



AFP 2024
OCTOBER 20-23 | NASHVILLE

EXHIBITOR SERVICE KIT

Welcome

Dear AFP 2024 Exhibitor,

T3 Expo is proud to have been selected as the official service contractor for AFP 2024. 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 make your participation in the 2024 AFP Conference 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 Monica Raposa at mraposa@t3expo.com or call 774-338-5105.

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



Table of Contents

| | |
|---|-----|
| Exhibitor Registration Policies | 5-6 |
| Exhibitor Housing Information | 7 |
| Important Dates & Deadline Checklist | 8 |
| Affiliate Events | 9 |
| Sponsorship and Advertising Opportunities | 10 |
| Update Company Profile & Logo | 11 |
| T3 EXPO INFORMATION | |
| Show Information | 13 |
| Important Dates & Deadlines Checklist | 14 |
| Preshow Checklist | 15 |
| On-site Checklist | 16 |
| SHIPPING INFORMATION | |
| Material Handling | 18 |
| Shipping Addresses | 19 |
| Marshalling Yard Information & Maps | 20 |
| Target Change / Early Move-in Request Form | 21 |
| Cartload Service | 22 |
| TForce Freight Trade Show Form | 23 |
| Advance Shipment Labels | 25 |
| Direct Shipment Labels | 26 |
| Hanging Sign Advance Shipment Labels | 27 |
| T3 SERVICE INFORMATION & FORMS | |
| 10' x 10' Turnkey Package | 29 |
| 10' x 20' Turnkey Package | 30 |
| 10' x 10' Demo Room | 31 |
| 20' x 20' Demo Room | 32 |
| Print Production Artwork Requirements | 33 |
| Carpet Options | 34 |
| Carpet & Padding Order Form | 35 |
| Vinyl Flooring Order Form | 36 |
| Furniture – Standard Chairs | 37 |
| Accessories / Pipe & Drape | 38 |
| Furniture / Accessories / Pipe & Drape Order Form | 39 |
| Display Tables & Counters | 40 |
| Display Tables & Counters Order Form | 41 |
| Display Labor & Forklift Order Form | 42 |
| Accessible Storage & Cleaning Order Form | 43 |
| AFR Furniture Rental Catalog & Order Forms | 44 |
| CORT Tradeshow Furniture Catalog & Order Forms | 45 |

Table of Contents (Continued)

ADDITIONAL INFORMATION & FORMS

| | |
|---|----|
| Payment Information..... | 47 |
| Notification Of Intent To Use EAC | 48 |
| Third Party Authorization | 49 |
| United States Fire Department Regulations | 50 |
| Nashville, TN Labor Guidelines | 51 |

ANCILLARY INFORMATION & FORMS

| | |
|--|--------|
| Music City Center Exhibitor Services Form | 53 |
| Conference Contact Information | 54 |
| Preferred Vendor List | 55 |
| Audio Visual Order Form..... | 56-58 |
| Booth Catering Order Form..... | 59-60 |
| Electrical Order Form and Rates..... | 61-62 |
| Lead Retrieval Order Form – 10x10 Booth..... | 63 |
| Lead Retrieval Order Form – 10x20 Booth | 64 |
| Lead Retrieval Order Form – 20x20 Booth | 65 |
| Lead Retrieval Order Form – Standard | 66 |
| Rigging Order Form | 67-68 |
| Exhibitor Rules for AFP 2024..... | 69-73 |
| IAEE Guidelines for Display Rules & Regulations..... | 74-105 |

EXHIBITOR REGISTRATION

All attendees are required to present a photo ID to pick up their AFP conference badge and registration materials. Badges will not be mailed out in advance and will be available on-site only. Switching and transferring badges is a violation of your contract with AFP and will subject the badge to confiscation. Please advise your personnel accordingly to avoid problems during the conference.

COMPLIMENTARY BADGES

Your complimentary Exhibitor Conference registrations are based on the size of your booth space. For example:

| <u>Booth Size</u> | <u>You Receive</u> | <u>Booth Size</u> | <u>You Receive</u> |
|-------------------|--------------------|-------------------|--------------------|
| 10x10 | 2 | 20x20 | 8 |
| 10x20 | 4 | 20x30 | 12 |
| 10x30 | 6 | 20x40 | 16 |
| 30x40 | 24 | 20x50 | 18 |
| 30x50 | 30 | 20x60 | 24 |
| 40x40 | 32 | | |

| <u>Turnkey Booths</u> | <u>You Receive</u> |
|-----------------------|--------------------|
| 10x10 | 2 |
| 10x20 | 4 |

EXHIBITOR CONFERENCE REGISTRATIONS

Exhibitors receive two complimentary full conference registrations for each 100 square feet of booth space. Full conference badges include access to the exhibit hall, kick-off party, educational sessions (that are not limited access), and general sessions.

Exhibitors and sponsors can purchase additional full conference registrations at the following rates:

- \$1,399 until 11:59 PM ET June 7, 2024
- \$1,599 from June 7, 2024, through 11:59 PM ET September 15, 2024
- \$1,799 from September 16, 2024, through onsite

EXHIBIT HALL ONLY REGISTRATIONS

Exhibitors can purchase up to 4 exhibit hall-only registrations per 100 square feet of booth space. Exhibitor floor passes cost \$1,200 each and can be purchased through the exhibitor registration portal. Access is limited only to the exhibit hall.

WHERE TO REGISTER BOOTH STAFF

The [AFP Exhibitor Registration Portal](#) allows you to purchase registrations with a credit card, assign staff badges, and make substitutions.

OTHER POLICIES

You can substitute your booth registrations at no charge in AFP's exhibitor portal. Substitutions must be made by September 13, 2024, to be included on the pre-event attendee list.

AFP does not provide refunds for any purchased exhibitor registrations that are canceled, unredeemed, or no-shows.

Lost badges are subject to a \$50 reprint fee.

SPEAKER REGISTRATIONS

For questions relating to registering as a speaker, please contact the Education Team below.

Marcia Solomon

John Gibson

Nicoleta Radu

301.961.8858

301.961.8826

301.961.8893

msolomon@afponline.org

jgibson@afponline.org

nradu@afponline.org

Questions?

Email: exhibiting@afponline.org.

HOUSING INFORMATION

All housing requests and questions should be made and directed to Convention Management Resources (CMR), AFP's official housing bureau. [Click here, to make reservations online.](#)

For the best hotel availability and room rate, reservations must be secured by Thursday, September 26, 2024.

AFP reserves the right to cancel any hotel reservations for individuals not registered to attend AFP 2024 by Thursday, September 26, 2024.

All reservations made online require a credit card to guarantee the reservation and may be charged one-nights room and tax.

ROOMING LISTS

Exhibitor Room lists are due to CMR no later than Friday, August 23, 2024.

