025	Orange County Convention Center Base Rates Start
Friday, February 7, 2025	Target Change / Early Move-in Request Form Deadline
Thursday, February 6, 2025	T3 Service Orders Advance Discount Deadline
Thursday, February 6, 2025	Custom Furniture Advance Discount Deadline
Thursday, February 20, 2025	Last Day for Advance Shipments to Arrive without Surcharges
Thursday, February 27, 2025	Orange County Convention Center On-Site Rates Start
Friday, February 28, 2025	Direct Shipments to Show Site May Begin Arriving After 8:00 am
Sunday, March 2, 2025	All Exhibits Must Be Set by 2:00 pm
Wednesday, March 5, 2025	All Carriers Must Check In by 11:00 am

Preshow Checklist

[Please click here to view our Terms and Conditions](#)

Review this entire Service Kit (PLEASE NOTE: Payment is required with all orders)

Arrange in-bound freight/Material Handling

If you or any other vendor are shipping materials to your booth, be sure to choose **Advance** or **Direct Shipping**:

Advance Shipping:

- If you ship to the Advance Warehouse, your freight will be guaranteed to be in your booth for the first day of set up.
- Be sure to look at the Late to Warehouse date. Freight being received after the date will incur a surcharge.
- The Advance Warehouse is not able to accept loose unpackaged pieces. Shipping crates, fibers, cartons, hanging signs, carpet, padding and pallets are acceptable. Due to circumstances of timing or facility availability beyond the control of T3 Expo, this may result in an overtime surcharge: please refer to the Material Handling form.

Direct Shipping:

- If you ship direct to show site, note the dates that shipments can be received. Shipments arriving before these dates may be refused.
 - PLEASE NOTE: Any freight arriving on a Saturday, Sunday or before 8:00 am and after 4:30 pm Monday – Friday or observed local union holidays will incur an overtime surcharge.
2. Check the show timing to gauge which shipping option meets your scheduling parameters and make note of handling surcharges (overtime, off target, late/early to warehouse etc.).
 3. Fill out the Material Handling form in the Service Kit to estimate your costs and submit it with your payment.
 4. Label your freight correctly with your company name, booth number, event/ATSSA's Convention & Traffic Expo 2025 and address listed in the Service Kit. Shipping label forms are provided in the Service Kit.
 5. Bring all copies of shipping documents with tracking numbers to show site.

Order rental booth structure and/or option, if applicable

- Please choose the appropriate option and/or configuration of your booth structure.

Order graphics/signage and submit artwork, if applicable

- See the Print Production Artwork Requirements page in this Service Kit for format information and submission details.

Order booth furnishings/accessories, if applicable

- There are forms in this Service Kit with many options to enhance the look of your exhibit. Discount price deadlines are noted on the forms.

Order T3 installation & dismantle labor, and / or submit EAC forms with proof of insurance

- Venues have different union regulations; please review the Labor Guidelines page to determine if hiring labor to set-up / tear down your exhibit properties is needed.
- If using a firm other than the official service contractor, a Notification of Intent to Use EAC form and proof of insurance must be submitted at least (30) days prior to the first day of exhibitor move-in. Without these documents, your EAC will not be allowed to set any exhibits.

Order additional/ancillary services

- There may be forms in this Service Kit for other services such as; accessible storage, sign hanging, custom furnishings, electricity, internet, audio visual, lead retrieval, cleaning, floral or catering.
- Some of these services are provided by vendors other than T3 Expo; be sure to submit forms and payments to the proper vendors. Please make note of ordering discount deadlines.

Submit your order with payment (REQUIRED)

- This will ensure all booth options, graphics, furnishings and accessories are reserved for your event. Orders received without payment cannot be processed. We accept Mastercard, Visa, American Express, company check or wire transfer.

Arrange out-bound freight

- Before the end of your event, be sure to visit the T3 Service Desk to pick up a Material Handling form.
- No Material Handling form will be distributed unless the account is paid in full.
- There will be a show carrier providing air and/or ground shipping options. If you are using your own carrier, you will need to schedule them on your own for a pickup.
- Please note the carrier check-in time on the Show Information page.
- If your carrier does not check-in by the date/time listed, your freight will be re-routed to ship with the show carrier at your expense.

On-site Checklist

Check all freight when you arrive

- Verify that all your shipments have arrived in your booth space. Please check against your shipping documentation before unpacking any freight.

Booth set-up

- If you are using T3 Expo Installation Labor, you must go to the T3 Service Desk to inform us that you are ready for your labor.
- Installation/Dismantle Labor start time is only guaranteed when ordered for 8:00 am.
- Once your booth is set up, tag your empty containers with Empty Stickers which can be picked up at the T3 Service Desk.

Arrange outbound shipping

- Before the end of the event, visit the T3 Service Desk to pick up your Material Handling form(s). You will need a separate Material Handling form for each outbound shipping destination.
- Material Handling form(s) will not be distributed until account is paid in full.
- There will be show carriers on-site for air and ground service.
- If you are using your own carrier, you must schedule them in advance to pick up your shipment(s).
- Note the Carrier Check-in date / time on the Show Schedule form.
- If your carrier doesn't check in by the date/time listed, your freight will be rerouted onto a show carrier at your expense.

Booth freight packed and ready to ship out

- Once your freight is packed and labeled to ship out, you must turn in your Material Handling form(s) at the T3 Service Desk.
- Do not leave your Material Handling form(s) in your booth space or on your freight.
- If you do not turn your Material Handling form(s) into the T3 Service Desk, your shipment may be delayed and/or rerouted to a show carrier.

Only for Exhibitors With Vehicles on the Show Floor

Please Note:

- The battery cables must be disconnected
- The gas cap must either be taped shut or have a lockable gas cap
- The vehicle must contain less than 1/4 tank of gas
- Exhibitor is responsible for checking local Fire Marshal rules and regulations for additional requirements

Exhibitor Name _____

Exhibitor Booth Number _____

Contact Name _____

Contact Phone Number _____

Signature _____

Please return this form to both jkim@t3expo.com & ccaldwell@thewymancompany.com.

SHIPPING INFORMATION

ATSSA's Convention & Traffic Expo 2025
BOOTH #: _____

Material Handling

Choosing Your Carrier

Please carefully consider your carrier prior to booking your shipment(s) to and from the event. Various carriers are set up to operate on a certain schedule or with limited delivery procedures. Please be sure to review your carrier's policies. Some carriers will not deliver to a loading dock, some deliver without verification or signature of delivery. This may result in delays in delivery or additional fees.

POV (Privately Owned Vehicle): If you are delivering your materials to show site in your own vehicle, there may be Material Handling charges applied. Please refer to the Union Regulations in this kit and plan accordingly. T3 has jurisdiction over the loading dock based on these regulations.

Rate Classifications

Crated: Material that is skidded or in any type of shipping container that can be unloaded at the dock with no additional handling required.

Uncrated: Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks. The Advance Warehouse is not able to accept loose/unpackaged pieces; shipping crates, fibers, cartons and pallets are acceptable.

Small Package: A shipment of any number of pieces with a combined weight of 1-50 lbs that is received on the same day, from the same shipper and delivered by the same carrier at the same time.

Additional Fees May be Applicable

Late to Warehouse Fee: Shipments arriving after Thursday, February 20, 2025 will be charged an additional 30%.

Off Target Fee: If your event has a targeted move in, you must schedule your delivery within your target time. If your freight is received Off Target, there will be an additional fee of 30% of your Material Handling costs for that shipment.

Overtime/Double Time

- Overtime is before 8:00 am and after 4:30 pm, Monday-Friday, and all day Saturday. Double Time is all day Sunday and observed Union holidays.
- Based upon the Material Handling rates quoted, a 30% surcharge per pound for each occurrence will apply if:
 - Shipments are received on overtime.
 - Your advance shipment to the warehouse is received during straight time hours, but due to scheduling beyond T3 Expo's control, is moved into show site on overtime.
 - Shipments are loaded out on overtime.

Outbound Shipping

- A Material Handling form **MUST** be filled out for any shipment leaving the Expo Hall. These forms can be picked up at the T3 Expo Service Desk. All accounts must be settled prior to requesting this form.
- Once you have filled out the Material Handling form and ALL of your booth materials are packed, labeled, and ready for shipping, please return the completed form to the T3 Expo Service Desk – **DO NOT LEAVE THIS FORM IN YOUR BOOTH SPACE.**

Carrier Check-in: All carriers must be checked in no later than Wednesday, March 5, 2025 by 11:00 am. If prior arrangements have not been made, the official show carrier will be on-site to coordinate or re-route shipments.

UPS or Federal Express: To use these carriers, you **MUST** have their shipping labels for each piece and schedule your pick up. Without these, your freight will **NOT** be picked up by either. If there is a Business Center on the property, it is recommended that you bring your items there.

PLEASE NOTE: There may be an additional fee from the facility for this service.

Advance Shipments to T3 Expo Warehouse

Advance Shipments will be received at the Advance Warehouse beginning on Wednesday, January 22, 2025. Shipments arriving prior to this date may be refused.

Crated or Uncrated

Shipment Weight x \$1.73/lb = \$ _____

Small Package Shipment - Total Shipment Weight 50 lbs or less

Small Package Shipment x \$78.00 ea. = \$ _____

Sales Tax 6.5% \$ _____

Material Handling Estimate \$ _____

Direct Shipments to Show Site

Direct shipments will be received starting on Friday, February 28, 2025 at 8:00 am. Shipments that arrive prior to this date may be refused by the Orange County Convention Center as T3 Expo will not have possession of the venue prior to this date and time.

Crated or Uncrated

Shipment Weight x \$1.76/lb = \$ _____

Small Package Shipment - Total Shipment Weight 50 lbs or less

Small Package Shipment x \$78.00 ea. = \$ _____

Sales Tax 6.5% \$ _____

Material Handling Estimate \$ _____

MATERIAL HANDLING 101



Material handling is the service of Receiving Freight from carrier, Delivery to booth, Storing of empty containers, and loading freight on outbound carrier at the end of the event.

Please review the below steps.

1

SHIPPING

Choose where you would like your items shipped prior to the event.



ADVANCED WAREHOUSE
Shipping freight to the advanced warehouse is more cost effective.

Materials received at the advanced warehouse will be delivered to your booth space prior to your assigned move in date and time



DIRECT TO SHOWSITE
Benefits exhibitors who can not make the advanced warehouse deadline.

2

EXHIBIT SPACE

Material Handling charges are incurred no matter where items are shipped.



ADVANCED WAREHOUSE
Material handling covers the cost of your items being transferred from the advanced warehouse to your exhibit space.



DIRECT TO SHOWSITE
Material handling covers the cost of your items being off loaded at the dock and delivered to your exhibit space.

3

EMPTY CONTAINERS

Once your booth is set, choose how you would like empty containers stored during the event.



EMPTY STORAGE
Best for large items like crates and skids. These will not be accessible during event hours.

Material handling covers items being stored and returned to your exhibit space at end of show.



ACCESSIBLE STORAGE
Available for an additional fee if you have items you need to access during the event such as collateral materials, swag, etc.

4

SHIPPING

Complete your Material Handling Agreement (MHA) to let us know what to do with your materials post event.



SET UP SHIPMENT

Arrange for your carrier to pick up your materials prior to the event closing. Complete your MHA and return to the T3 Expo Service Center once your materials are packed and ready for shipping.



USE SHOW CARRIER

Don't have a preferred shipping vendor? Fill out your MHA and opt to use the show carrier to ship your materials.

PRE SHOW

SHOW SITE

POST SHOW

SHIPPING QUICK FACTS

Advanced Warehouse

ATSSA 2025
JM Freight Logistics
7580 Exchange Dr
C/O T3 Expo
Orlando, FL 32809

- Ship early to avoid delays and save money!
- Materials received at the Advanced Warehouse will be delivered to your booth prior to your targeted move in date and time.
- We will accept crated, boxed, or skidded material beginning **January 22, 2025** at the above address.
- Material arriving after **February 20, 2025** will be received at the warehouse with an additional after deadline charge.
- Please note that we will not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W.
- Warehouse materials are accepted Monday through Friday between the hours of 8:30AM and 4:00PM.
- Certified weight tickets must accompany all shipments.
- If required, provide your carrier with the following phone number: **(888) 698-3397**.

Show Site

ATSSA 2025
C/O T3 Expo
Orange County Convention Center
WD1, WD2, WE1, WE2
9800 International Drive
Orlando, FL 32819

- We will receive shipments at the exhibit facility beginning **February 28, 2025**.
- Shipments arriving before this date may be refused by the facility.
- Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor.
- Certified weight tickets must accompany all shipments.
- Ensure your driver has the following information to help expedite unloading and delivery to your booth:
 - Show Name, Exhibitor Name, Booth #
- If required, provide your carrier with the following phone number: **(888) 698-3397**.

Your show is targeted!

If your materials are being delivered to show site, they should arrive by your targeted move-in date/time in order to avoid additional fees and surcharges.

Materials received at the Advance Warehouse will be delivered to your booth prior to your targeted move in date and time

Rate Calculator

ADVANCED WAREHOUSE	<input type="text"/>	x	\$1.73	<input type="text"/>
	WEIGHT		COST	EST. TOTAL COST
DIRECT SHIPMENT	<input type="text"/>	x	\$1.76	<input type="text"/>
	WEIGHT		COST	EST. TOTAL COST

Rate calculation above based on straight time inbound and outbound shipments.

[Download Advanced Warehouse Shipping Labels](#)

[Download Show Site Shipping Labels](#)

Shipping Addresses

Advance Shipments to T3 Expo Warehouse

Address

To: (Exhibiting Company Name)
(Booth #)

For: ATSSA's Convention & Traffic Expo 2025

c/o: T3 Expo
c/o: JM Freight Logistics
7580 Exchange Dr
Orlando, Florida 32809

Information

Advance shipments will be accepted beginning on Wednesday, January 22, 2025 through Thursday, February 20, 2025 between the hours of 8:00 am – 3:00 pm.

Shipments received after Thursday, February 20, 2025 will be charged an additional 30% per pound.

Please note when overtime rates apply as stated on Material Handling pages.

Direct Shipments to Show Site

Address

To: (Exhibiting Company Name)
(Booth #)

For: ATSSA's Convention & Traffic Expo 2025

c/o: T3 Expo
c/o: Orange County Convention Center
WD1, WD2, WE1, WE2
9800 International Drive
Orlando, FL 32819

Information

Direct shipments are accepted starting on Friday, February 28, 2025 beginning at 8:00 am and throughout published event hours.

Please note when overtime rates apply as stated on Material Handling pages.

Order Form Deadline: Friday, February 7, 2025

Target Change / Early Move-in Request Form

ATSSA's Convention & Traffic Expo 2025 - March 2-4, 2025

NAME OF SHOW

COMPANY NAME

BOOTH NUMBER

CONTACT NAME

BOOTH SIZE

EMAIL ADDRESS

PHONE NUMBER

Exhibitors requesting a revised targeted move-in date and time must complete and return this form to T3 Expo by **MONDAY, FEBRUARY 7, 2025**.

- Scheduled target times are for freight delivery only. Exhibitors may move in once their freight has been delivered to their booth.
- All Target Change requests must be authorized by T3 Expo. Revised target times will be communicated by email.
- Small package shipments sent via UPS, FedEx, and DHL do not require target date changes.
- T3 Expo will make every attempt to schedule you on the day that you have requested; however, due to the number of requests, we reserve the right to refuse your request.