HOTEL CANCELLATIONS

A penalty of one (1) night's room and tax may apply if reservations are not canceled on or before Monday, October 7, 2024. The guest acknowledges that AFP Housing (CMR) shall have no obligation to recover or seek recovery of any deposit monies on the guest's behalf after the cancellation deadline. **The deadline to cancel room blocks no longer needed is Friday, August 23, 2024.**

ADVANTAGES OF AFP HOUSING

By using AFP Housing, you show your support for AFP and can take advantage of the benefits of an AFP annual conference attendee (negotiated room). AFP contracts with the hotels for the maximum block allowable. AFP reserves the right to reassign room blocks.

Exhibitors and sponsors are limited to the number of rooms at the OMNI Nashville, AFP's headquarter hotel.

DISADVANTAGES OF HOUSING OUTSIDE OF AFP'S BLOCK

Attendees pay a higher per-night rate than AFP has negotiated with the hotels and assume any liability associated with the cancellation. Attendees staying at hotels outside the AFP room block will be responsible for their transportation to conference events when shuttle services are provided at the conference.

We hope you will take advantage of the amenities offered by AFP Housing, and we encourage you to continue to show support for AFP through our available housing options.

Questions?

Please contact CMR directly.

Phone: 800.618.4242 or 415.979.2269

Email: afpsupport@cmrus.com

2024 Conference

Important Dates & Deadline Checklist

- Exhibit Staff Registration Price increase after:** Friday, June 7th, 2024
- Contracted Housing Rooming List Due to CMR:** Friday, August 23rd, 2024
- Turnkey Booth Package Order Deadline:** Wednesday, September 11th, 2024
- Receiving at Advance Warehouse Begins:** Wednesday, September 11th, 2024
- Online Exhibit Staff Registration Deadline:** Tuesday, September 10th, 2024
- Turnkey Artwork Submission Deadline:** Wednesday, September 18th, 2024
- Exhibitor Appointed Contractor Form Deadline:** Wednesday, September 18th, 2024
- Lead Retrieval Prices increase after:** Friday, September 20th, 2024
- Discounted pricing on audiovisual Deadline:** Monday, September 23rd, 2024
- Turnkey Artwork Approval Deadline:** Wednesday, September 25th, 2024
- Individual Reservations Cut-off Date:** Thursday, September 28th, 2024
- T3 Service Orders Advanced Discount Deadline:** Friday, September 27th, 2024
- Custom Furniture Advanced Discount Deadline:** Friday, September 27th, 2024
- Discounted pricing on General Utilities (electric/compressed air/water/gas), Technology (Internet/Cable), Rigging Deadline:** Wednesday, October 2nd, 2024
- Last date to cancel hotel reservations without penalty:** Monday, October 7th, 2024
- Last Day for Advanced Shipments to Arrive without Surcharges:** Friday, October 11th, 2024
- Direct Shipments to Show Site May Begin Arriving After 8:00 am:** Friday, October 18th, 2024
- All Exhibits Must Be Set by 2:00 pm:** Sunday, October 20th, 2024
- All Carriers Must Check In by 12:00 pm:** Wednesday, October 25th, 2024

AFFILIATE EVENTS

Exhibitors and Sponsors may not host events (including, without limitation, product demonstrations, client meetings, and user groups) outside the designated space that conflicts with official conference hours. Companies that do not exhibit or sponsor are not allowed to host events or reserve/rent space in any conference facility during the conference. Exhibitors violating this policy will lose all priority points, which could jeopardize future participation in AFP Conferences.

To be approved by AFP to host an event at one of the AFP-contracted hotels, Exhibitors or Sponsors must complete the [Affiliate Request Form](#). The Events Team will review and contact the point of contact within three business days after receipt of the completed form.

By completing [this form](#), the Company acknowledges that they are aware of and **will not request an event that will begin or conflict** with AFP Official Conference hours.

AFP Official Conference hours.

| | |
|-----------------------|---|
| Sunday, October 20 | 9:00 AM – 9:00 PM |
| Monday, October 21 | 8:00 AM – 6:00 PM (Events may start at 6:15 PM) |
| Tuesday, October 22 | 8:30 AM – 5:30 PM (Events may start at 5:45 PM) |
| Wednesday, October 23 | 8:30 AM – 11:00 AM |

AFP conference hours are subject to change without notice. To view the most up-to-date schedule, click here <https://conference.afponline.org/program/overview/schedule>.

Exhibitors planning events must make arrangements to meet any conference attendees outside the convention center. Exhibitors may not use signs, placards, or any other method to gather conference attendees within the convention center.

AFP has space available at the Omni Hotel for exhibitors/sponsors to host product demonstrations, client meetings, or user groups. Exhibitors/Sponsors wishing to use such designated space should contact the [AFP Sales Team](#).

Questions?

Email: Rebecca Murphy, CMP, CEM, DES

Director, Events

rmurphy@afponline.org

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The AFP Annual Conference is the largest and most comprehensive event in the country. Financial professionals from across the world attend for three-and-a-half days of in-person networking and professional development as well as virtual sessions. This is your greatest opportunity to gain company exposure and name recognition. AFP offers many ways to access key decision-makers in the finance and treasury industry.

[Click here](#) for sponsorship opportunities at AFP 2024.

Can't decide which of the sponsorship packages to select? Need complete details of a specific sponsorship? Want to generate a customized sponsorship? Contact the AFP Sales Team and they will work with you to answer your questions, provide you additional details, or customize a sponsorship for your needs.

AFP Sales

Website: www.AFPonline.org

Kevin Boyle

Director of Access Sales

Phone: 301.961.8861

E-mail: kboyle@AFPonline.org

Rachel Barkin

Access Sales Account Executive

Phone: 207.653.0267

E-mail: rbarkin@AFPonline.org

Update Company Profile & Logo

To ensure AFP has the most up-to-date Company information and your company logo will display on the Conference website and mobile app, [click here](#) to access the Exhibitor Registration Portal.

In the exhibitor registration portal, you can not only register booth staff and purchase additional conference registrations, but you can also update the following company information.

- company name
- description
- web links
- social media handles
- service categories
- logo

Company Logos

To upload your company logo for the mobile app and conference website, [click here](#). Your company's high-resolution logo must be provided in the two formats, details below.

Note: Please make sure your logo does not have a transparent background.

Example of how to save your logo: [Company Name]_300x600 and [Company Name]_600x72

Format Needed for 2024 Conference Website

- .ai or .eps file of your logo in color.
- All fonts should be converted to outline.
- Logos versioned in black and in white are also encouraged, if available.
- High resolution .png file of your logo in color. This file should be at least 600px wide or tall at 72dpi and have a transparent background.

Format Need for Mobile App

- The logo should be 300 pixels height X 600 pixels width.
- JPEG/JPG/PNG/GIF.
- 72 dpi image, RGB Mode. No transparency, border or shadow.
- High resolution image.

Please note that only the primary and secondary exhibitor point of contact will be able to log onto the registration portal.

To update either point of contact, please email exhibiting@afponline.org and provide, the first and last name, email address, phone number, and mailing address of the new POC and the full name of the person they are replacing.

T3 EXPO INFORMATION

Show Information

Location

Music City Center
 201 Rep. John Lewis Way S
 Nashville, TN 37203

Exhibit Hall

Halls A2, B, C & D

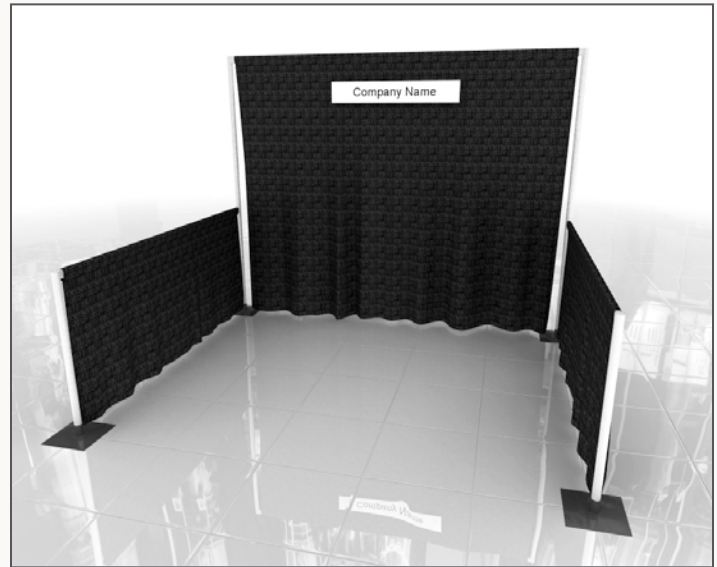
Booth Package

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 – Black
- Side Rails/Table – Black
- Aisle Carpet – Tuxedo



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

| Exhibitor Move-in | Exhibit Hours | Dismantle/Move-out | Carrier Check-in |
|--|--|--|--------------------------------------|
| BOOTHS 401+ NSF AND ABOVE ONLY Thursday, October 17 1:00 pm – 5:00 pm | Sunday, October 20 6:00 pm – 7:30 pm | Tuesday, October 22 5:30 pm – 10:00 pm | Wednesday, October 23 by 12:00 pm |
| Friday, October 18 8:00 am – 5:00 pm | Monday, October 21 9:00 am – 5:00 pm | Wednesday, October 23 8:00 am – 5:00 pm | – |
| Saturday, October 19 8:00 am – 5:00 pm | Tuesday, October 22 9:00 am – 5:30 pm | – | – |
| Sunday, October 20 8:00 am – 2:00 pm* | – | – | – |

*Expo Hall opens at 6:00 pm

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

Important Dates & Deadlines Checklist

| | |
|-------------------------------------|--|
| Wednesday, September 11, 2024 | Booth Package Order Deadline |
| Wednesday, September 11, 2024 | Receiving at Advance Warehouse Begins |
| Wednesday, September 18, 2024 | Artwork Submission Deadline |
| Wednesday, September 18, 2024 | Exhibitor Appointed Contractor Form Deadline |
| Friday, September 20, 2024 | Lead Retrieval Advance Discount Deadline |
| Monday, September 23, 2024 | AV Advance Discount Deadline |
| Wednesday, September 25, 2024 | Artwork Approval Deadline |
| Thursday, September 26, 2024 | Rigging Advance Discount Deadline |
| Friday, September 27, 2024 | T3 Service Orders Advance Discount Deadline |
| Friday, September 27, 2024 | Custom Furniture Advance Discount Deadline |
| Thursday, October 3, 2024 | Electrical Advance Discount Deadline |
| Saturday, October 5, 2024 | Catering Order Deadline |
| Friday, October 11, 2024 | Target Change / Early Move-in Request Form Deadline |
| Friday, October 11, 2024 | Last Day for Advance Shipments to Arrive without Surcharges |
| Thursday, October 17, 2024 | Direct Shipments to Show Site May Begin Arriving After 1:00 pm |
| Sunday, October 20, 2024 | All Exhibits Must Be Set by 2:00 pm |
| Wednesday, October 23, 2024 | All Carriers Must Check In by 12:00 pm |

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/AFP 2024 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.

SHIPPING INFORMATION

| |
|--|
| AFP 2024 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 Friday, October 11, 2024 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, October 23, 2024 by 12:00 pm. 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, September 11, 2024. Shipments arriving prior to this date may be refused.

Crated or Uncrated

Shipment Weight x \$1.84/lb = \$ _____

Small Package Shipment - Total Shipment Weight 50 lbs or less

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

Material Handling Estimate \$ _____

Direct Shipments to Show Site

Direct shipments will be received starting on Thursday, October 17, 2024. Shipments that arrive prior to this date may be refused by the Music City Center as T3 Expo will not have possession of the venue prior to this date and time.

Crated or Uncrated

Shipment Weight x \$1.88/lb = \$ _____

Small Package Shipment - Total Shipment Weight 50 lbs or less

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

Material Handling Estimate \$ _____

Shipping Addresses

Advance Shipments to T3 Expo Warehouse

Address

To: (Exhibiting Company Name)
(Booth #)

For: AFP 2024

c/o: T3 Expo
c/o: TForce Freight
45 Teledyne Pl
La Vergne, TN 37086

Information

Advance shipments will be accepted beginning on Wednesday, September 11, 2024 through Friday, October 11, 2024 between the hours of 8:00 am – 4:00 pm.

Shipments received after Friday, October 11, 2024 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: AFP 2024