EXHIBITING COMPANY

BOOTH NUMBER

PRIMARY CONTACT

TELEPHONE

ONSITE CONTACT

ONSITE CONTACT CELL

EMAIL ADDRESS

ESTIMATED WEIGHT OF MATERIALS

ESTIMATED PIECE COUNT

Shipping to: Advance Warehouse Direct to Show Site

Please indicate the Day & Time requested for new target move-in:

Original Target Date & Time: _____

Requested Target Date & Time: _____

Email Completed Form by: February 7, 2025

To: T3 Freight Supervisor

Brian Nilson: bnilson@t3expo.com

NOTES:

OFFICE USE ONLY: Approved Denied

New Target Date: _____ New Target Time: _____

Signed: _____ Date: _____

Marshalling Yard Information

Directions to Marshalling Yard

- Head north on Exhibit Dr
- Use the right 2 lanes to turn right onto International Dr
- Use the 2nd from the left lane to turn left onto Destination Pkwy
- Turn right
- Turn left
- Turn right
- Turn left
- Marshalling yard is located next to the OCCC Parking Garage on Destination Pkwy

Marshalling Yard Days and Hours of Operation

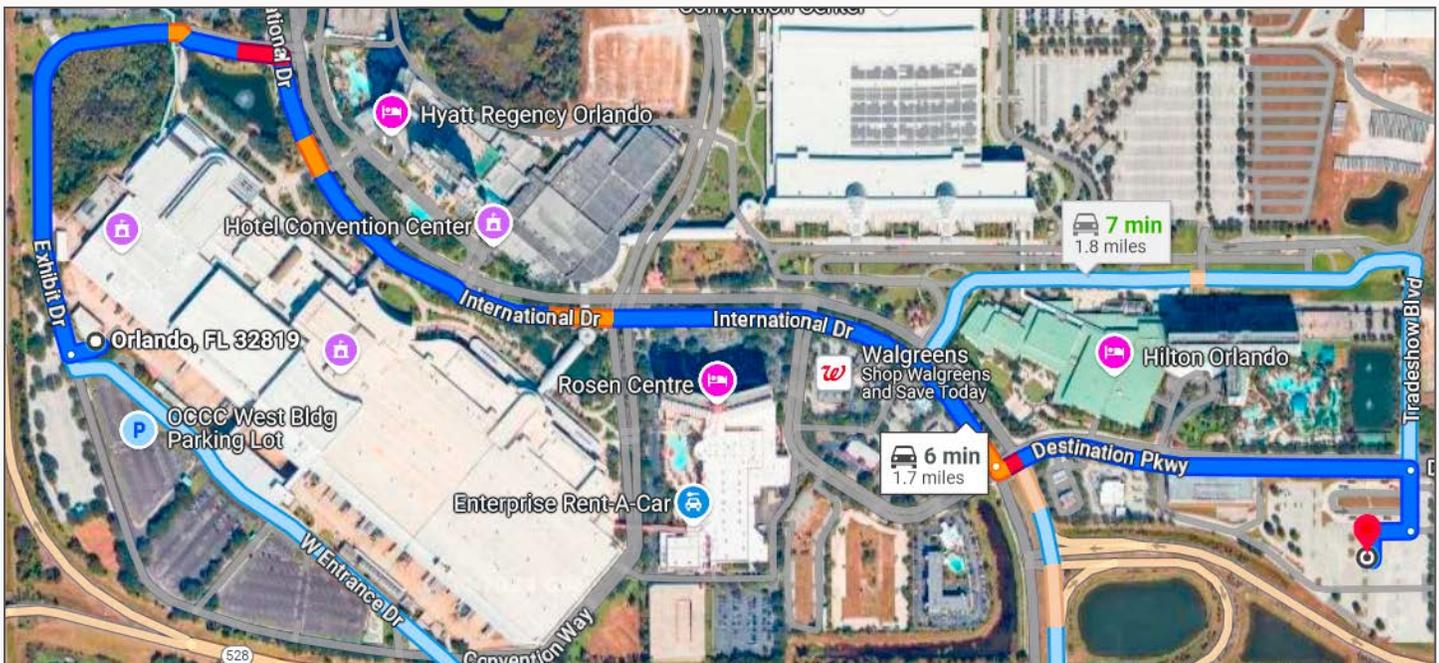
Friday, February 28	6:00 am – 4:00 pm
Saturday, March 1	6:00 am – 4:00 pm
Sunday, March 2	6:00 am – 10:00 am
Monday, March 3	<i>Closed</i>
Tuesday, March 4	11:00 am – 6:00 pm
Wednesday, March 5	6:00 am – 11:00 am

Show Location

Orange County Convention Center
 9800 International Drive
 Orlando, FL 32819

Exhibit Halls

WD1, WD1, WD2, WE1, WE2



T3 Advance Discount Deadline:
Order and payment due by Thursday, February 6, 2025

Vehicle Spotting Fee

T3 Expo is responsible for the placement and removal of all motorized units/vehicles entering and exiting the exhibit hall.

All vehicles being used on the exhibit hall floor, either as an actual exhibit or as part of the exhibit space, must be escorted by a T3 Expo spotting crew. There is a round trip fee per vehicle for this service.*

Please Note:

- The battery cables must be disconnected
- The gas cap must either be taped shut or have a lockable gas cap
- The vehicle must contain less than 1/4 tank of gas
- Exhibitor is responsible for checking local Fire Marshal rules and regulations for additional requirements

The Fire Marshal requires that certain safety regulations are adhered to for all vehicles on the exhibit floor. Please see the facility & US Fire Department regulations in this kit; exhibitor is responsible for making sure that all requirements are met.

*Additional fees may apply if vehicle cannot be driven into place and must be assisted or if scheduled spotting time is missed. Oversize vehicles will be charged additional fees.

Requested Date & Time for Vehicle(s) Delivery:

Deliver		(Day/Date)		(Time)
Pick Up		(Day/Date)		(Time)

Number of vehicles	Price per vehicle (round trip)	Extended Price
	x \$350.00	= \$ _____

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

The following information is required; please return completed form to T3 Expo. Email this completed form along with the Payment Information Form to: orders@t3expo.com

Sales Tax 6.5% \$ _____
Total Spotting Fee Estimate \$ _____

Cartload Service

To alleviate issues associated with exhibitors carrying small exhibit materials during move-in, T3 Expo is pleased to provide a Cartload Service. This service will be available during move-in and move-out.

Cartload Services are designed for use by privately owned vehicles (POVs). A POV is considered to be any vehicle that is primarily designed to transport passengers, not cargo or freight. Examples include cars, pickup trucks, passenger vans, taxis, limos, etc. Bobtails, box trucks or pickup trucks pulling small trailers are not considered POVs and Material Handling rates will apply. **No cartload can have a combined weight of more than 300 lbs.** Material Handling charges will apply to any loads greater than the limits listed above.

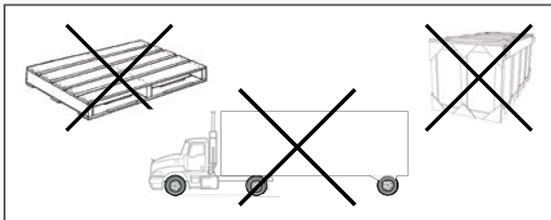
Special Freight Services – Small Passenger Vehicles Only! Maximum Weight 300 lbs

- Each cartload will handle (8) pieces or less, weighing less than 300 lbs. total. Each exhibitor will be provided (1) laborer with (1) cart. Each exhibitor will be allowed a maximum of (2) trips from their vehicle to their booth for move-in and (2) return trips from their booth to their vehicle for move-out.
- T3 Expo personnel will direct all vehicles. The cart is not authorized to enter or go to any parking structure. There must be two (2) people with your vehicle; one (1) person to go with your product to the booth space and one (1) person to remove your vehicle from the unloading area to the parking area once Cartload Service is complete.
- The vehicles must be unload/loaded by full-time exhibitor personnel, by hand.
- Material handling charges and processes will apply to any loads greater than the limits listed above and/or any vehicles that are deemed by T3 Expo not to be a POV.

Hand-carry Information

- This service is for those who have small hand-carry items, all of which must fit on the cart.

To receive this service, watch for the Cartload Service signage



Cartload Service	Anticipated number of trips (2) maximum each way	Price per trip (each way)	Extended Price
Inbound	_____	x \$275.00	= \$ _____
Outbound	_____	x \$275.00	= \$ _____

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

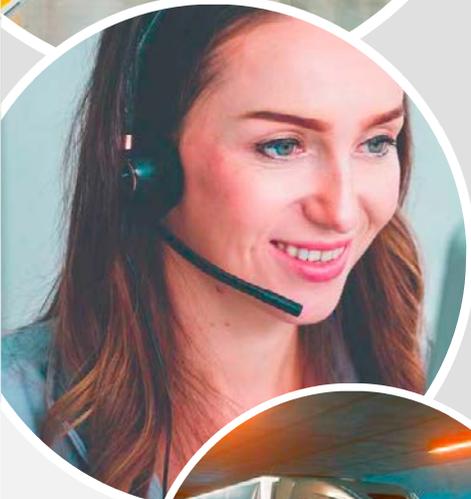
The following information is required; please return completed form to T3 Expo. Email this completed form along with the Payment Information Form to: orders@t3expo.com

Sales Tax 6.5% \$ _____
Total Cart Service Fee Estimate \$ _____



EXHIBIT TRANSPORTATION SOLUTIONS

When your customers want assurance that their shipments will arrive on time and as promised, Allstates WorldCargo can provide them the peace of mind they need.



**EXCEPTIONAL SERVICE.
ROUND-THE-CLOCK SUPPORT.**



At Allstates WorldCargo, our Exhibit Tran Solutions is the best in the industry and includes more standard benefits than you'll find with any other provider:

- All-Inclusive Pricing With No Additional Fees For Pickups And Deliveries, Including Weekend And Night Service
- Pick-Up And Transportation From Point Of Origin To Your Choice Of Either Advance Warehouse Or Show Site
- Leading-edge Technology for Shipment Visibility and Management
- 24/7 Customer Service

Contact Us

 612-504-8300

 tradeshow@allstates-worldcargo.com

For more information visit our website
www.allstates-worldcargo.com



These labels are provided for your convenience; please affix to each piece shipped to ensure proper delivery.

ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, JANUARY 22, 2025 TO THURSDAY, FEBRUARY 20, 2025

To: _____

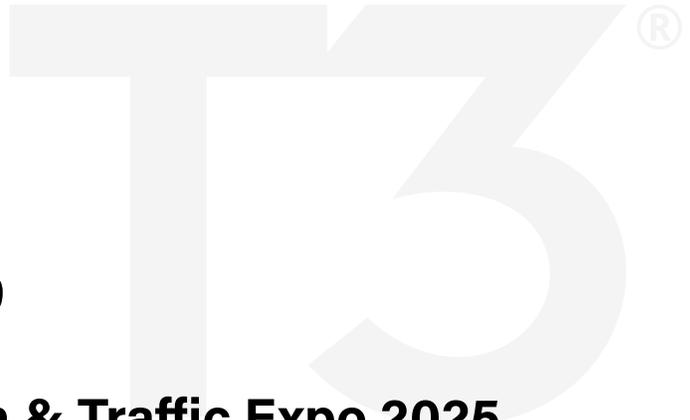
Exhibitor Name

c/o: T3 Expo

c/o: JM Freight Logistics

7580 Exchange Dr

Orlando, Florida 32809



Event: **ATSSA's Convention & Traffic Expo 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, JANUARY 22, 2025 TO THURSDAY, FEBRUARY 20, 2025

To: _____

Exhibitor Name

c/o: T3 Expo

c/o: JM Freight Logistics

7580 Exchange Dr

Orlando, Florida 32809



Event: **ATSSA's Convention & Traffic Expo 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

DIRECT SHIPMENT

ACCEPTED BEGINNING FRIDAY, FEBRUARY 28, 2025

To: _____

Exhibitor Name

c/o: T3 Expo

c/o: Orange County Convention Center

WD1, WD2, WE1, WE2

9800 International Drive

Orlando, FL 32819

Event: **ATSSA's Convention & Traffic Expo 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

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Booth #: _____

Piece #: _____ of: _____ pieces

These labels are provided for your convenience; please affix to each piece shipped to ensure proper delivery.

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HANGING SIGN ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, JANUARY 22, 2025 TO THURSDAY, FEBRUARY 20, 2025

To: _____

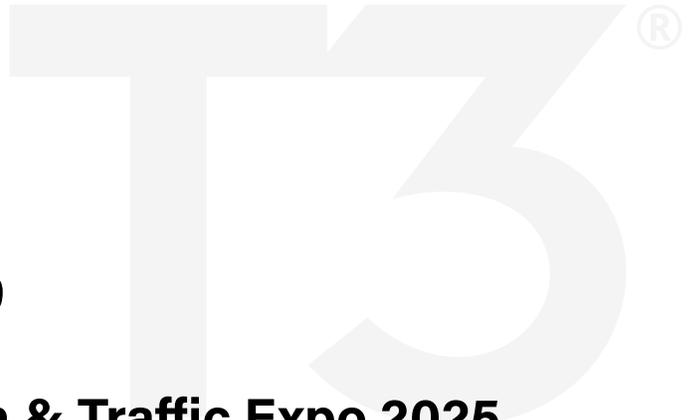
Exhibitor Name

c/o: T3 Expo

c/o: JM Freight Logistics

7580 Exchange Dr

Orlando, Florida 32809



Event: **ATSSA's Convention & Traffic Expo 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

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7580 Exchange Dr

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Event: **ATSSA's Convention & Traffic Expo 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

T3 SERVICE INFORMATION & FORMS

Exhibitor Order Deadline: **Wednesday, January 22, 2025**
Artwork Submission Deadline: ... **Wednesday, January 29, 2025**
Artwork Approval Deadline:..... **Wednesday, February 5, 2025**
 An additional 25% rush fee will be added to the total price of the package if graphic files are received after Wednesday, January 29, 2025.

10' x 10' Presta™ Rental Exhibit Package



The following information is required; please return completed form to T3 Expo.

Review Package

- 9'w x 8'h Digitally Printed Back Wall
- 10' x 10' Standard Carpet
- (1) B3 Counter with Locking Storage
- (3) Clip Lights (electricity not included)
- Labor to Install and Dismantle
- First Day Cleaning

Submitting Artwork

Before submitting artwork, please see our Print Production Artwork Requirements. There you will find information on file setup and formats, as well as a link to upload graphics and download templates.

Select Carpet Color (Included in package price; check one)

- | | | | |
|-------|------|--------|------|
| Black | Blue | Green | Grey |
| Navy | Red | Tuxedo | |

Submit This Form

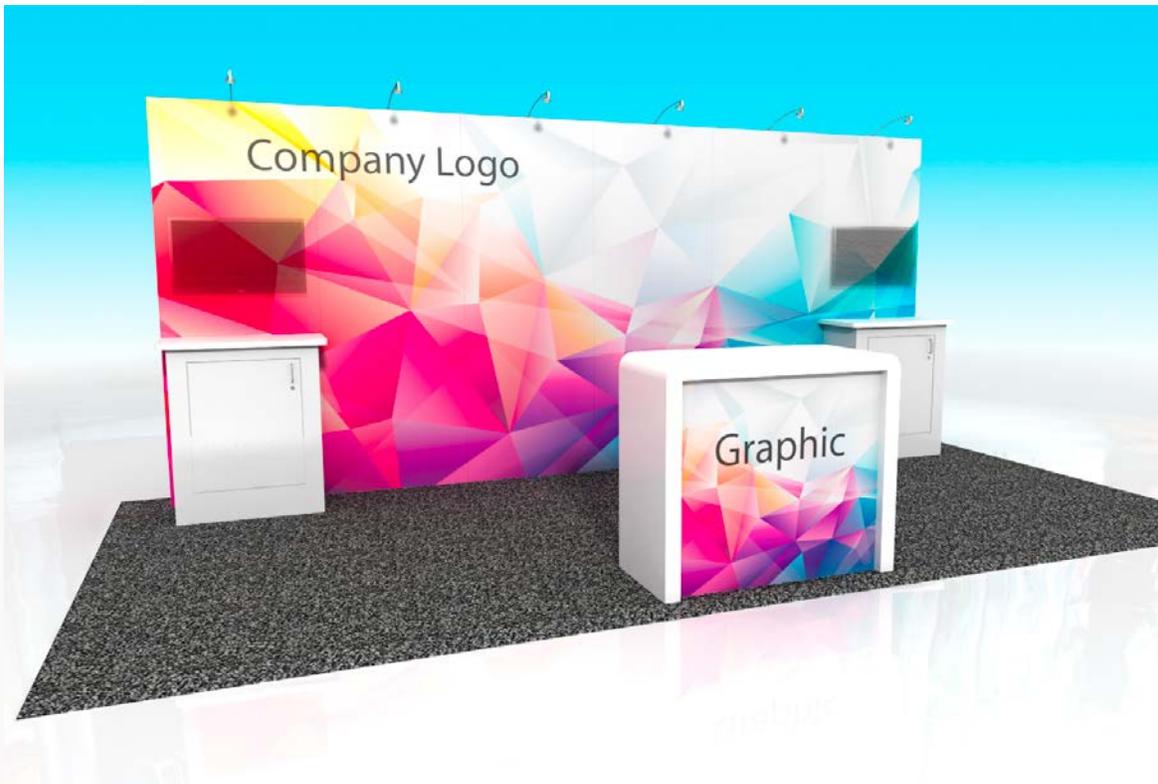
Email this completed form along with the Payment Information Form to: orders@t3expo.com

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

10' x 10' Rental Exhibit Package **\$3,914.00**
 Sales Tax 6.5%..... \$ _____
 Estimated Rental Package Total..... \$ _____
 Pricing does not include electricity, internet connection or AV equipment.

Exhibitor Order Deadline: Wednesday, January 22, 2025
Artwork Submission Deadline: ... Wednesday, January 29, 2025
Artwork Approval Deadline:..... Wednesday, February 5, 2025
 An additional 25% rush fee will be added to the total price of the package if graphic files are received after Wednesday, January 29, 2025.

10' x 20' Presta™ Rental Exhibit Package



The following information is required; please return completed form to T3 Expo.

Review Package

- 18'w x 8'h Digitally Printed Back Wall
- 10' x 20' Standard Carpet
- (1) R4 Counter with Locking Storage and Custom Graphics
- (2) B3 Counters with Locking Storage
- (6) Clip Lights (electricity not included)
- Labor to Install and Dismantle
- First Day Cleaning

Submitting Artwork

Before submitting artwork, please see our Print Production Artwork Requirements. There you will find information on file setup and formats, as well as a link to upload graphics and download templates.

Select Carpet Color (Included in package price; check one)

- | | | | |
|-------|------|--------|------|
| Black | Blue | Green | Grey |
| Navy | Red | Tuxedo | |

Submit This Form

Email this completed form along with the Payment Information Form to: orders@t3expo.com

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

10' x 20' Rental Exhibit Package **\$7,963.00**
 Sales Tax 6.5%..... \$ _____
Estimated Rental Package Total..... \$ _____
 Pricing does not include electricity, internet connection or AV equipment.

Artwork Submission Deadline:
All artwork due by Wednesday, January 29, 2025

Print Production Artwork Requirements

PLEASE NOTE:

All artwork must be submitted in **CMYK** (not RGB/HEX).

General File Set Up

Please provide artwork in native forms whenever possible:

- **Adobe Illustrator and Adobe InDesign files are preferred**

When creating multiple-panel signs/structure graphics (booth back walls, etc.):

- **Use Adobe Illustrator for layout**
- Create artwork using one artboard for entire graphic. Don't use separate artboards for artwork spanning more than one panel.
- Include **2" bleeds** on all sides
- Convert fonts to outlines
- Embed all linked images

When creating single-panel graphics/smaller signs (meter boards, placards, etc.):

- **Use Adobe Illustrator or InDesign for layout**
- Include **1" bleeds** on all sides
- Convert fonts to outlines
- Embed or package all linked images

Images

Rasterized pixel-based images such as PSD, TIF or JPGs should be high resolution (150-300 dpi) at full size, 1:1 ratio. This includes images linked or embedded in InDesign or Illustrator files.

Based on viewing distance, below are some basic guidelines for resolution when working with formats such as PSD, TIF and JPG files.

48" x 96" Graphics and larger

Recommended resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet 200 dpi at full size
- Viewing distance of 5-9 feet 150 dpi at full size

Minimum resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet 150 dpi at full size
- Viewing distance of 5-9 feet 100 dpi at full size

Graphics smaller than 48" x 96"

- Viewing distance of 1-4 feet 100 dpi at full size

Preferred File Formats

- **Adobe Illustrator (AI or EPS):** Outline fonts and embed all links
- **Adobe InDesign:** Package all fonts and links
- **Adobe Photoshop (PSD, TIF or JPG):** For image files

Checklist

SET DOCUMENT MODE TO CMYK

USE APPROPRIATE DIMENSIONS AND SCALE

SET APPROPRIATE BLEEDS ON ALL SIDES

CHECK IMAGE RESOLUTION

CONVERT FONTS TO OUTLINES

EMBED IMAGES / SAVE & PACKAGE YOUR FILE

INCLUDE PDF PROOF

Artwork Submission and Template Download

[CLICK HERE](#) to upload your graphic files once they're complete or to download graphic templates.

Questions?

Questions regarding artwork may be emailed to:

Exhibitor Graphics
graphics@t3expo.com

Please include, in all inquiries:

- Event name
- Company name
- Booth number
- Contact information

Carpet Options

Upgraded Carpet – 30 oz. Premium 100% Nylon Carpet



Black



Green



Grey



Navy



Red



White

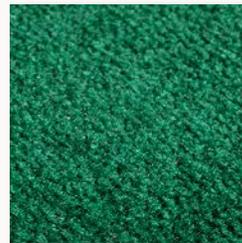
Standard Carpet – 16 oz. Nylon Carpet



Black



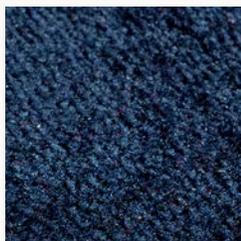
Blue



Green



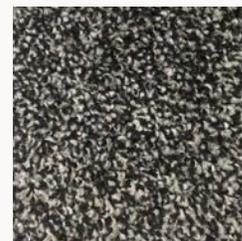
Grey



Navy



Red



Tuxedo

PLEASE NOTE: Colors and style may vary upon availability.

T3 Advance Discount Deadline:
Order and payment due by Thursday, February 6, 2025

Carpet & Padding Order Form

Upgraded Carpet – 30 oz. Premium 100% Nylon Carpet
Please enter size and select carpet color

The booth space is not carpeted. and the floor is concrete. Carpeting may be ordered on this page.

Booth Dimensions	Total Area	Discount Price	Standard Price	Extended Price
Size _____ x _____ = _____ sq. ft		x \$8.16	or \$11.66	= \$ _____

Please select UPGRADED carpet color: (check one)

Black	Green	Grey	White
Navy	Red		

Standard Carpet – 16 oz. nylon carpet – Please enter size and select carpet color

Discount Price	Standard Price	Extended Price	Discount Price	Standard Price	Extended Price
10' x 10' \$352.00	or \$502.86	\$ _____	20' x 20' \$1,408.00	or \$2,011.43	\$ _____
10' x 20' \$704.00	or \$1,005.71	\$ _____	20' x 30' \$2,112.00	or \$3,017.14	\$ _____
10' x 30' \$1,056.00	or \$1,508.57	\$ _____	20' x 40' \$2,816.00	or \$4,022.86	\$ _____
10' x 40' \$1,408.00	or \$2,011.43	\$ _____	30' x 30' \$3,168.00	or \$4,525.71	\$ _____

20' carpet comes as two matching 10' pieces.

Custom Size – Custom size is required for larger, island or peninsula booths, or if size needed is not shown above.

Please enter size and select carpet color

Booth Dimensions	Total Area	Discount Price	Standard Price	Extended Price
Size _____ x _____ = _____ sq. ft		x \$3.52	or \$5.03	= \$ _____

Please select STANDARD or CUSTOM carpet color: (check one)

Black	Blue	Green	Grey
Navy	Red	Tuxedo	

Carpet Padding

Booth Dimensions	Total Area	Discount Price	Standard Price	Extended Price
½" Foam Padding* _____ x _____ = _____ sq. ft		x \$1.57	or \$2.24	= \$ _____
Visqueen _____ x _____ = _____ sq. ft		x \$1.27	or \$1.81	= \$ _____

Subtotal: \$ _____

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

Sales Tax 6.5% \$ _____
Estimated Total Carpet & Padding \$ _____

Furniture – Standard Chairs



A. Bar Stool, Black



B. Side Chair, Black

PLEASE NOTE: Colors and style may vary upon availability.

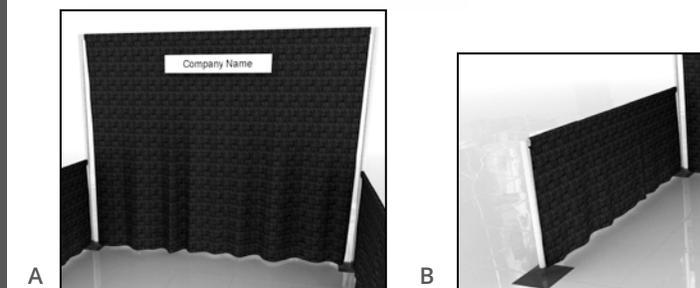
Accessories / Pipe & Drape

- A. Bag Stand – Chrome
- B. Literature Holder – Acrylic 3 Tier
- C. Poster Display Board
- D. R4 Counter – 4' wide, Rounded Corners
R4 Counter with Custom Graphics (*not shown*)
- E. Sign Easel
- F. Literature Stand
- G. Sign Stand – 22" w x 28" h
- H. Display Showcase, 6'
- I. Stanchion – 3' High Tension
- J. Wastebasket



Pipe & Drape

- A. 8' High Drape
- B. 3' High Drape



PLEASE NOTE:
Colors and style may vary upon availability.

T3 Advance Discount Deadline:
Order and payment due by Thursday, February 6, 2025

Furniture / Accessories / Pipe & Drape Order Form

	Quantity		Discount Price		Standard Price		Extended Price
Furniture							
A. Bar Stool – Black (FRN-BRSTL-01a)	_____	x	\$258.00	or	\$368.57	= \$	_____
B. Side Chair – Black (FRN-SIDEXHR-01a)	_____	x	\$174.00	or	\$248.57	= \$	_____

	Quantity		Discount Price		Standard Price		Extended Price
Accessories							
A. Bag Stand (ACC-001a)	_____	x	\$276.00	or	\$394.29	= \$	_____
B. Literature Holder – Acrylic 3 Tier (ACC-002a)	_____	x	\$98.00	or	\$140.00	= \$	_____
C. Poster Display Board (FRN-PSTBRD-01a)	_____	x	\$286.00	or	\$408.57	= \$	_____
D. R4 Counter – 4' wide (CNT-R4FT-01a)	_____	x	\$826.00	or	\$1,180.00	= \$	_____
R4 Counter, Branded – 4' wide (CNT-R4FT-01b)	_____	x	\$982.00	or	\$1,402.86	= \$	_____
E. Sign Easel (ACC-004a)	_____	x	\$115.00	or	\$164.29	= \$	_____
F. Literature Stand (ACC-005a)	_____	x	\$218.00	or	\$311.43	= \$	_____
G. Sign Stand – 22" w x 28" h (ACC-007a)	_____	x	\$176.00	or	\$251.43	= \$	_____
H. Display Showcase, 6'	_____	x	\$534.00	or	\$762.86	= \$	_____
I. Stanchion – 3' High Tension (ACC-008a)	_____	x	\$122.00	or	\$174.29	= \$	_____
J. Wastebasket (ACC-010a)	_____	x	\$35.00	or	\$50.00	= \$	_____

	Quantity		Discount Price		Standard Price		Extended Price
Pipe & Drape							
A. Banjo Drape 8'H, Black (BDRP-8)	_____	x	\$22.00	or	\$31.43	= \$	_____
B. Banjo Drape 3'H, Black (BDRP-3)	_____	x	\$14.00	or	\$20.00	= \$	_____

Please Select Drape Color: (check one)

Black
 Blue
 Burgundy
 Gold
 Green
 Grey
 Plum
 Red
 White

Company Name: _____

Contact Name: _____

Email Address: _____

Cell Phone #: _____

Booth #: _____

Sales Tax 6.5% \$ _____

Est. Total Furn/Access/Pipe&Drape.. \$ _____

Display Tables & Counters

Skirted Tables

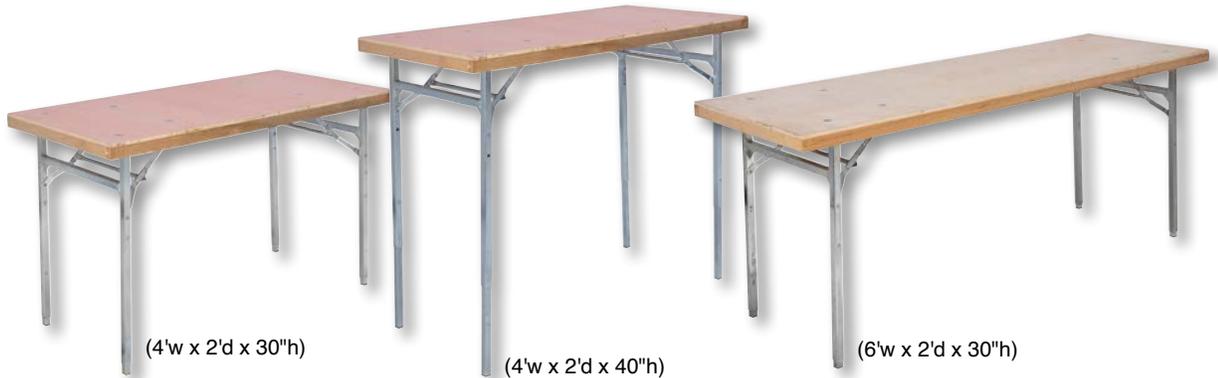
- 4'w x 2'd x 30"h (shown)
- 6'w x 2'd x 30"h
- 8'w x 2'd x 30"h
- 4'w x 2'd x 40"h
- 6'w x 2'd x 40"h
- 8'w x 2'd x 40"h

- Skirted tables include white vinyl top and pleated skirt on three sides.
- Fourth side skirting is available at an additional cost.
- 4' tables do not require fourth side skirting.



Unskirted Tables

- 4'w x 2'd x 30"h
- 6'w x 2'd x 30"h
- 8'w x 2'd x 30"h
- 4'w x 2'd x 40"h
- 6'w x 2'd x 40"h
- 8'w x 2'd x 40"h



Round Tables

- 40" high round table, Black
- 30" high round table – Black



Skirting not available on round tables.

PLEASE NOTE:

Colors and style may vary upon availability for items on this page.

T3 Advance Discount Deadline:
Order and payment due by **Thursday, February 6,**

Display Tables & Counters Order Form

	Quantity		Discount Price		Standard Price		Extended Price
30" High Skirted (6' & 8' skirted on 3 sides only)							
4'w x 2'd	_____	x	\$228.00	or	\$325.71	= \$	_____
6'w x 2'd	_____	x	\$265.00	or	\$378.57	= \$	_____
8'w x 2'd	_____	x	\$310.00	or	\$442.86	= \$	_____
4th Side Skirting (for 6' and 8' tables only)	_____	x	\$72.00	or	\$102.86	= \$	_____
40" High Skirted (6' & 8' skirted on 3 sides only)							
4'w x 2'd	_____	x	\$265.00	or	\$378.57	= \$	_____
6'w x 2'd	_____	x	\$310.00	or	\$442.86	= \$	_____
8'w x 2'd	_____	x	\$354.00	or	\$505.71	= \$	_____
4th Side Skirting (for 6' and 8' tables only)	_____	x	\$84.00	or	\$120.00	= \$	_____

Please Select Skirting Color: (check one)

Black
 Blue
 Burgundy
 Gold
 Green
 Grey
 Plum
 Red
 White

	Quantity		Discount Price		Standard Price		Extended Price
30" High Unskirted							
4'w x 2'd	_____	x	\$89.00	or	\$127.14	= \$	_____
6'w x 2'd	_____	x	\$118.00	or	\$168.57	= \$	_____
8'w x 2'd	_____	x	\$144.00	or	\$205.71	= \$	_____
40" High Unskirted							
4'w x 2'd	_____	x	\$118.00	or	\$168.57	= \$	_____
6'w x 2'd	_____	x	\$144.00	or	\$205.71	= \$	_____
8'w x 2'd	_____	x	\$172.00	or	\$245.71	= \$	_____
Round Tables							
30"d x 30"h, black	_____	x	\$156.00	or	\$222.86	= \$	_____
30"d x 40"h, black	_____	x	\$174.00	or	\$248.57	= \$	_____

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone #: _____
 Booth #: _____

Sales Tax 6.5% \$ _____
Est. Total Display Tables & Counters \$ _____

Display Labor & Forklift Order Form

Important Information

- Straight Time: 8:00 am to 4:30 pm, Monday-Friday.
- Overtime: Before 8:00 am and after 4:30 pm, Monday-Friday, and all hours on Saturday.
- Double Time: Sunday and observed union holidays.
- Show Site Labor Orders: Add 30% to hourly rates.
- T3 Expo bills 30 minutes minimum per laborer. Additional time is billed in 30 minute increments per laborer.
- Exhibitors ordering forklift will be assigned a forklift and an operator.
- Determination of crew size is at the discretion of T3 Expo.
- Starting time is to be confirmed with T3 Expo. Only labor ordered for 8:00 am start time is guaranteed. All other start times will begin as soon as labor is available.
- Exhibitors MUST check in at the T3 Expo Service Desk when ready for labor, and check out at the T3 Expo Service Desk upon completion of work.
- Exhibitors ordering forklift to assemble displays or for uncrating, unskidding, positioning and reskidding equipment or machinery will need to estimate their needs on this form.