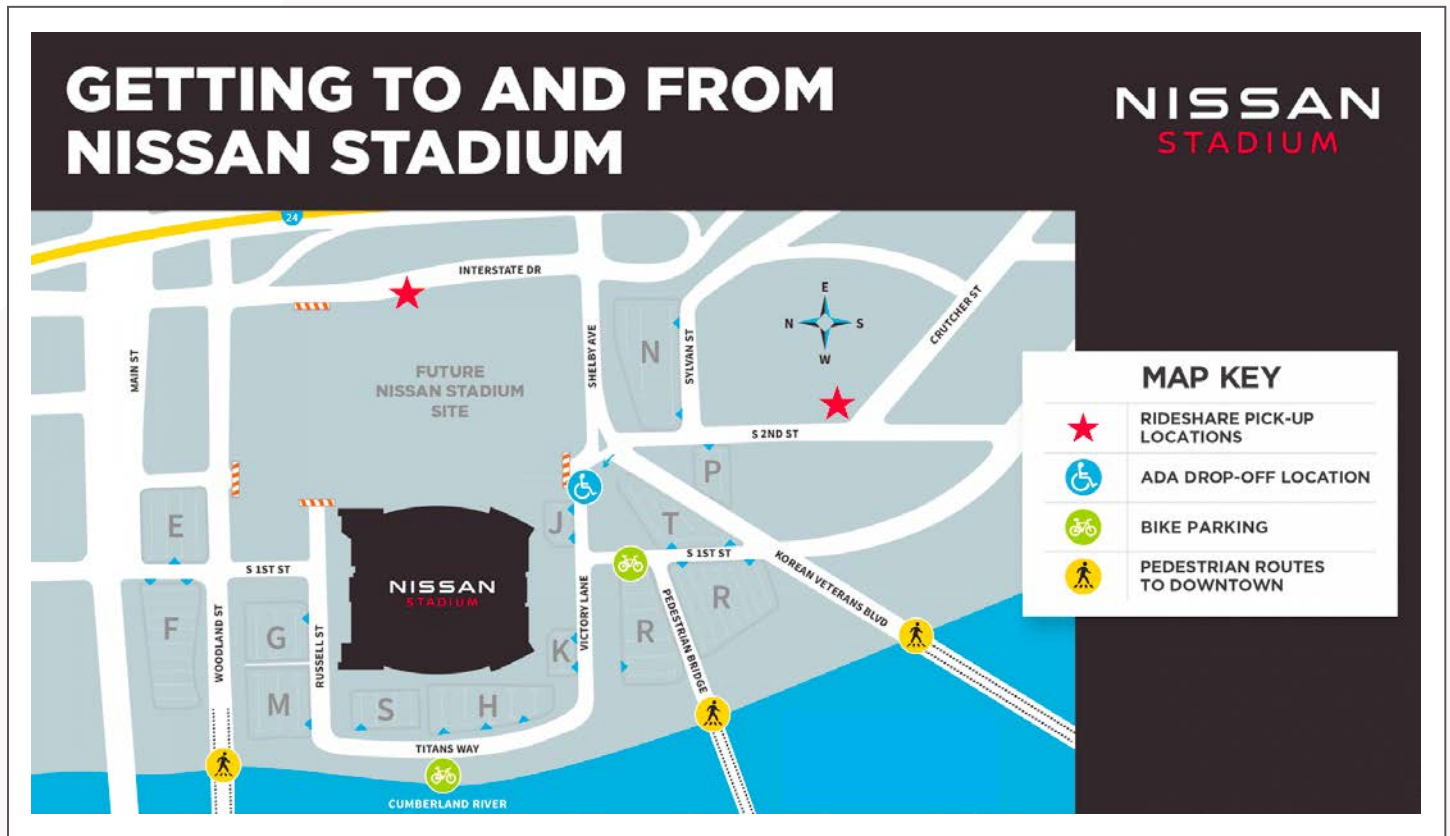
c/o: T3 Expo
c/o: Music City Center
Halls A2, B, C & D
700 Korean Veterans Boulevard
Nashville, TN 37203

Information

Direct shipments are accepted starting on Thursday, October 17, 2024 beginning at 1:00 pm and throughout published event hours.

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

Marshalling Yard Information & Maps



Order Form Deadline:..... **Friday, October 11, 2024**

Target Change / Early Move-in Request Form

AFP 2024 - October 20-23, 2024

| | |
|---------------------|--------------------|
| 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 **FRIDAY, OCTOBER 11, 2024**.

- 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: October 11, 2024
To: T3 Freight Supervisors
 Chariffe McMillion: cmcmillion@t3expo.com
 Steve Luciano: sluciano@t3expo.com

NOTES:

| | | |
|-------------------------|------------------------|--------|
| OFFICE USE ONLY: | Approved | Denied |
| New Target Date: _____ | New Target Time: _____ | |
| Signed: _____ | Date: _____ | |

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.

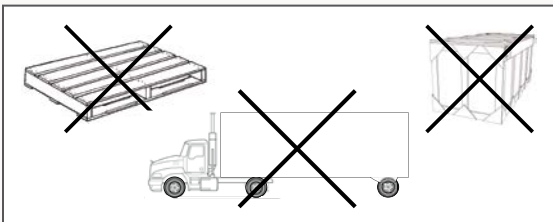
Special Freight Services – Small Passenger Vehicles Only! Maximum Weight 300 lbs

- 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

Total Cart Service Fee Estimate \$ _____



Get the Show on the Road

TForce Freight Trade Show

Your booth is the centerpiece of your company's trade show presence. If it doesn't arrive intact and on-time, your business could miss out on a golden opportunity to gain exposure within the industry.

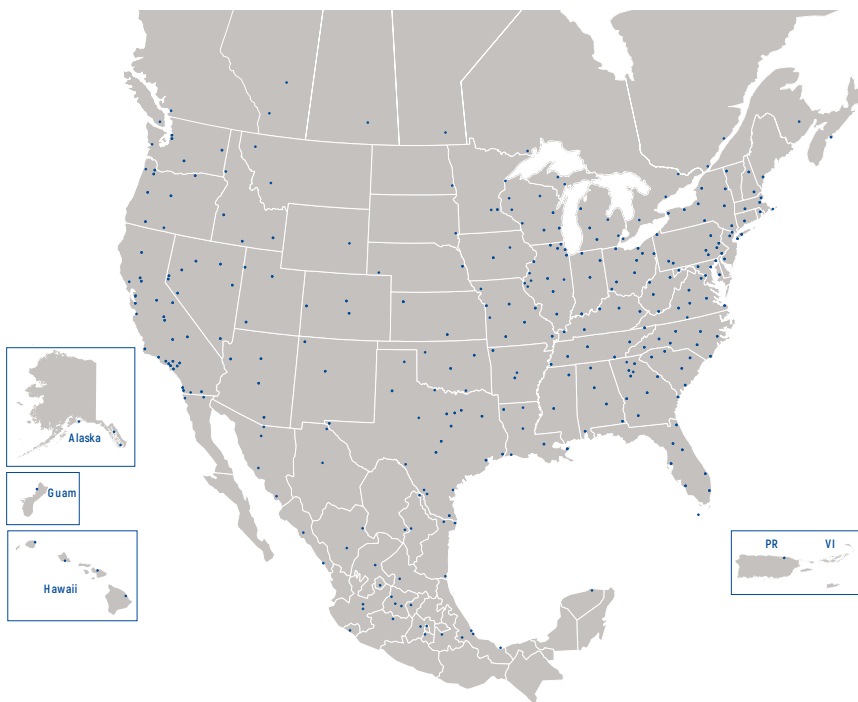
At TForce Freight, we understand your trade show needs, and we're here to ensure your trade show shipping experience is easier than ever.

Whether your booth is headed for the advanced warehouse or direct to the show site, the TForce Freight Trade Show team can provide you with dependable transit times at the right price — ensuring that your trade show experience goes off without a hitch.



Vast Network Coverage

TForce Freight Trade Show has established a massive network of more than 200 facilities throughout the United States. Which allows us to provide you competitive time-in-transit speeds to and from all major trade show markets.