	Straight Time	Overtime	Double Time
Display Labor			
Labor	\$145.00	\$199.00	\$271.00
T3 Supervised Labor	\$189.00	\$259.00	\$352.00
Forklift and Operator.....	\$358.00	\$396.00	\$511.00

	Requested Date/Time	# of Laborers	# Hours	Hourly Rate	Total Cost
Installation	_____	_____ x _____	x _____	= \$ _____	
	_____	_____ x _____	x _____	= \$ _____	
Dismantle	_____	_____ x _____	x _____	= \$ _____	
	_____	_____ x _____	x _____	= \$ _____	

For Forklift Orders

Type of Work Being Performed

- Unskid/reskid equipment
- Place equipment
- Build booth structure
- Other: _____

Size of forklift required:

- 5,000 lb lift
- 10,000 lb lift
- 15,000 lb lift

Heaviest piece weight _____ Dimensions _____ x _____ x _____
 length width height

For Display Labor – Supervision of all labor is required (check one)

Exhibitor Supervision On site/after hours contact cell phone: _____
 On site/after hours contact name: _____

T3 Expo Supervision On site/after hours contact cell phone: _____
 On site/after hours contact name: _____

Our fee for T3 Supervision is 30% of the exhibitor's total labor bill. In order to perform the labor without exhibitor's representative present, T3 Expo must receive detailed set-up instructions (blueprints/floor plans, etc.) with this labor order form. Exhibitor must also include outbound shipping instructions with this labor order form.

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

Set-Up Instructions Attached

Outbound Shipping Information Attached

Sales Tax 6.5% \$ _____
 Estimated Total Labor \$ _____

Accessible Storage & Cleaning Order Form

Important Information

Exhibitor must sign up for accessible storage at the on-site T3 Service Desk.

Accessible storage is for storing items such as giveaways or literature that need to be replenished.

Half hour minimum labor charge to bring items to storage and half hour minimum charge for each time retrieved. Actual hours will be included in final billing.

NOTE: If you are already paying for Advance or Direct Material Handling to T3 Expo, there is no additional charge for Empty Storage. If you are hand-carrying your exhibit and require storage, Empty Storage fees will apply.

Empty Storage fees cover the duration of the event.

Accessible Storage

Accessible Storage is \$3.00 per square foot per day.

*One half hour of labor will be charged to bring items to storage and one half hour for each time items are retrieved from or brought into storage.

Access Storage	Area	# Days	Extended Price
\$3.00 per sq. ft x _____ sq. ft. x _____			= \$ _____

	Straight Time	Overtime	Double Time
Access Storage Labor	\$145.00	\$199.00	\$271.00

Empty Storage	Quantity	Standard Price	Extended Price
Cardboard Box	_____ x	\$40.00 each	= \$ _____
Fiber Case	_____ x	\$50.00 each	= \$ _____

Cleaning	Area	Price	# Days	Extended Price
Porter Service	_____ x _____ x	\$0.88 per sq. ft.	x _____	= \$ _____
Vacuuming	_____ x _____ x	\$0.77 per sq. ft.	x _____	= \$ _____

	Quantity	Standard Price
Shrink Wrap	_____	\$104.00

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone: _____
Booth #: _____

Sales Tax 6.5%	\$ _____
Est. Total Storage Services	\$ _____

ADVANCE DISCOUNT DEADLINE - Thursday, February 6, 2025

Sales Tax 6.5%



SPECIAL EVENT

[Click here](#) to view the
2024 AFR FURNITURE RENTAL CATALOG

[Click here](#) to download the furniture order forms

2024 FURNITURE PRODUCT LIST WITH PRICING

ADVANCE DISCOUNT DEADLINE - Thursday, February 6, 2025

Sales Tax 6.5%



2024 TRADESHOW CATALOG



ESSENTIAL FURNISHINGS AND HELPFUL TIPS TO PLAN YOUR NEXT TRADESHOW EXHIBIT



CORT

EVENTS



[Click here](#) to view the CORT Events' full catalog of trade show exhibitor offerings.

[Click here](#) to download the furniture order forms

ADDITIONAL INFORMATION & FORMS

Payment Information

Important Information

*If paying by check or wire, T3 also requires a Credit Card as a contingency should either check or wire not clear in time to place your orders.

*Please make payable to T3 Expo, and mail to:

T3 Expo
 8 Lakeville Business Park
 Lakeville, MA 02347

Credit Card will be charged for items ordered if intended method of payment is not received at least two weeks prior to the first move in day of the event.

**Wire details will be sent to the contact email address upon receipt of this form.

Notwithstanding anything to the contrary in this Agreement, Exhibiting Company shall have the ultimate responsibility for the payment of all applicable fees as set forth and in accordance with the schedule set forth. Exhibiting Company's obligation to make payment in accordance with the schedule shall under no circumstances be relieved or excused due to the failure of any third party to issue payments on Exhibitor's behalf.

T3 Expo reserves all rights to withhold services should full payment not be received and cleared prior to the first day of move-in.

PLEASE NOTE: There is a 25% cancellation fee for any items that are cancelled more than 21 days prior to the first day of move-in. There is a 50% cancellation fee for all items that are cancelled 7-21 days prior to the first day of move-in and 100% cancellation fee for any items that are cancelled less than (7) days prior to the first day of exhibitor move-in.

Services Ordered

Material Handling	= \$ _____
Vehicle Spotting Fee	= \$ _____
Cartload Service	= \$ _____
Presta™ Rental Exhibit Packages	= \$ _____
Booth Packages	= \$ _____
Carpet.....	= \$ _____
Furniture & Accessories	= \$ _____
Display Tables & Counters.....	= \$ _____
Display Labor & Forklift	= \$ _____
Accessible Storage	= \$ _____
Cleaning	= \$ _____
Custom Furniture	= \$ _____
Total:	\$ _____

Secure Online Payments

In an effort to protect your information, T3 Expo will send you a secure link to a credit card form. Please follow the link to submit your payment information for this event. T3 Expo accepts Visa, Mastercard, and American Express.

Exhibitor Profile

Company Name:		Booth #:
Street Address:		City:
State:	Zip:	Country:
Contact Name:		Email Address:
Cell Phone: ()	Fax: ()	

Method of Payment

Company Check*
 (Checks must be in U.S. Funds, payable to T3 Expo)

Wire Transfer**
Credit Card

**Please Return EAC Form By:
Wednesday, January 29, 2025**

Notification Of Intent To Use EAC

Important Information

Inform your Exhibitor Appointed Contractor (EAC) that they **MUST** send a copy of their General Liability Insurance Certificate no later than 30 days prior to the first day of exhibitor move in or they will not be permitted to service your exhibit.

You **MUST** include the Exhibitor Name and Booth # under the Description of Operations section on the Certificate of Insurance.

It is the responsibility of the exhibitor to see that each representative of an EAC abides by the official rules and regulations of this event.

If your company plans to use a firm which is not the official service contractor as designated by Show Management, please complete this form and mail or email to the address listed below.

Please return to: **T3 Expo**
8 Lakeville Business Park
Lakeville, MA 02347
RE: ATSSA's Convention & Traffic Expo 2025

Phone: +1.888.698.3397
 Email: orders@t3expo.com

Exhibiting Company Information

Company Name:	Booth Number:
Contact Name:	
Signature:	Date:

Exhibitor Appointed Contractor Information

EAC Company Name:	
EAC Contact Name:	
EAC Address:	
City/State/Zip:	
Contact Email Address:	
Phone: ()	Fax: ()
Type of Service to be Performed:	

Third Party Authorization

Important Information

"We understand and agree that we, the exhibiting company, are ultimately responsible for payment of charges and agree by submitting this form or ordering materials or services from T3 Expo, to be bound by all terms and conditions as described in the Terms & Conditions section of this service manual. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert back to the exhibiting company.

All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party."

T3 Expo reserves all rights to withhold services should full payment not be received and cleared prior to the first day of move-in. Notwithstanding anything to the contrary in this Agreement, Exhibiting Company shall have the ultimate responsibility for the payment of all applicable fees as set forth and in accordance with the schedule set forth. Exhibiting Company's obligation to make payment in accordance with the schedule shall under no circumstances be relieved or excused due to the failure of any third party to issue payments on Exhibitor's behalf.

Third Party covering the following charges for exhibitor:

- Material Handling
- Vehicle Spotting Fee
- Cartload Service
- Presta™ Rental Package
- Booth Package
- Carpet
- Furniture & Accessories
- Display Tables & Counters
- Display Labor & Forklift
- Accessible Storage
- Cleaning
- Custom Furniture
- All Services

Exhibiting Company Authorization of Third Party Billing

Exhibitor Name:	Date:
Exhibitor Signature:	

Exhibiting Company Information

Exhibiting Company Name:	Booth Number:
Exhibiting Company Address:	
City/State/Zip:	
Contact Name:	Email Address:
Phone: ()	Fax: ()

Third Party Company Information

Third Party Company Name:	
Third Party Billing Address:	
City/State/Zip:	
Contact Name:	Email Address:
Phone: ()	Fax: ()
Third Party Responsible For (list services):	

Third Party Credit Card Information

To best assist you, help@t3expo.com will reach out with a secure link to collect your third party credit card authorization. Please follow the link to submit the information for this event. T3 Expo accepts Visa, Mastercard, and American Express.

United States Fire Department Regulations

For Exhibits, Exhibitions, Displays and Trade Shows – Public & Private

Booth Construction

Booths, platforms and space dividers shall be of materials that are flame-retardant or rendered so, satisfactory to the Fire Department representatives. Coverings for counters or tables used within or as a part of the booth shall be flame-retardant. All electrical wiring and apparatus will be of a 3-wire UL approved type.

Fire Department

A permit shall be required for the following:

- 1) Display and operate any heater, barbecue, heat-producing or open flame device, candles, lamps, lanterns, torches, etc.
- 2) Display or operate any electrical, mechanical, or chemical device which may be deemed hazardous by the Fire Department.
- 3) Use or storage of inflammable liquids and dangerous chemicals.
- 4) Display any internal combustion engine (special requirements available upon request).
- 5) Use of compressed gases. (Permit available for 32CF bottles that are half full or less).

Obstructions

Aisles and exits, as designated on approved show plans, shall be kept clean, clear and free of obstacles. Booth construction shall be substantial and fixed in position in specified areas for the duration of the show. Easels, signs, etc., shall not be placed beyond the booth area into aisles. Firefighting equipment shall be provided and maintained in accessible, easily seen locations and may be required to be posted with designating signs.

Fire-Retardant Treatment

All decorations, drapes, signs, banners, acoustical materials, cotton, paper, hay straw, moss, split bamboo, plastic cloth, and similar materials shall be flame-retardant to the satisfaction of the Fire Department. Booth identification banners and signs shall be flame-retardant unless smaller than 1232 square inches (28" x 44") if separated from other combustibles by a minimum of 12" horizontally and 24" vertically. Oilcloth, tarpaper, nylon and certain other plastic materials cannot be made flame-retardant, and their use is prohibited.

Combustibles

Literature on display shall be limited to reasonable quantities (one-day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner in a location approved by the Fire Department. All exhibit and display empty cartons must be stored in an approved drayage area. If show is under a 24-hour approved manned security program, automobiles are allowed to retain one gallon or less of fuel, and gas caps must be taped. Batteries are to be disconnected and taped.

Storage behind booths is strictly prohibited.

Orlando, FL Labor Guidelines

For Exhibits, Exhibitions, Displays and Trade Shows, Public & Private

To simplify show preparation, we are certain you will appreciate knowing in advance that labor will be required for certain aspects of your exhibit handling. To help you understand the show site work rules, we ask that you read the following:

Booth Labor

T3 Expo partners with local Unions to provide labor for display erection and dismantling, including carpet laying. Exhibiting companies, however, may set their own exhibits with an approved EAC form and appropriate insurance. Any labor services that may be required beyond what the exhibitor can provide, must be rendered by Union personnel. Labor can be ordered from the General Contractor. The use of mechanized equipment such as fork lifts, scissor lifts and boom lifts must be ordered and operated through T3 Expo.

Material Handling (Drayage)

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. While there is no "Union" with jurisdiction over this function in Orlando, the General Contractor will control access to the loading docks and control the unloading and reloading of all vehicles at the loading docks. Only full-time employees of the exhibiting company will be allowed to hand-carry items. Rigging is handled by riggers.

Electrical

The Orange County Convention Center provides electricians, but rules are pretty lax about exhibitors and/or Union personnel performing most electrical tasks.

Safety

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. T3 Expo cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, labor can be ordered through T3 Expo by returning the Display Labor order form in this Exhibitor Service Kit in advance, or returning it on show site to T3 Expo's Service Desk.

Tipping

T3 Expo requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status and we feel that tipping is not necessary; this applies to all employees. Any request for tipping should be brought to the attention of a T3 Expo representative at the Service Desk.

ANCILLARY INFORMATION & FORMS



Orange County Convention Center

EXHIBITOR SERVICES

Orlando

The Orange County Convention Center (OCCC) is the exclusive provider of electricity, aerial rigging labor and lighting, water, plumbing, compressed air, natural and LP gas and cable TV services to exhibitors. Please [click here](#) to read through all of the **OCCC's Conditions & Guidelines** as you must agree to these terms before placing your order. To place an order, you may access the **Exhibitor Services Online Ordering portal**.

Please Note: The link to order through OCCC will be active in October 1, 2024.

Show Name: _____

Incentive Deadline Date: _____

Base Rates Start On/After: _____

On-Site rates Start On/After: _____

OCCC Exhibitor Services Coordinator: _____

Direct Phone: _____

Contact Email: _____

CLICK HERE FOR EXHIBITOR RESOURCES

CLICK HERE FOR ONLINE ORDERING

For assistance, email Exhibitor.Services@occc.net or call the OCCC Exhibitor Services Team at **800-345-9898** or **407-685-9824**.

ORANGE COUNTY CONVENTION CENTER SERVICE PARTNERS





Event Name: ATSSA Convention & Traffic Expo

Event Dates: March 2-4, 2025

Venue: Orange County Convention Center

PROJ #12810

SR-NU-0227<ES>

EXHIBITOR AUDIO VISUAL ORDER FORM

DISCOUNT DEADLINE: FEBRUARY 3, 2025

CUTOFF: CALL FOR AVAILABILITY AFTER FEBRUARY 17, 2025

Customer Information	
ORGANIZATION NAME	
ORDERED BY NAME	
ADDRESS	
CITY	
STATE	ZIP
PHONE #	
EMAIL	
NOTES:	

Delivery Information	
HALL	
BOOTH #	
ON-SITE CONTACT	
ON-SITE CELL	
ON-SITE EMAIL	
SHOW START	SUNDAY, MARCH 2 - 8:00 AM
SHOW END	TUESDAY, MARCH 4 - 5:00 PM
DELIVERY DATE	TIME
PICKUP DATE	TIME

SOMEONE MUST BE PRESENT FOR DELIVERY

404-720-8740 or

orders-av@shepardav.com

NOTE: POWER & INTERNET SERVICES ARE PROVIDED BY FACILITY

COMPUTERS & ACCESSORIES - Show Rate	2025 SHOW RATE		Qty	Total	Ordering Instructions
	Discounted	Regular			
PC laptop computer (with Windows/Microsoft Office)	\$285.00	\$370.00			Orders received after 2/3/25 will be charged at the regular rate. Orders received after 2/17/25 (cutoff date) will be based on availability and are subject to 20% upcharge. CALL TO CONFIRM.
Apple iPad	\$180.00	\$234.00			
iPad Floor Stand (white)	\$155.00	\$200.00			
Apple 16" MacBook Pro	\$540.00	\$702.00			
Apple 27" iMac Retina 5K, I-9, 8-Core	\$525.00	\$580.00			
Mac Mini Computer	\$255.00	\$335.00			
Wired USB Keyboard and Mouse	\$30.00	\$40.00			
Wireless keyboard and Mouse	\$45.00	\$60.00			
Color Laser printer	\$440.00	\$550.00			
AUDIO - Show Rate	Discounted	Regular	Qty	Total	The total charge per item is determined by multiplying the Quantity x Rate. Prices are for the duration of the show.
Small Sound System (2 spkrs w/stands, wired mic, mixer, pcdi)	\$410.00	\$510.00			
Large Sound System (4 spkrs w/stands, wired mic, mixer, pcdi)	\$585.00	\$650.00			
Wireless Microphone** Select: Handheld or Lavalier	\$260.00	\$335.00			
**Wireless microphone/PCDI requires sound system for operation					
ACCESSORIES - Show Rate	Discounted	Regular	Qty	Total	Operator labor, if requested, is subject to the prevailing hourly rate with a four (4) hour minimum.
HDMI Cable (4'-6')	\$25.00	\$32.50			
Monitor Floor Stand Dual Post w/shelf (requires monitor rental)*	\$230.00	\$300.00			
Media Player - required for USB Flash Drive	\$75.00	\$95.00			
Page 1 Total					We will attempt to accommodate requested delivery times, but cannot guarantee due to the volume of orders.