TForce Freight Trade Show Features & Benefits



Guaranteed On-time

We are so confident in our ground freight shipping that we guarantee it's delivered on-time, or your money back.*



Professional Assistance

TForce Freight has trade show specialists available 24/7 to assist you with pre-planning your show. As well as, on-site Regional Managers to assist you with any questions or concerns during the show.



Real-Time Tracking

Experience advanced real-time tracking with TForce Freight technology. You can monitor packages, documents, and high valued goods and assets as they make their way from the loading dock to your exhibit.



Expedited Shipping

When you have a time-sensitive shipment that needs to be there, choose TForce Freight Expedited, and we'll put our seamless, multi-modal transportation network to work for you.



Faster Unloading

TForce Freight has developed strong relationships with several of the largest general service contractors, granting TForce Freight Trade Show with "Official Show Carrier" status at select venues. This allows TForce Freight to use a dedicated delivery door at the event, speeding up the delivery process.



Caravan Service

TForce Freight Trade Show has established a caravan service between select show locations. By joining the caravan you'll streamline your shipments and have your booth delivered to our advanced warehouse days before the show starts.

For more information or to schedule a pickup, please contact
TForce Freight Trade Show at: 800-988-9889 or tforcefreight.com

*Applies for trade show deliveries only. No-fee guarantee applies for shipments rated on current 560/525 tariff only. Shipments rated on customized rates are eligible for a "fee-based" guaranteed service. Certain restrictions apply. See rules tariff for more information.

ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, SEPTEMBER 11, 2024 TO FRIDAY, OCTOBER 11, 2024

To: _____

Exhibitor Name

c/o: T3 Expo
c/o: TForce Freight
45 Teledyne Pl
La Vergne, TN 37086



Event: **AFP 2024**

Booth #: _____

Piece #: _____ of: _____ pieces

ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, SEPTEMBER 11, 2024 TO FRIDAY, OCTOBER 11, 2024

To: _____

Exhibitor Name

c/o: T3 Expo
c/o: TForce Freight
45 Teledyne Pl
La Vergne, TN 37086



Event: **AFP 2024**

Booth #: _____

Piece #: _____ of: _____ pieces

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

DIRECT SHIPMENT

ACCEPTED BEGINNING THURSDAY, OCTOBER 17, 2024

To: _____

Exhibitor Name

c/o: T3 Expo

c/o: Music City Center

Halls A2, B, C & D

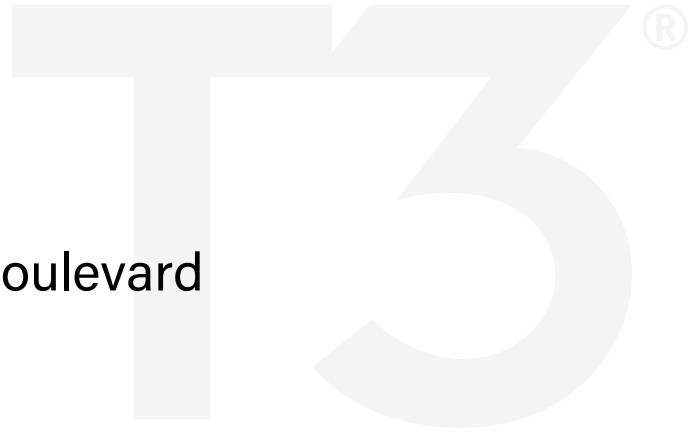
700 Korean Veterans Boulevard

Nashville, TN 37203

Event: **AFP 2024**

Booth #: _____

Piece #: _____ of: _____ pieces



DIRECT SHIPMENT

ACCEPTED BEGINNING THURSDAY, OCTOBER 17, 2024

To: _____

Exhibitor Name

c/o: T3 Expo

c/o: Music City Center

Halls A2, B, C & D

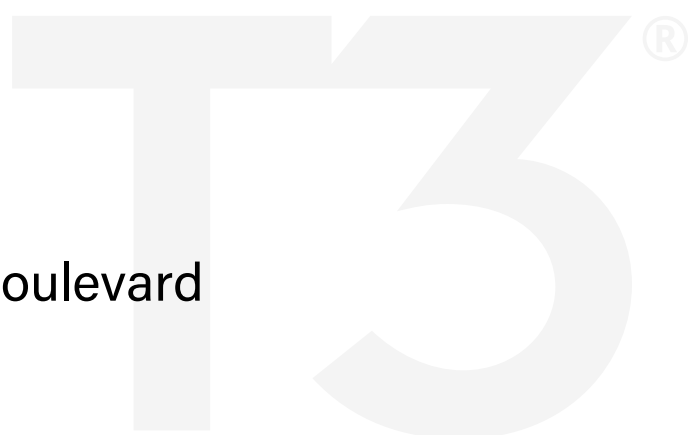
700 Korean Veterans Boulevard

Nashville, TN 37203

Event: **AFP 2024**

Booth #: _____

Piece #: _____ of: _____ pieces



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

HANGING SIGN ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, SEPTEMBER 11, 2024 TO FRIDAY, OCTOBER 11, 2024

To: _____

Exhibitor Name

c/o: T3 Expo
c/o: TForce Freight
45 Teledyne Pl
La Vergne, TN 37086



Event: **AFP 2024**

Booth #: _____

Piece #: _____ of: _____ pieces

HANGING SIGN ADVANCE SHIPMENT

ACCEPTED FROM WEDNESDAY, SEPTEMBER 11, 2024 TO FRIDAY, OCTOBER 11, 2024

To: _____

Exhibitor Name

c/o: T3 Expo
c/o: TForce Freight
45 Teledyne Pl
La Vergne, TN 37086



Event: **AFP 2024**

Booth #: _____

Piece #: _____ of: _____ pieces

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

T3 SERVICE INFORMATION & FORMS

Exhibitor Order Deadline: Wednesday, September 11, 2024
Artwork Submission Deadline: Wednesday, September 18, 2024
Artwork Approval Deadline:.... Wednesday, September 25, 2024
An additional \$1,152.29 rush fee will be added to the total price of the package if graphic files are received after Wed., September 18, 2024 .

10' x 10' Turnkey Package



10' x 10' Exhibitor Turnkey Inclusions

- 9'w x 8'h Custom Graphic Back Wall
- 10' x 10' Standard Carpet – Gray
- (1) 55" Monitor
- (1) R4 Counter & Printed Kick Panel
- (1) 30" Round Table w/ Chrome Hydraulic Base - White
- (3) White Zenith Barstools
- (1) Waste Basket
- 10 amp Electrical Drop for Backwall only
- Lead Retrieval License
- Labor to Install and Dismantle
- Pre-show Clean Only

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.