EXHIBITOR AUDIO VISUAL ORDER FORM

DISCOUNT DEADLINE: FEBRUARY 3, 2025

CUTOFF: CALL FOR AVAILABILITY AFTER FEBRUARY 17, 2025

Event Name: **ATSSA Convention & Traffic Expo**

Event Dates: **March 2-4, 2025**

Venue: **Orange County Convention Center**

PROJ #12810

SR-NU-0227<ES>

FLATSCREEN MONITORS - Show Rate	2025 SHOW RATE		Qty	Total	Ordering Instructions
	Discounted	Regular			
MONITOR MOUNT OPTIONS - select from 3 options - See note at right					
MONITOR FLOOR STAND w/shelf (requires monitor rental 43"+)	\$230.00	\$300.00			MONITOR MOUNTING OPTIONS - Table Stand or "feet" - complimentary - client provides table or counter for monitor - Wall Mount - complimentary - requires custom booth with structural support (not a standard booth) - Monitor Floor Stands w/optional shelf -(43"-75" monitors only) - additional cost but provides ideal "eye level" viewing for standing clients. <i>See line above 24" monitor.</i>
24" HDTV Monitor * Select: <input type="radio"/> Table Stand	\$230.00	\$300.00			
32" HDTV Monitor * Select: <input type="radio"/> Table Stand <input type="radio"/> Wall Mount	\$385.00	\$500.00			
43" HDTV Monitor * Select: <input type="radio"/> Table Stand <input type="radio"/> Wall Mount	\$460.00	\$598.00			
55" HDTV Monitor * Select: <input type="radio"/> Table Stand <input type="radio"/> Wall Mount	\$720.00	\$935.00			
65" HDTV Monitor * Select: <input type="radio"/> Table Stand <input type="radio"/> Wall Mount	\$925.00	\$1,200.00			
75" HDTV Monitor * Select: <input type="radio"/> Table Stand <input type="radio"/> Wall Mount	\$1,280.00	\$1,450.00			
Special Installations (requires adequate time to plan)					
Touchscreen Monitors and Kiosks- Windows OS	Call for Quote	Call for Quote			If you don't see what you're looking for, contact your Shepard AV Team to discuss! We have a wide range of services & solutions to deliver your message. We offer custom LED walls, truss, lighting, concert sound, and the experts to make it all work!
Digital Signage	Call for Quote	Call for Quote			
LED Video Wall	Call for Quote	Call for Quote			
Custom Theatrical Lighting Packages	Call for Quote	Call for Quote			
Page 1 Total					
Page 2 Total					
(add Page 1 & Page 2 totals) SUBTOTAL:					
(30% of subtotal or \$300.00 minimum, whichever is greater) DELIVERY/SETUP/PICKUP					
TOTAL AMOUNT DUE					

ORDER IS NOT CONFIRMED UNTIL PAYMENT IS RECEIVED IN FULL AND CONFIRMATION HAS BEEN SENT

If monitor is ordered, what is your content source? Laptop Flash drive Media Player Other _____

Exhibitor is responsible for all necessary electrical/internet services needed (provided by facility). All prices quoted for the duration of the show.

SEND BOTH PAGES TO orders-av@shepardav.com

PAYMENT

ADVANCE PAYMENT IS DUE TO CONFIRM ORDER

You will receive an e-mail with a link for secure online credit card payment.
Order is not finalized without full payment and confirmation email from Shepard AV.

RENTAL AGREEMENT: It is agreed that the customer is renting the equipment for a specific period only and is responsible for its safe return. Customer agrees to be billed for any loss or damage to equipment other than caused by normal operation.

Signature _____ Date _____

Catherine Bachman
Exhibit Planning Manager
404-720-8740
orders-av@shepardav.com



eConnect Tablet

- Wi-Fi Capability
- Rugged Mobile Tablet Casing
- Battery Operated, Rechargeable
- 10" Diagonal Screen



eConnect Scanner

- Rapid Laser Scanner
- Battery Operated, Rechargeable
- Cellular Data Connection, Wi-Fi Capability



eConnect Mobile App

- Android & iOS
- Personal or Company Device Convenience
- Compatible with Smart Phones & Tablets



eConnect Features

Cloud based technology that enables quick, precise, and flexible lead capture solutions at the touch of your fingertips.

- Easy to use interface
- Live Time Lead Sync backup with data connection (local & cloud storage)
- Editable Qualifiers & Surveys
- Notes Field & Image Upload
- Live Time Web Portal with data, analytics, & reporting



Scan the QR Code to place your order online!

Can't scan? Use the link below to place your order:

https://leadretrieval.goeshow.com/lr_sales.cfm?form_key=1F37E7A2-EFA0-4882-9C34-96F69B7837E3

Questions?

Email: leads@goeshow.com

Call: 847-620-4499

<i>eConnect Products</i>	Advance through 1/31/2025	Regular after 1/31/2025
Lead Retrieval Tools		
<i>eConnect</i> Tablet	\$529	\$629
<i>eConnect</i> Scanner	\$429	\$529
<i>eConnect</i> by eShow Mobile App *Includes access for 1 device	\$279	\$329
Additional Mobile App Activations	\$129	\$149
Stand for <i>eConnect</i> Tablet	\$49	\$79
Bundles		
Tablet Bundle – Includes 1 Tablet & 2 Scanners	\$1,099	\$1,399
Scanner Bundle – Includes 3 devices	\$999	\$1,299
App Bundle – Includes 3 Activations	\$479	\$579
Insurance		
Damaged Tablet Insurance	\$199	\$199
Damaged Scanner Insurance	\$99	\$99
Damaged Stand Insurance	\$29	\$29
Additional		
Delivery Service	\$99	\$99

Terms and Conditions

Application testing is the sole responsibility of the exhibitor. Auto-focus is required to use the scanning feature. If your device does not have auto-focus, the badge ID must be keyed into the app. No refunds or cancellations will be permitted on devices lacking auto-focus.

An activation is needed for each device that will be used to scan. Activations cannot be reused if the app is uninstalled. If the app is uninstalled, the activation is lost, and an additional activation will need to be purchased at the exhibitor's expense. Activations cannot be transferred to other devices.

DO NOT DELETE SIGN-OUT, UNINSTALL, OR CLEAR THE CACHE OF THE APP ONCE THE APP HAS BEEN ACTIVATED OR THE ACTIVATION AND LEADS WILL BE LOST.

One week prior to the event, instructions and a sample badge will be sent to the email address provided for testing purposes.

All equipment is offered on a rental basis and must be returned to the lead retrieval desk at the start of the scheduled exhibit hall breakdown. Any exhibitor who fails to return equipment promptly will incur a \$29 per hour late fee. All equipment is the sole responsibility of the exhibitor during the rental period. Lost or damaged equipment is subject to an additional charge, up to the full replacement cost of \$29 per charger, \$799 per scanner, \$1,299 per tablet, and \$1,599 per kiosk.

Any refund requests must be submitted via email prior to the 2/21/2025 refund cut-off date. No refunds will be issued after the refund cut-off date. All refund and cancellation requests received will be issued a credit voucher in the amount of the order to be used for any future eShow Lead Retrieval purchase. No refunds or credits will be issued for any unused activations or devices.

Questions?

Email: leads@goeshow.com

Call: 847-620-4499



EMAIL form or MAIL
with payment to:
UNM@unitedhq.com

UnitedNational Maintenance Inc.



1550 S. Indiana Ave • Chicago, IL 60605 • Phone 312-922-8558 • Fax 312-922-8599 Email UNM@unitedhq.com

EXHIBITORS REQUIRING VACUUMING, SHAMPOOING, MOPPING, WAXING, AND TRASH REMOVAL DURING SHOW HOURS OR BULK TRASH REMOVAL AFTER SHOW MUST PLACE THEIR ORDER AND MAKE PAYMENT TO UNITED NATIONAL MAINTENANCE.

Event Name ATSSA 2025	SHOW DATE March 2-4, 2025		BOOTH NUMBER
COMPANY NAME	OFFICE #		ON-SITE CONTACT #
STREET ADDRESS	CITY	STATE	ZIP
AUTHORIZING SIGNATURE	ON-SITE E-MAIL		ON-SITE NAME

(Deadline for advance rate is February 2, 2025)

ADVANCE ORDER FLOOR ORDER

Carpet Vacuuming 1 Time	Days _____ X Sq. Ft. _____	@ \$0.38 _____	\$0.48= _____
Carpet Vacuuming Daily	Days _____ X Sq. Ft. _____	@ \$0.30 _____	\$0.40= _____
Shampoo Carpet	Days _____ X Sq. Ft. _____	@ \$0.42 _____	\$0.52= _____
Damp Mop	Days _____ X Sq. Ft. _____	@ \$0.28 _____	\$0.38= _____
Damp Mop & Remove Scuffs	Days _____ X Sq. Ft. _____	@ \$0.38 _____	\$0.48= _____
Concrete Cleaning, Polishing and Removal	Days _____ X Sq. Ft. _____	@ \$0.75 _____	\$0.85 = _____
Hourly Porter	Days _____ X Hrs _____	@ \$35.00 _____	\$45.00 = _____

SHOW HOURS PORTER SERVICE TRASH REMOVAL

100 to 399 Sq. Ft. @ \$45.00 x _____ Days = _____ 800 to 1199 Sq. Ft. @ \$85.00 x _____ Days = _____
 400 to 799 Sq. Ft. @ \$65.00 x _____ Days = _____ 1200 to 1999 Sq. Ft. @ \$105.00 x _____ Days = _____
ALL BOOTHS OVER 2000 SQ. FT. REQUIRE AN HOURLY PORTER. CALL FOR QUOTE Daily Rate _____ X _____ Days = _____

BULK TRASH REMOVAL (BOOTH DISPOSAL OR CRATES)

Labor Include, Call United for Quote and if needed Order Forklift from GC

Full Dumpster needed _____ x \$1,500.00 = _____ Total Cleaning Services _____
 Half Dumpster needed _____ x \$800.00 = _____ Total Sanitizing Services _____

TOTAL OF ALL SERVICES PURCHASED

**WE ACCEPT VISA, MASTERCARD & AMERICAN EXPRESS
3% HANDLING CHARGE WILL BE ADDED TO YOUR ORDER**

PAYMENT IN U.S. DOLLARS, CREDIT CARD AUTHORIZATION OR COMPANY CHECK MUST ACCOMPANY THIS ORDER FOR PROCESSING

CREDIT CARD NO. _____ CREDIT CARD SECURITY CODE _____
 BILLING ADDRESS _____ EXP. DATE _____
 AUTHORIZED SIGNATURE _____ CITY / STATE _____
 PLEASE PRINT NAME _____ ZIP CODE _____

ANY questions regarding service ordered and received must be brought to the attention of the United National Service Desk at the show immediately upon noting same. Adjustments cannot be made unless discrepancies are reported prior to show opening on the day following the night when service was to be performed. **UNITED NATIONAL MAINTENANCE, INC. HAS BEEN NAMED EXCLUSIVE CLEANING CONTRACTOR FOR THIS SHOW**

EMAIL form or MAIL
with payment to:
UNM@unitedhq.com

UnitedNational
Maintenance Inc.

ATSSA
Safer Roads Save Lives
BOOTH CLEANING

11550 S. Indiana Ave • Chicago, IL 60605 • Phone 312-922-8558 • Fax 312-922-8599 Email UNM@unitedhq.com

Event Name	SHOW DATE	BOOTH NUMBER
ATSSA 2025	March 2-4, 2025	



Disinfecting and Sanitizing Service Options

Booth Sanitizing Services

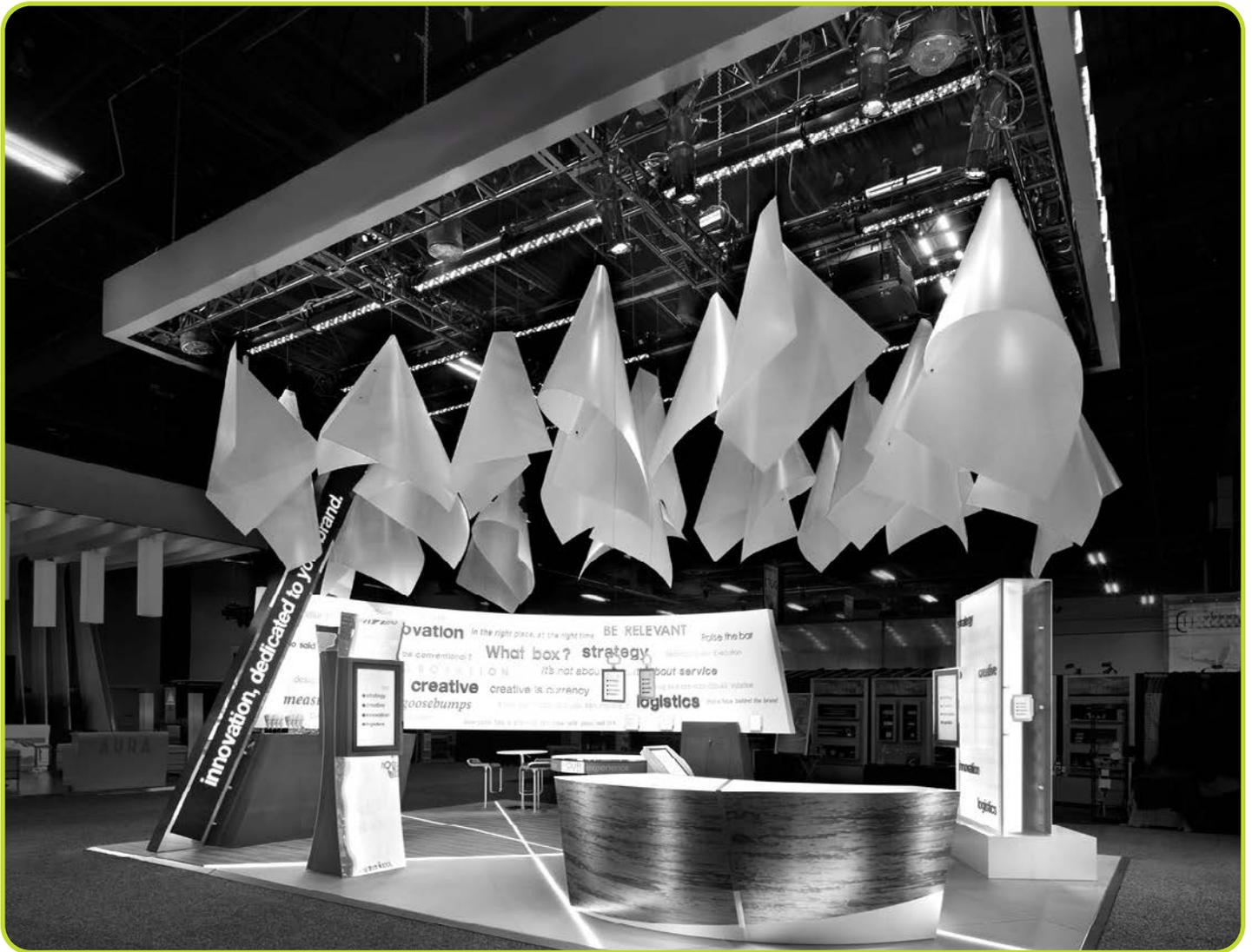
Sanitizing Services	Estimated Sq Ft	Start Time	End Time	Days	Hours/Units	Rate	Total Charge
Example - Continuous Booth Porter Disinfecting and Sanitizing during show hours per hours, per day							
Booth Disinfecting and Sanitizing periodically every 2 hours during show hours per sq ft, per day							
Disinfecting and sanitizing of freight, furniture and product delivered to booths per sq ft (Spray or Wet wipe) per day							
Booth Hand sanitizer dispensers, labor and refill as needed, per unit per day							
Grand Total							



International
Association of
Exhibitions and Events®

Guidelines for Display Rules and Regulations

2023 North American Update



The following ***Guidelines for Display Rules and Regulations*** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2023 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the ***Guidelines*** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

Important Note: Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International
Association of
Exhibitions and Events®

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IAEE EXTENDS A SPECIAL THANK YOU TO THE FOLLOWING VOLUNTEERS FOR THEIR INPUT:28

IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event. Organizers might find line of sight rules are best for linear booths and cubic content rules for configurations of island, peninsula or perimeter booths.

LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR OR IN-LINE BOOTH

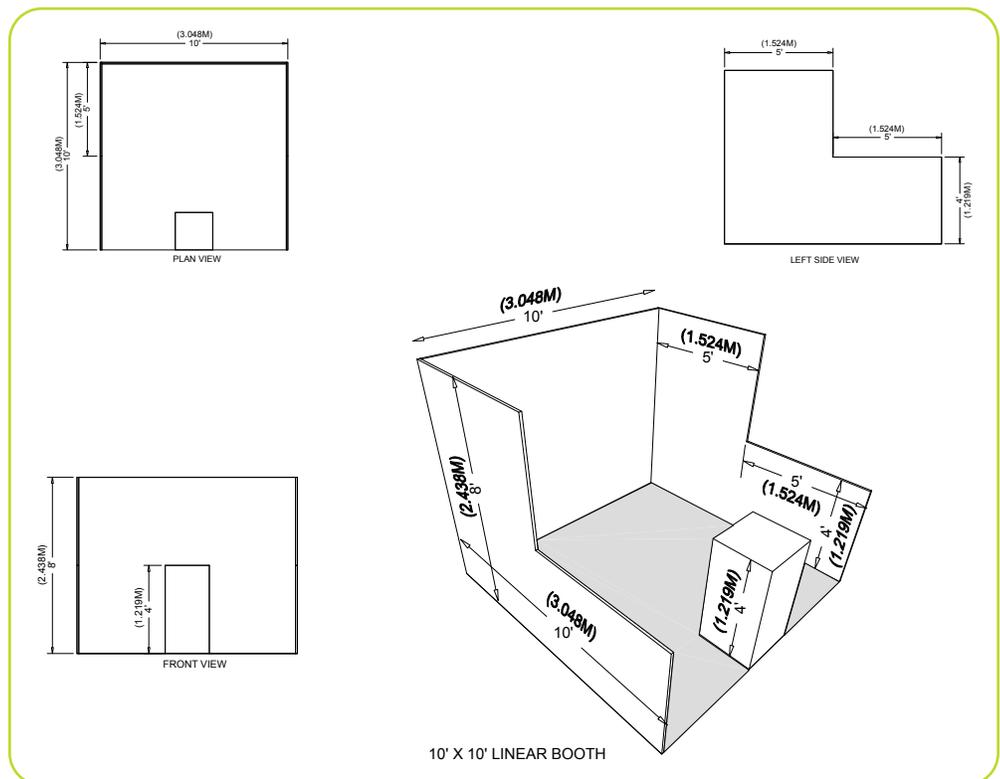
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

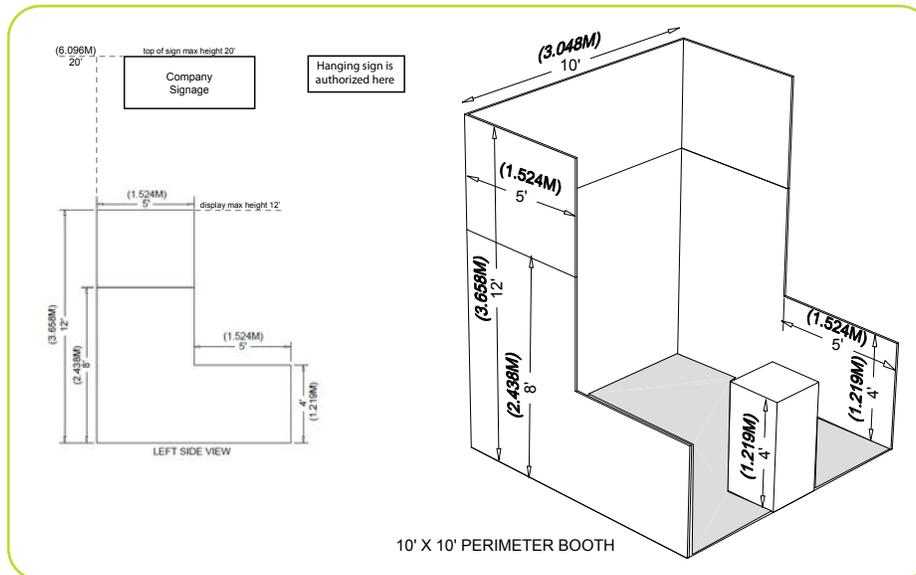


CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

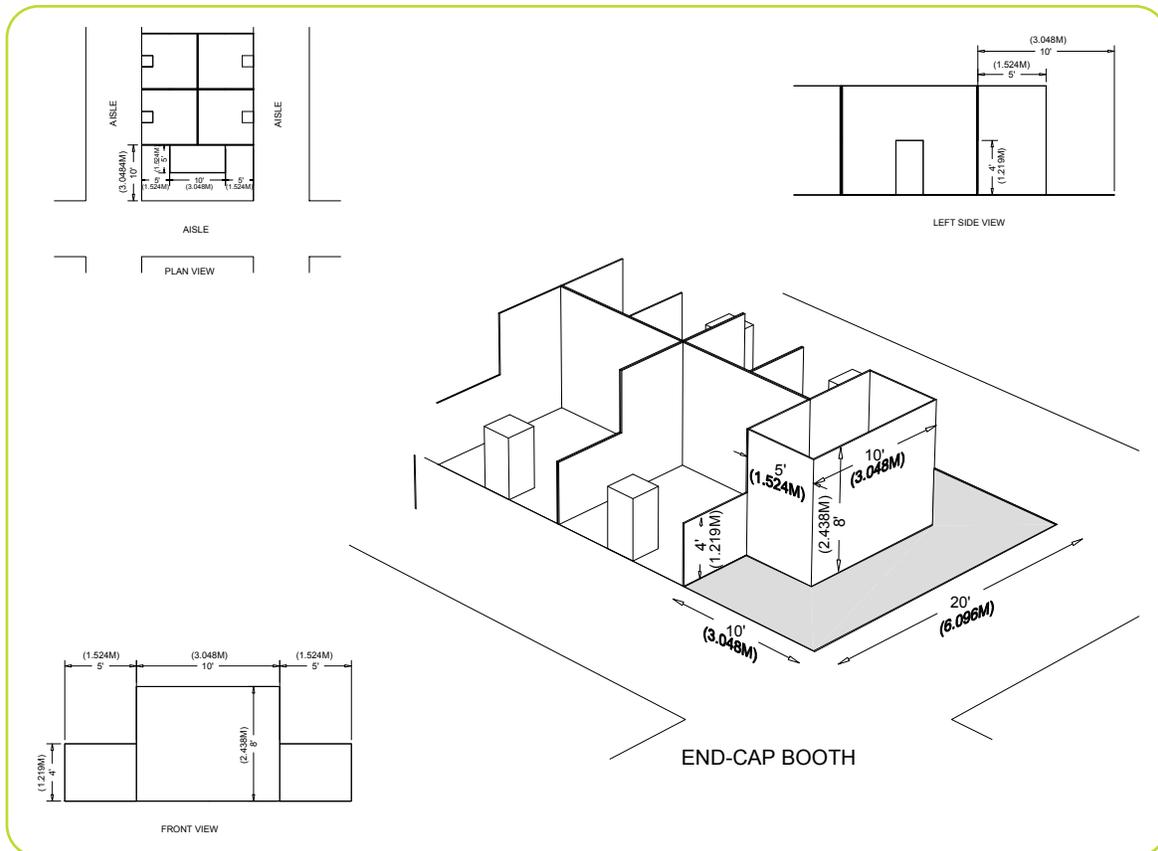


Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

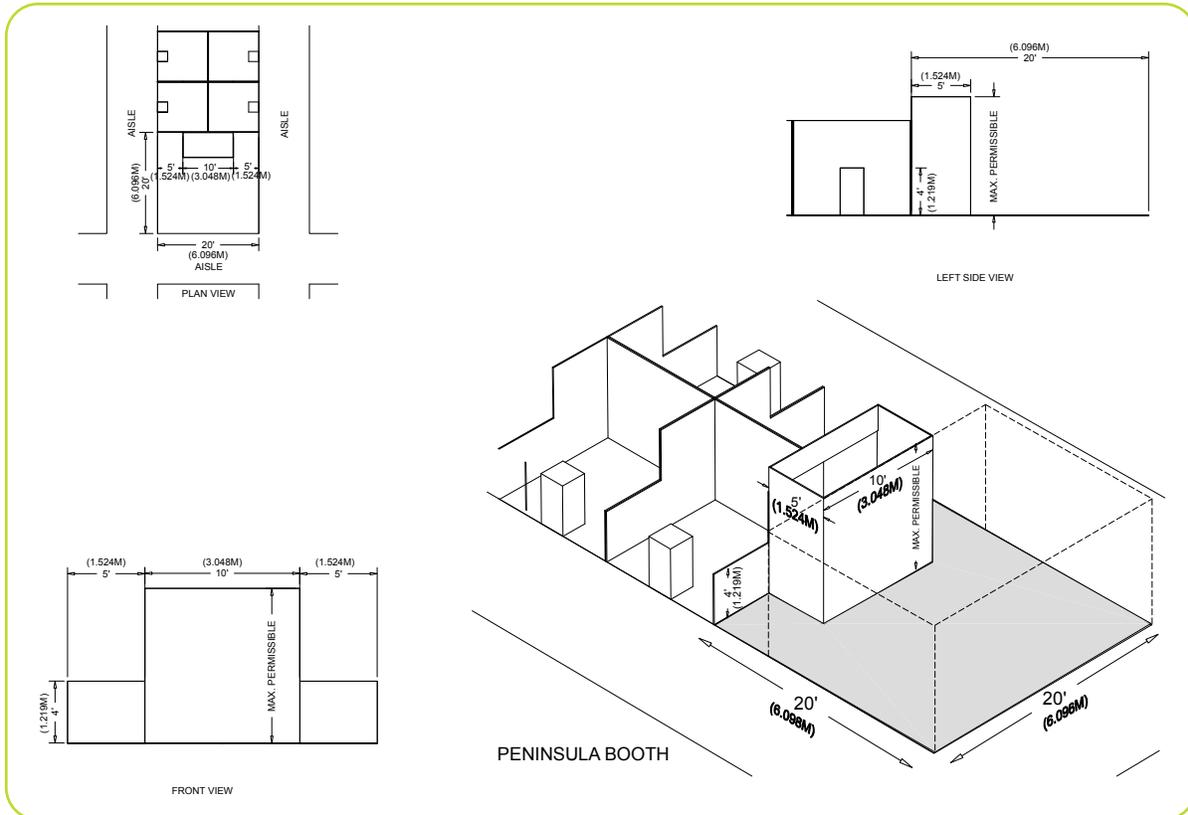


Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

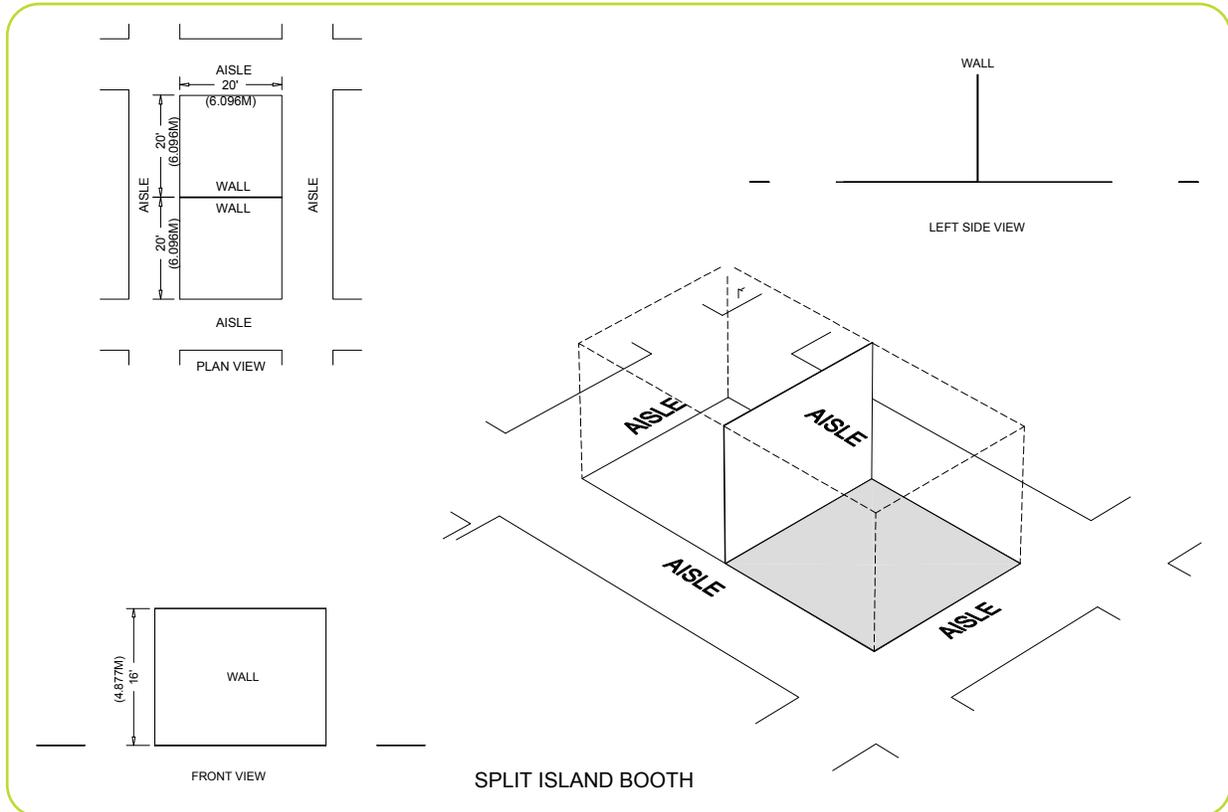


Dimensions and Use of Space

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.