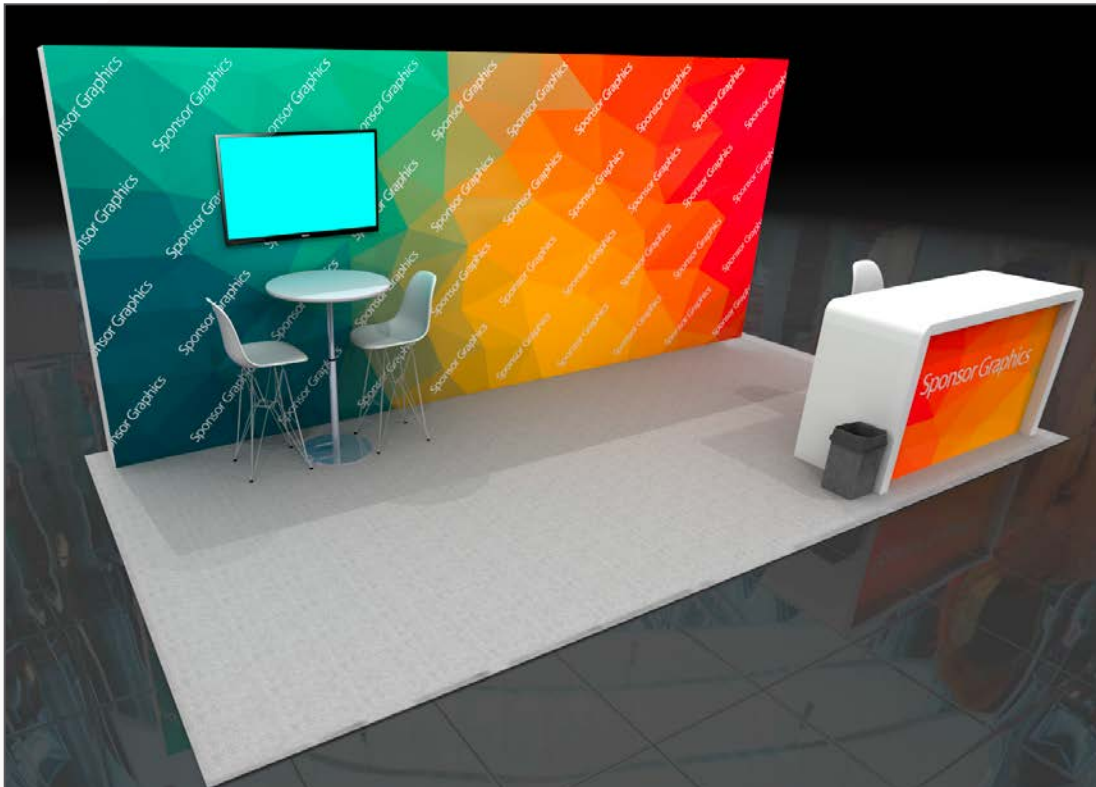
Please Note

No structural customizations other than what is listed will be permitted.

**Please contact AFP for
ordering information.**

Exhibitor Order Deadline: Wednesday, September 11, 2024
Artwork Submission Deadline: Wednesday, September 18, 2024
Artwork Approval Deadline:.... Wednesday, September 25, 2024
An additional \$2,019.80 rush fee will be added to the total price of the package if graphic files are received after Wed., September 18, 2024.

10' x 20' Turnkey Package



10' x 20' Exhibitor Turnkey Inclusions

- 18'w x 8'h Custom Graphic Back Wall
- 10' x 20' Standard Carpet – Gray
- (1) 55" Monitor
- (1) R5 Counter & Printed Kick Panel
- (1) 30" Round Table w/ Chrome Hydraulic Base - White
- (3) White Zenith Barstools
- (1) Waste Basket
- 10 amp Electrical Drop for Backwall only
- Lead Retrieval License
- Labor to Install and Dismantle
- Pre-show Clean Only

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.

Please Note

No structural customizations other than what is listed will be permitted.

**Please contact AFP for
ordering information.**

Exhibitor Order Deadline: Wednesday, September 11, 2024
Artwork Submission Deadline: Wednesday, September 18, 2024
Artwork Approval Deadline: Wednesday, September 25, 2024
 An additional 25% rush fee will be added to the total price of the package if graphic files are received after Wednesday, September 18, 2024 .

10' x 10' Demo Room



10' x 10' Demo Room Inclusions

- (1) Sintra Panel Room with (1) Locking Door
- (1) Door Header Panel with Sponsor Logo or Customize Graphics
- (1) 5-AMP outlet
- Carpeting is included – Tuxedo
- Furniture not included, order furniture via the exhibitor kit or order.t3expo.com

Custom Graphic Upgrades

- Per 1mw x 8'h panel – SS Sintra = **\$378.00**
 Inside Panels **QTY** _____
 Outside Panels **QTY** _____
- Per 1mw x 8'h panel – DS Sintra = **\$756.00 ea., QTY** _____
 (Inside & Outside)
- Per 1mw x 8'h panel – SS Fabric = **\$630.00 ea., QTY** _____
 Inside Panels **QTY** _____
 Outside Panels **QTY** _____
- Per 1mw x 8'h panel – DS Fabric = **\$1,259.00 ea., QTY** _____
 (Inside & Outside)
- Door exterior panel – SS Sintra = **\$378.00**
 Inside Panels **QTY** _____
 Outside Panels **QTY** _____
- Door exterior panel & interior panel – DS Sintra = **\$756.00**
- Door exterior panel – SS Fabric = **\$630.00 ea.**
 Inside Panels Outside Panel
- Door exterior panel & interior panel – DS Fabric = **\$1,259.00**

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.

Submit This Form

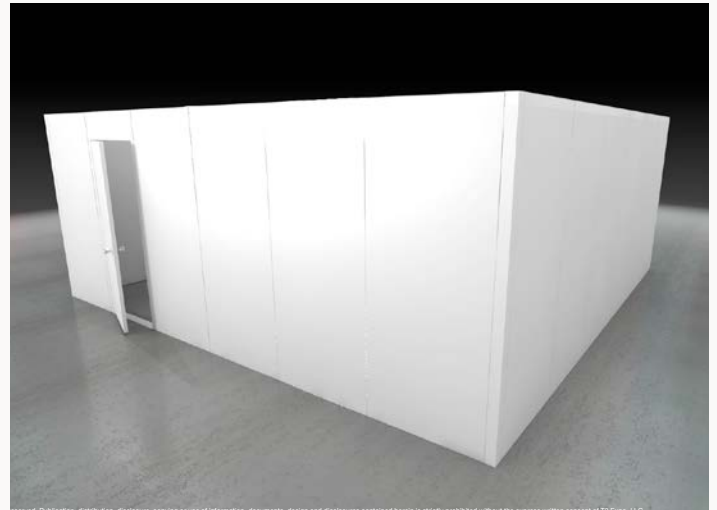
Email this completed form along with the Payment Information Form to: orders@t3expo.com

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

Custom Graphic Panels..... \$ _____
 Sales Tax 9.25%..... \$ _____
 Estimated Upgrade Total \$ _____
 Pricing does not include electricity, internet connection or AV equipment.

Exhibitor Order Deadline: Wednesday, September 11, 2024
Artwork Submission Deadline: Wednesday, September 18, 2024
Artwork Approval Deadline:.... Wednesday, September 25, 2024
 An additional 25% rush fee will be added to the total price of the package if graphic files are received after Wednesday, September 18, 2024 .

20' x 20' Demo Room



20' x 20' Demo Room Inclusions

- (1) Sintra Panel Room with (1) Locking Door
- (1) Door Header Panel with Sponsor Logo or Customize Graphics
- (1) 5-AMP outlet
- Carpeting is included – Tuxedo
- Furniture not included, order furniture via the exhibitor kit or order.t3expo.com

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.

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 #: _____

Custom Graphic Upgrades

- Per 1mw x 8'h panel – SS Sintra = **\$378.00**
 Inside Panels **QTY** _____
 Outside Panels **QTY** _____
- Per 1mw x 8'h panel – DS Sintra = **\$756.00 ea., QTY** _____
 (Inside & Outside)
- Per 1mw x 8'h panel – SS Fabric = **\$630.00 ea., QTY** _____
 Inside Panels **QTY** _____
 Outside Panels **QTY** _____
- Per 1mw x 8'h panel – DS Fabric = **\$1,259.00 ea., QTY** _____
 (Inside & Outside)
- Door exterior panel – SS Sintra = **\$378.00**
 Inside Panels **QTY** _____
 Outside Panels **QTY** _____
- Door exterior panel & interior panel – DS Sintra = **\$756.00**
- Door exterior panel – SS Fabric = **\$630.00 ea.**
 Inside Panels Outside Panel
- Door exterior panel & interior panel – DS Fabric = **\$1,259.00**

Custom Graphic Panels..... \$ _____
 Sales Tax 9.25%..... \$ _____
 Estimated Upgrade Total \$ _____
 Pricing does not include electricity, internet connection or AV equipment.

Artwork Submission Deadline:
All artwork due by Wednesday, September 18, 2024

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:

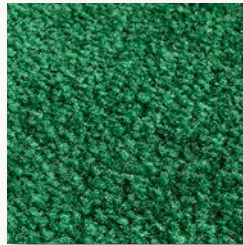
- Event name
- Company name
- Booth number
- Contact information

Carpet Options

Upgraded Carpet – 30 oz. Premium 100% Nylon Carpet



Black



Green



Grey



Navy

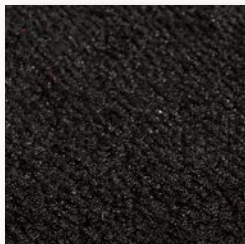


Red



White

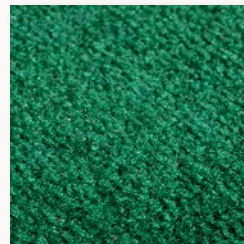
Standard Carpet – 16 oz. Nylon Carpet



Black



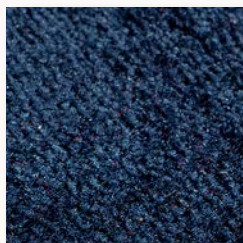
Blue



Green



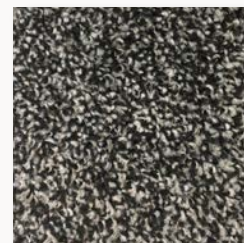
Grey



Navy



Red



Tuxedo

PLEASE NOTE: Colors and style may vary upon availability.

T3 Advance Discount Deadline:
Order and payment due by Friday, September 27, 2024

Carpet & Padding Order Form

Upgraded Carpet – 30 oz. Premium 100% Nylon Carpet

Please enter size and select carpet color

The booth space is concrete and floor covering is required by show management.

| 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
Navy

Green
Red

Grey
White

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
Navy

Blue
Red

Green
Tuxedo

Grey

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 9.25% \$ _____
Estimated Total Carpet \$ _____

T3 Advanced Discount Deadline:
 Order and payment due by Friday, September 27, 2024. This is the hard deadline for these orders, we will be removing this page on September 28, 2024 and will be subject to availability after this date.

Vinyl Flooring Order Form

Vinyl Flooring

Please enter size:

| Booth Dimensions | Discount Price | | Standard Price | Extended Price |
|------------------|----------------|----|----------------|----------------|
| 10' x 10' | \$960.00 | or | \$1,371.43 | \$ _____ |
| 10' x 20' | \$1,920.00 | or | \$2,742.86 | \$ _____ |
| 10' x 30' | \$2,880.00 | or | \$4,114.29 | \$ _____ |
| 10' x 40' | \$3,840.00 | or | \$5,485.71 | \$ _____ |

Custom Size – Custom size is required for larger, island or peninsula booths

Please enter size:

| Booth Dimensions | Total Area | Discount Price | Standard Price | Extended Price |
|-----------------------------------|------------|----------------|----------------|----------------|
| Size _____ x _____ = _____ sq. ft | | x \$9.60 | or \$13.71 | = \$ _____ |

Foam Padding

Please enter size:

| Booth Dimensions | Total Area | Discount Price | Standard Price | Extended Price |
|-----------------------------------|------------|----------------|----------------|----------------|
| Size _____ x _____ = _____ sq. ft | | x \$2.33 | or \$3.33 | = \$ _____ |

Please select color:



Silverwood

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

Sales Tax 9.25% \$ _____
Estimated Total Vinyl Floor Covering \$ _____

Furniture – Standard Chairs



A. Bar Stool, Black

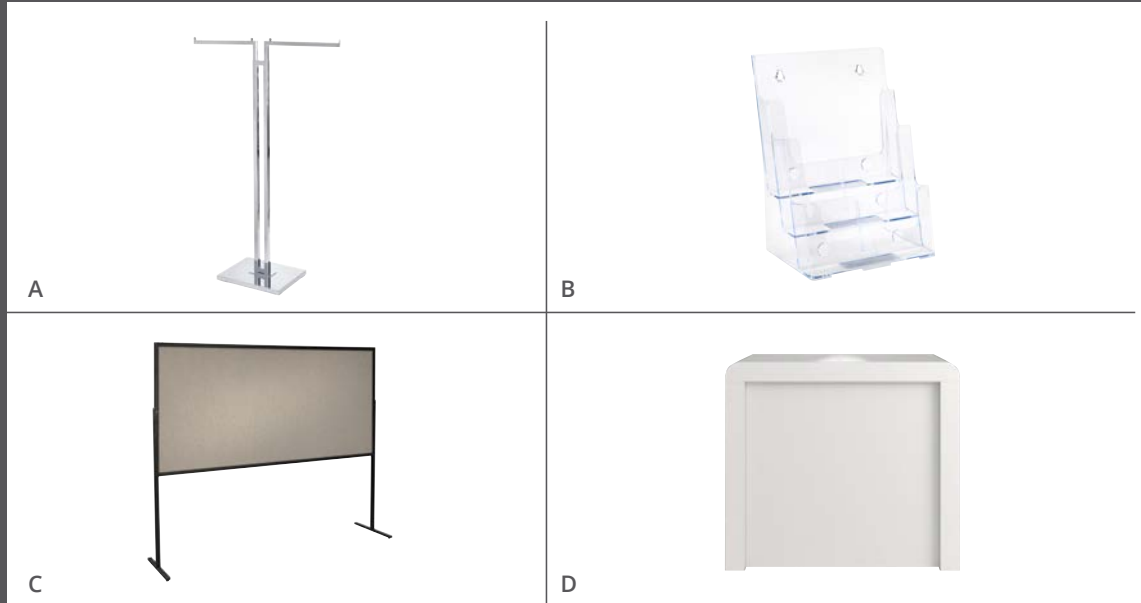


B. Side Chair, Black

PLEASE NOTE: Colors and style may vary upon availability.