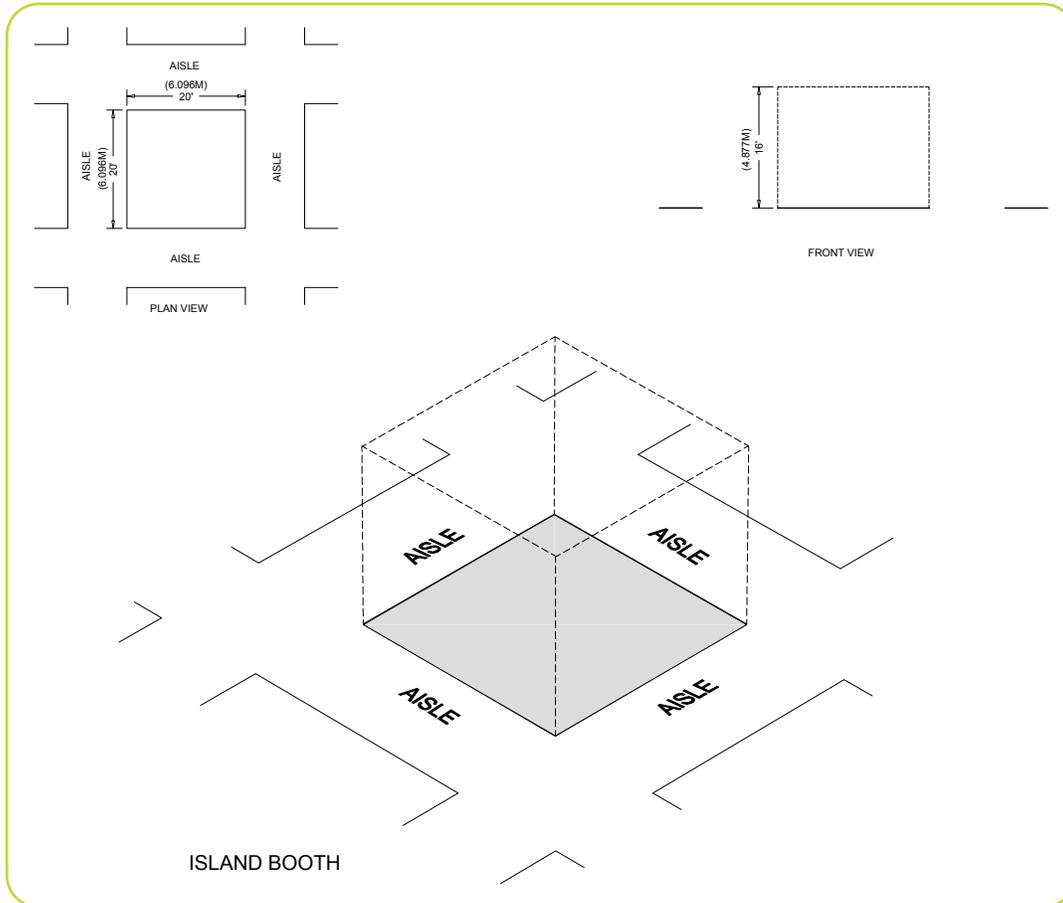
Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

For large shows with big exhibitors, it may be difficult to maintain the entire booth and hanging sign to be within 16ft. If you make it 20 ft then you run the risk of lots of large booths (with or without signs) being 20 ft and dwarfing all around them. That is fine as long as everyone is aware of it. An alternative could be to offer a max booth height of 16 ft and each exhibitor must have a 4 ft gap between the top of the booth and the bottom of the hanging sign. The only exception is if the booth and hanging sign can stay below 16ft. It is far from perfect but does allow at least the ability to see through a booth.

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

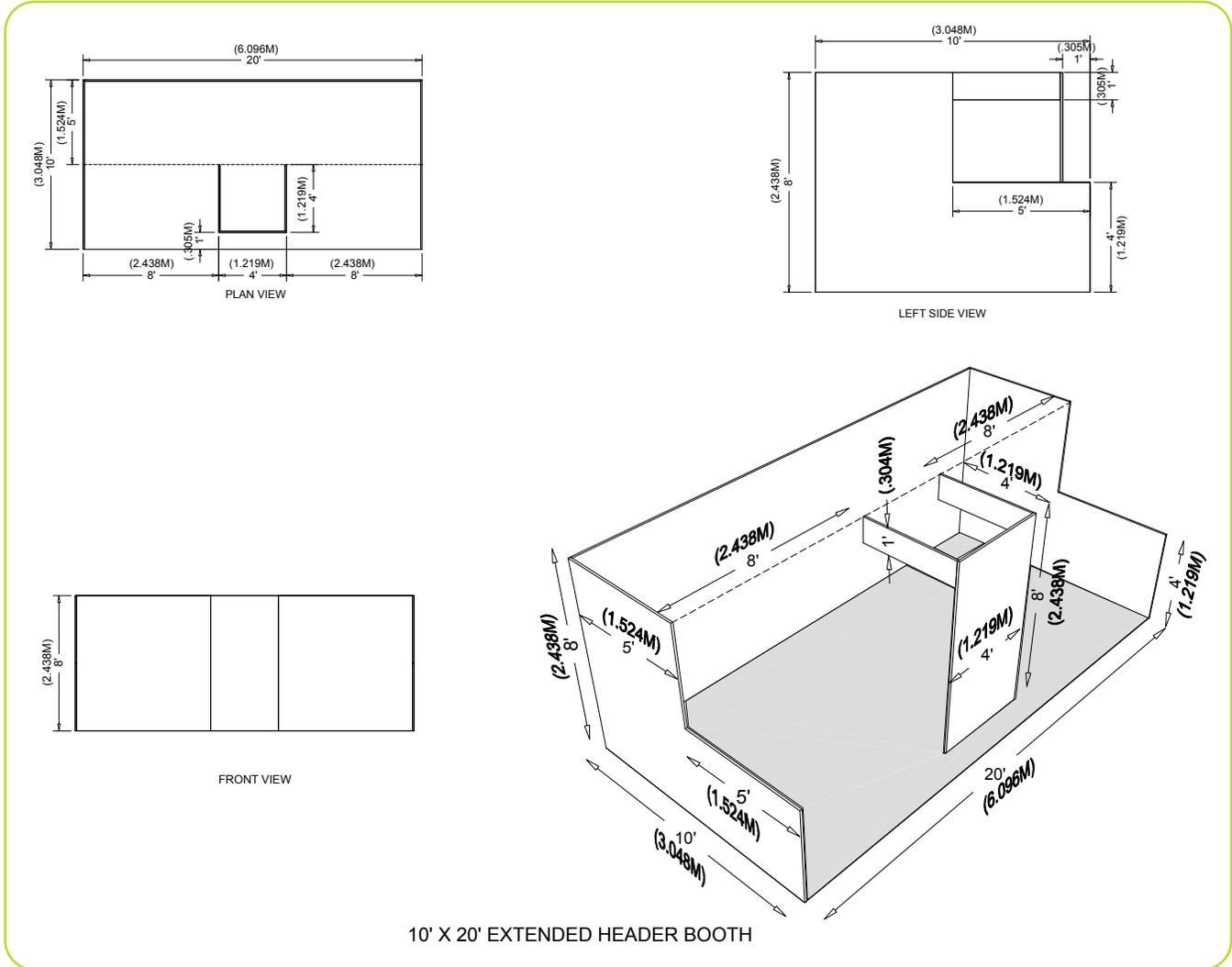


Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths should not be allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the *IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space* in the Appendix on page 17.

OTHER IMPORTANT CONSIDERATIONS

REMOTE-CONTROLLED DEVICES

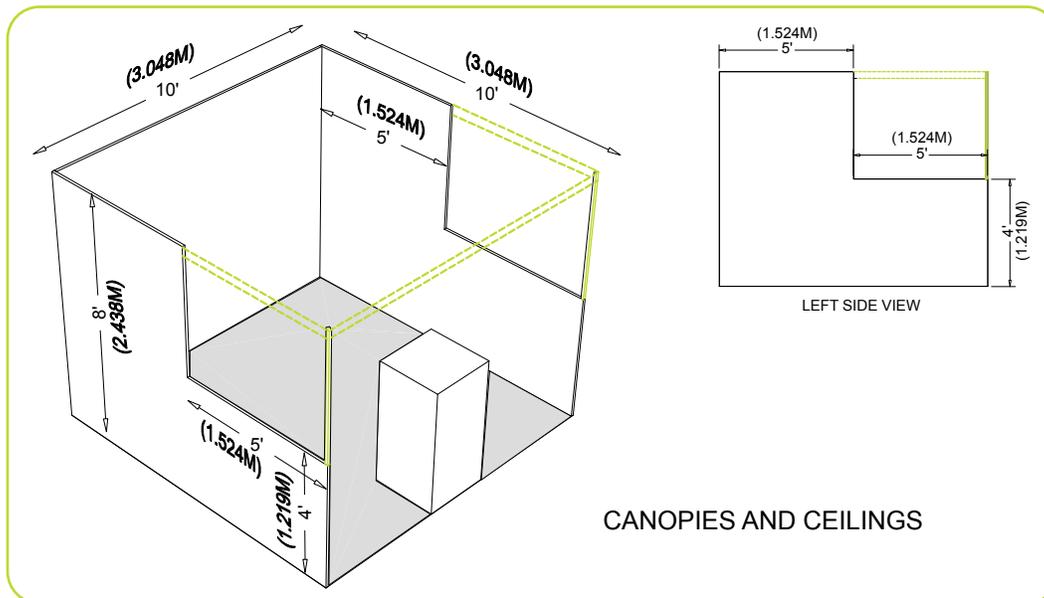
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

NOTE for Drone Operation: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



STRUCTURES AND TIE-OFFS

Structures

Show Organizer requires a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications for any custom-built suspended elements such as but not limited to non-serially manufactured signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the rigging vendor.

Tie-offs

Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If you anticipate needing this service, please reach out to the rigging vendor review and pre-authorization.”

HANGING SIGNS AND GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer’s discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility will require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. . All submitted files should be in DWG format. This information is typically required at least three weeks out from the first day of move-in of an event. Electrical signs must be in working order and in accordance with the National Electrical Code. If any hang point exceeds 200 lbs. please notify the official contractor for official authorization.

TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents – must have no copy on the sides or back side and not exceed 8ft height limit. I would also specifically address the tents with extended ceilings, see below. Under no circumstances are these acceptable in a linear booth regardless of whether they have copy or not.

TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. Some shows will allow to go over the height limit but require plans to the organizer and service contractor for approval.

VIDEO DISPLAYS

Show Organizer reserves the right to request approval from a registered design professional (Civil or Structural Engineer) and/or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to your rigging vendor.

TOWERS AND MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

ISSUES COMMON TO ALL BOOTH TYPES

U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- Ramp the entry or use hydraulic lifts to trailer exhibits.
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.

- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor for approval.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

ELECTRICAL

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

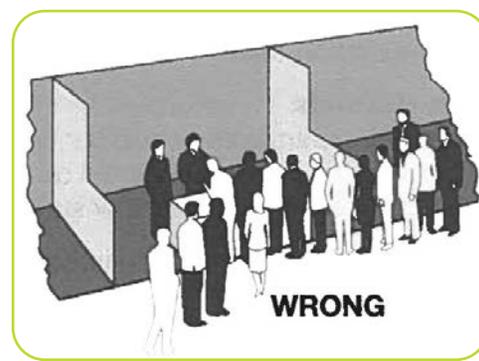
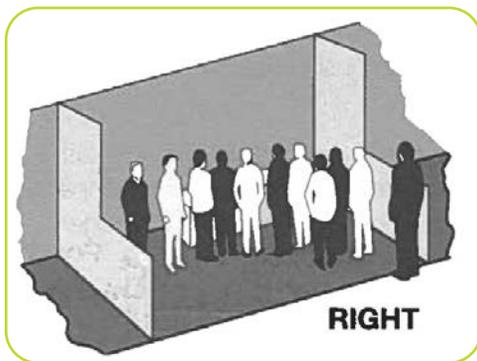
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel. Many organizers ask that demonstration plans be submitted for approval.



SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](http://www.ascap.com), [BMI](http://www.bmi.com) and [SESAC](http://www.sesac.com), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

VEHICLES (FOR BOTH GAS AND ELECTRIC VEHICLES)

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation. Need to get guidelines for placing, displaying electric vehicles.
- Check with your facility regarding any weight load limits.
- Show organizers should request information from exhibitors in advance of the show if they are bringing in a vehicle Usually 45 days is the standard.
- Vehicles can only be moved to and from their booth outside show hours and under the supervision of show management and/or Official Service Contractor depending on the rules in the building.

ADVISORY NOTES TO EXHIBITION ORGANIZERS

FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Recommend checking with facilities regarding some areas of exhibit hall that may not have points available to alert exhibitors.

HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers also may note which size booths and configurations will be provided with pipe and drape. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

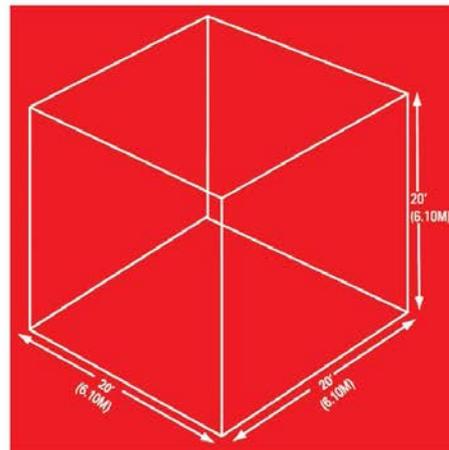
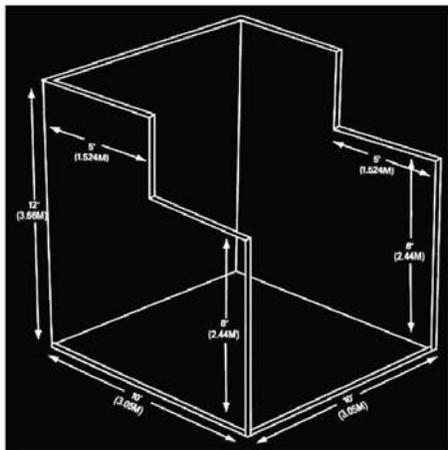
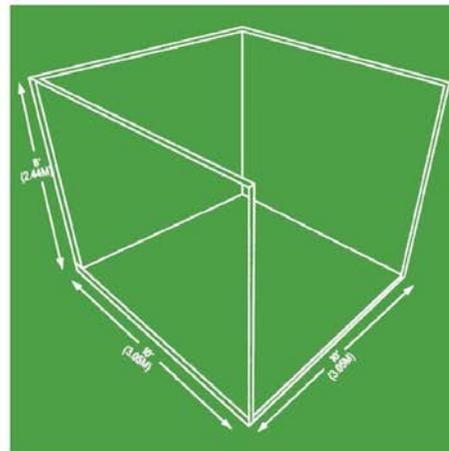
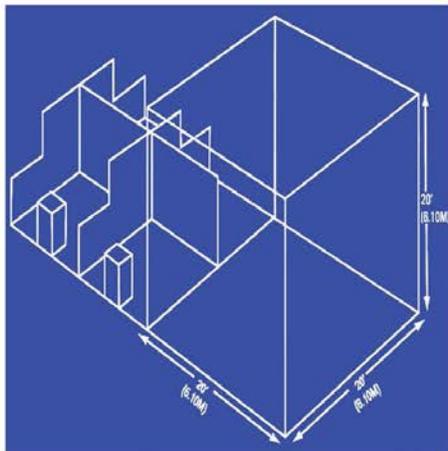
ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

APPENDIX



White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

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WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Introduction

IAEE presents the following white paper as an academic briefing without recommendation regarding the use of full cubic content for linear exhibit space and its potential impact on the exhibitions and events industry. As it pertains to exhibition booths, cubic content is a unit of measurement allowing display materials and products to occupy 100 percent of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules.

It is the responsibility of the exhibition organizer to establish rules to best achieve the goals for its exhibition. Based on the nature of the exhibition, it is ultimately the choice of the exhibition organizer whether to allow use of full cubic content in linear exhibit space, or to observe the line-of-sight set-back rule. IAEE's publication, *Guidelines for Display Rules and Regulations* is intended to be viewed as guidelines, and not rules.

This white paper addresses the dynamics involved in the likelihood that as more international exhibitors participate in U.S.-based events, the expectations for cubic content availability will also increase. Thus the questions are:

- How can this new trend best be met, if at all?
- What methods might be employed to allow dual usage of both cubic content booths and line-of-sight booths?
- What are the advantages/disadvantages of doing so?

Further, many exhibitions and events today already allow for cubic content, primarily due to the nature of the industry sector it serves. It is prudent for the exhibition organizer considering cubic content for their exhibitions to review the concerns, advantages and disadvantages prior to putting cubic content guidelines into practice.

Research

IAEE requested feedback and input from its members from which 10 responses were received. Task force members then conducted telephone interviews with 35 show organizers whose organizations represent various industry sectors. Additional information was gathered through comments from the EDPA LinkedIn online discussion group. The responses are reflected in this document as to the advantages, disadvantages, international exhibitors, etc.

Use of Cubic Content

Under the current IAEE *Guidelines for Display Rules and Regulations*, cubic content, as it pertains to exhibitions and events, generally allows an exhibitor utilizing island space (a minimum of four 10' x 10' booths, open on four sides), to occupy 100 percent of the island space with both product and display materials. Regarding linear booths, it states "It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth." A Split Island Booth may also be allowed to utilize full cubic content of the booth when it backs up to another Split Island Booth.

The IAEE Guidelines for Display Rules and Regulations are not rules. Therefore some organizers have revised the Guidelines to fit their own needs as it pertains to cubic content and other guidelines. For instance, some heavy equipment exhibitions, for safety purposes, may require a setback of nine to twelve inches from the aisle line to prevent tripping. Others may require a 20 percent sightline of island booths.

For the purpose of this document we will restrict comments to construction and use of linear space. Many organizers today are permitting use of cubic content in linear booths because either their exhibitors find cubic content to be beneficial to their display, or because they want international exhibitors to feel welcome. It also reduces the need to police exhibits to enforce setback rules. The IAEE *Guidelines for Display Rules and Regulations* do not suggest cubic content should be implemented for linear booths; however cubic content in a linear booth is acceptable when the organizer has advantageous reasons to allow it. Prior to putting cubic content into practice, exhibition organizers must be proactive in communications with exhibitors, and understand the effect it will have on the exhibition. This document contains feedback from show organizers who allow use of cubic content in linear booths and those who do not. The intent is to assist a show organizer in making the best decision for their show.

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International Exhibitions vs. US Exhibitions – Display Guidelines

Most European exhibitions and other countries allow the use of cubic content. Larry Kulchawik, senior vice president of 3D Exhibits, Inc., says, "Not all rules, styles, and customs are the same from country to country ... this is only one part of the country differences in trade show marketing, but a big one."

Cubic Content for linear booths in the U.S. is not as popular as it is in other countries, but more and more U.S. organizers are finding it necessary to allow cubic content in linear booths for the sake of attracting and accommodating international exhibitors. Many U.S. exhibitions have government-sponsored international pavilions that typically are island spaces, back-to-back booths or booths facing each other with an aisle between. Depending on the type of space, these pavilions often are allowed to utilize full cubic content in the U.S.

International exhibitors occupying linear space sometimes bring in their own display house to help them conform to the U.S. display guidelines. The difference between U.S. display regulations and their country's regulations, such as cubic content, square meters and square feet can be perplexing to a show's new international exhibitor.

"Some clients want to capture the clientele in an enclosed stand and generally these clients have invitations in advance of the show so they have an appointment. Others prefer to enclose their stand to immerse the potential viewers in an experience. What better way than to take away the distraction of the other stands. Those that choose the open feel are trying to educate potential customers or get their corporate identity out there for everyone to see," Mac Kieityka, project manager of Creative Solutions Group.

Reasons to Consider

Aside from accommodating international exhibitors, or the belief that cubic content is more conducive to certain types of product displays or experiences, the fact is, today's exhibitors want more return on their investment. Many exhibitors feel they should be able to utilize all the space they have paid for without a five-foot setback rule. Exhibitors want to display their products in a structure or setting that is best suited toward maximizing their investment. Ultimately it is the show organizer who will decide whether cubic content is a practical display regulation.

Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words

"With the exception of one or two shows, all are cubic content. We have utilized cubic content for years and feel it gives our customers more value for their money by allowing them to use more of their space. The one or two shows we do not use cubic content on, we rarely get any push back and those shows do have an international presence. What feedback we do get (which is minimal) is typically centered on obstructions from a neighboring booth. These objections often come from those who have not read our exhibitor manual where cubic content is prominently addressed."

"We have already implemented it for all nine shows we run in North America. Linear Booth Use of Space: Shows allow exhibitors full "Cubic Content" use of the exhibit space. Therefore, you are allowed to place displays or materials at the full eight foot (2.44m) height throughout the entire width and depth of your exhibit space. Perimeter Booth Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m). There were a few complaints initially, but they were a minority and have now stopped. We make sure to explain the rules clearly to new exhibitors and to remind everyone frequently. We implemented this because it made it more consistent for our international exhibitors from around the world, and eliminated the majority of our set-up issues onsite (which are mostly due to sightline issues)."

"Our exhibition allows for the use of the cubic content of exhibit spaces. The feedback has been overwhelmingly positive. Most companies exhibit in some international shows. They appreciate the consistency of having the same rules and also see the common sense approach to allow exhibitors to use all their space. And, since it is fully implemented, it is fair for all. We allow cubic content in all areas."

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"We do have an abbreviated cubic content rule for islands and split islands. The entire cubic content of the space may be used up to the maximum allowable height; however exhibitors must follow the line-of-sight guidelines (20 percent) listed above. The line-of-sight guideline referenced above states: All booths regardless of size or type should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits. If you are planning a hardwall installation that could obstruct the view to neighbors' booths, a booth variance form and schematic must be submitted for review. **NEW** – All island booths regardless of size should allow 20 percent of visibility on all sides excluding the shared back wall. Examples: 20' x 20' Island: each side of the booth must have visibility for a minimum of 4'. 30' x 40' Island: the 30' sides of the booth must allow visibility for a minimum of 6'; the 40' sides of booth must allow visibility of 8'. Exhibitors may use Plexiglas or similar material to create a wall that will allow for line-of-sight from one booth to the next.

The linear 10' x 10's have a harder time understanding that they must follow the standard IAEE rules allowing for no product or displays over 4' tall in the front half of the booth. We have had this guideline in place for about three years now, but have always allowed them to receive a variance if their theaters, meeting rooms, etc., did not allow for this amount of line-of-sight. However, at this time we are telling exhibitors that we will be enforcing the rule for the 2012 show. Our exhibitor advisory committee requested that we begin enforcing the rule for next year."

"Exhibitors are to show respect for fellow exhibitors and fire marshal rules must be met – island exhibits and linear."

"Yes, exhibits can be closed on three sides for linear booths, totally closed in for islands."

"We approve on a request-only basis. Show is less than 10 percent cubic content exhibits."

"We will allow cubic content for booths that are against an outside wall that do not have adjacent booths/neighbors."

Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words

"We do not like the reduced sightlines that this would create."

"We feel it is important to protect sightlines. We spend time communicating with them (international exhibitors) to try to set expectations before they arrive for the show."

"Most overseas exhibitors want to comply with line-of-sight rules when they exhibit in the U.S; however, some request cubic content and those requests are granted. No complaints from neighbors."

"While the cubic approach to booth content may eliminate some issues and policing, we believe in the line-of-sight good neighbor policy. If exhibitors want to use cubic content for their booth, they can purchase an island."

"Unfair to our small exhibitors that depend on a fair sightline into their booth."

Note: All other exhibition organizers interviewed said they use the line-of-sight in the *IAEE Guidelines for Display Rules and Regulations*.

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Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together

There are many different types of displays used in exhibitions. If the organizer chooses to allow cubic content in linear booths, the organizer needs to be aware of the responsibility to communicate the rules clearly to all exhibitors so there are no surprises on site. A portable exhibit may only extend five feet out from the backwall but its neighbor may have hardwall at eight-foot height out to the aisle line. The portable exhibit must be aware the sightline will be impacted and the hardwall exhibitor must be sure the backsides of the panels are finished. This is true with all exhibits in a linear space cubic content exhibition. If the rules allow for cubic content in linear spaces, then it is a fair environment for all to choose how they wish to use that space; but communication is key to a smooth operation.

It is rare to expect a U.S. exhibition or its general service contractor, to provide hardwall for all exhibitors; however, exhibitions using all hardwall do exist in the U.S.

Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts

None of the show organizers interviewed indicated a need for a split floor plan, i.e., certain areas of the floor are designated for linear cubic content booths.

Cubic Content for Products

Some exhibition organizers allow products to exceed the four-foot high rule five feet in from the aisle line. Others do not and strictly enforce the sightline setback. The types of products displayed may determine whether an organizer chooses to permit products only (not booth structure) to occupy the cubic content of a linear booth. However, for example, if the product is banner stands that are eight feet or 10 feet tall, a row of banner stands at the aisle line may be very intrusive to a neighbor. On the other hand, a piece of machinery that is six feet tall may not cause a major problem. Exceptions may also depend upon the size of a booth such as 10' by 20' versus 10' by 10'. Under certain circumstances, an organizer may prefer to make the exception a variance, subject to show management review and approval. This option provides the organizer more control if product is an exception to the set-back guidelines.

Equipment/Display Material: The following is an example of display rules for a specific type of item:

- SPECIAL PROVISIONS: Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 42" in height when positioned more than 5' from the back wall of a single-aisle exhibit booth space or the center line of a three-aisle exhibit booth space, unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum height for such items under these circumstances, including the product being displayed, is 66". Free-standing units, including those intended to be the focal point in an exhibit, may not exceed 42" in height when placed more than 5' from the back wall of the exhibit booth space unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8' high x 32" wide x 32" deep.

Perspective

It is inevitable that exhibition organizers will have varying thoughts and opinions about allowing exhibitors to have full use of the cubic content space within their linear booth. Just as there are many different opinions as to whether end cap booths are permissible in floor plan layouts due to the somewhat difficult situations they often times create, the exhibition organizer must make the determination as to what is best for their exhibition.

It is often wise to consult with an exhibition's Exhibits Advisory Board. Alternatively, an organizer may consider conducting a focus group of the exhibition's exhibitors to determine their interest and gain their feedback.

A linear space exhibitor utilizing cubic content for the first time may also experience some higher costs. If they bring a hardwall display that reaches 8' high for three sides of their exhibit, when in the past they utilized a fabric display, obviously their labor, shipping and drayage costs will be higher. However, that is the decision of the exhibitor if the exhibition organizer is allowing cubic content for linear displays and the exhibitor chooses to take advantage of the space in this fashion.

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Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Linear Booth

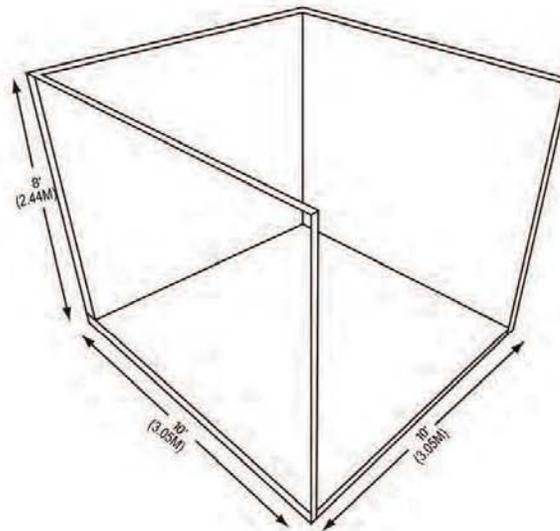
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Floor covering is required in all rented space.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m), with a maximum back wall height limitation of 8ft (2.44m).

Use of Space

Messe Frankfurt Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full 8 ft. (2.44m) height throughout the entire width and depth of your exhibit space.



LINEAR BOOTH (10' X 10') (3.05m x 3.05m)

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

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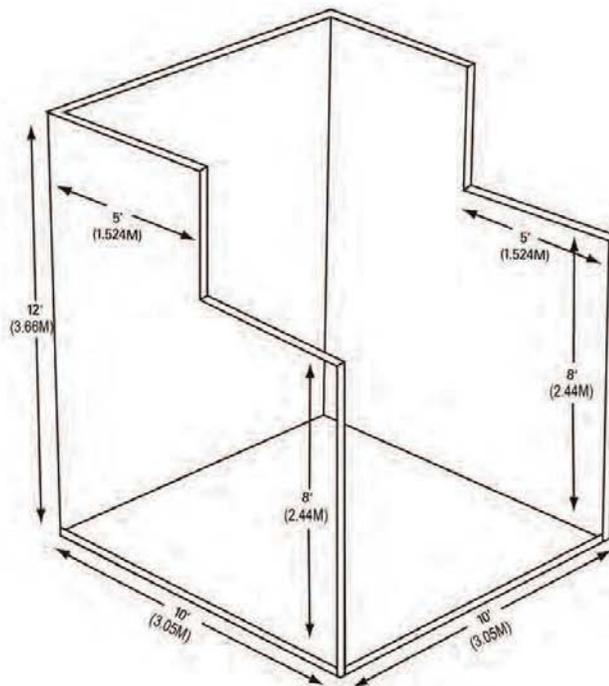
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Floor covering is required in all rented space.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m).



PERIMETER BOOTH (10' X 10') (3.05m x 3.05m)

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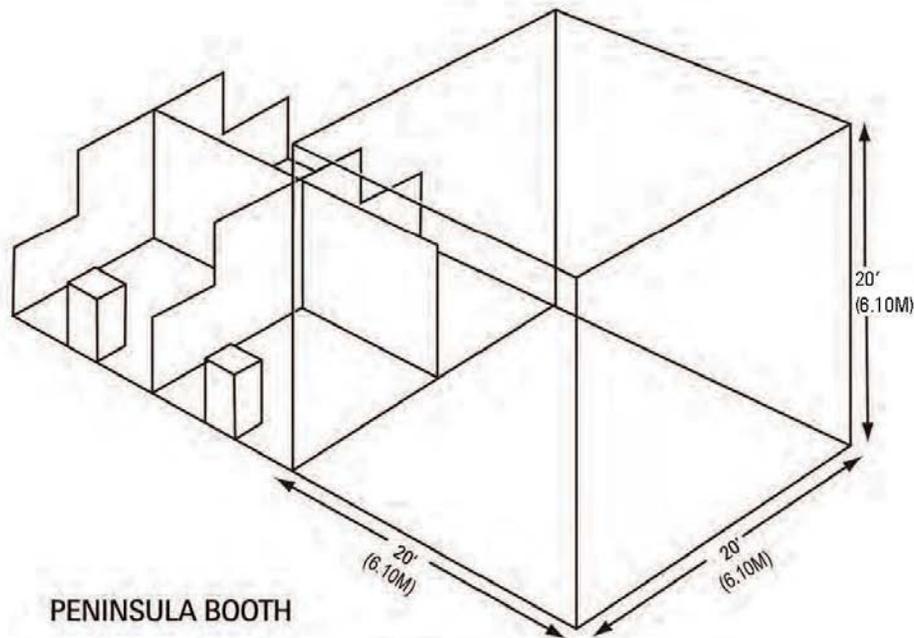
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 20' x 20' (6.10m) in size. Floor covering is required in all rented space.

Dimensions

A Peninsula Booth is usually 20' x 20' (6.10m x 6.10m) or larger. Twenty feet (20') (6.10m), including hanging signage, is the maximum height allowed throughout the booth space. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors.



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Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Island Booth

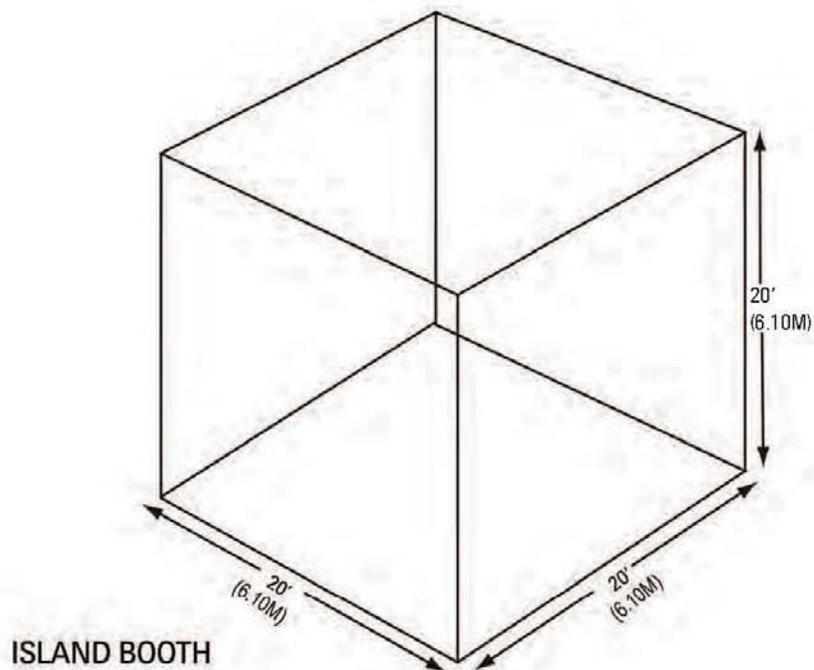
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

Dimensions

An Island Booth is typically 20' x 20' (6.10m x 6.10m) or larger.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20') (6.10m), including any hanging signage.



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