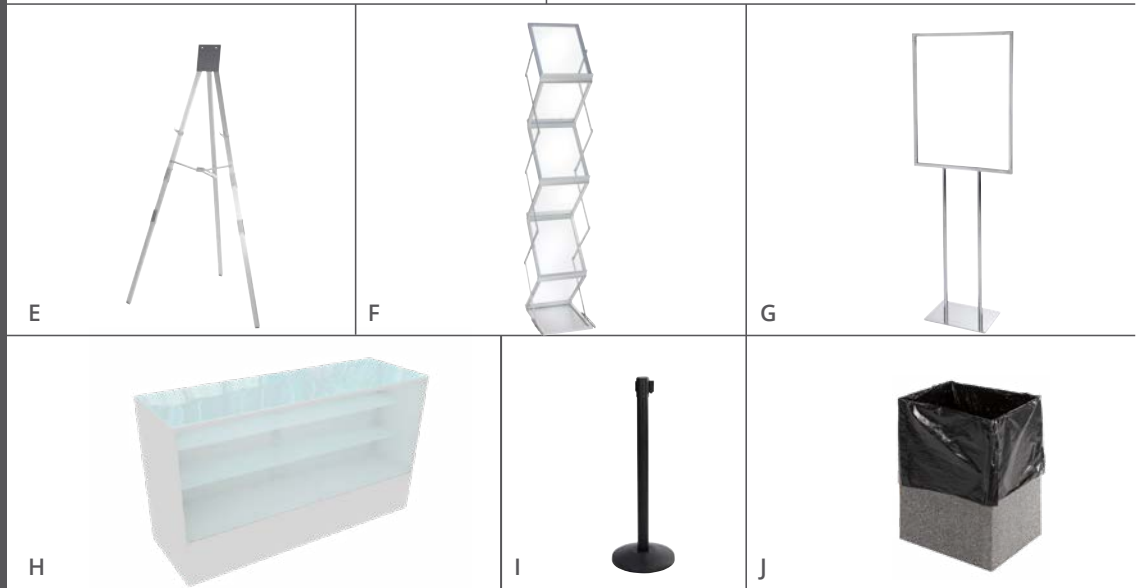
Accessories / Pipe & Drape

- 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

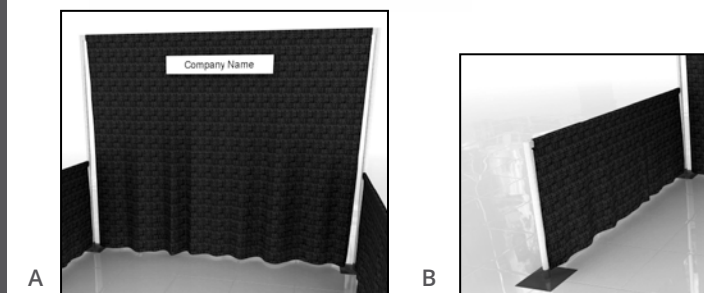


Pipe & Drape

- 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 Friday, September 27, 2024

Furniture / Accessories / Pipe & Drape Order Form

| | Quantity | | Discount Price | | Standard Price | | Extended Price |
|-----------------------|----------|---|----------------|----|----------------|------|----------------|
| Furniture | | | | | | | |
| A. Bar Stool – Black | _____ | x | \$258.00 | or | \$368.57 | = \$ | _____ |
| B. Side Chair – Black | _____ | 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 | \$1,100.00 | or | \$1,571.43 | = \$ | _____ |
| R4 Counter, Branded – 4' wide (CNT-R4FT-01b) | _____ | x | \$1,256.00 | or | \$1,794.29 | = \$ | _____ |
| 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. 8' High Drape – Per Linear ft | _____ | x | \$22.00 | or | \$31.43 | = \$ | _____ |
| B. 3' High Drape – Per Linear ft | _____ | 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 9.25% \$ _____

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

Display Tables & Counters

Skirted Tables

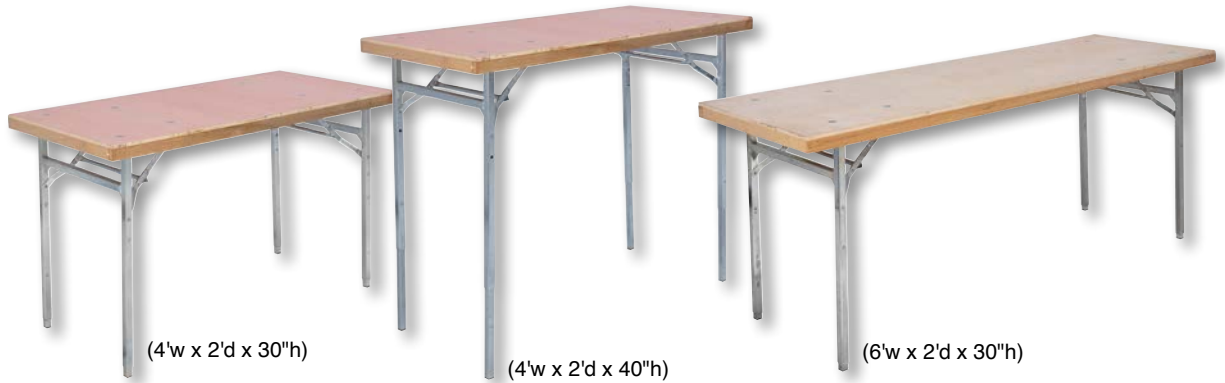
- 4'w x 2'd x 30"h (shown)
- 6'w x 2'd x 30"h
- 8'w x 2'd x 30"h
- 4'w x 2'd x 40"h
- 6'w x 2'd x 40"h
- 8'w x 2'd x 40"h

- 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

- 30" diameter x 30"h – Black
- 30" diameter x 40"h – 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 Friday, September 27, 2024

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 9.25% \$ _____

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

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 _____ | \$0.88 per sq. ft. | x _____ | = \$ _____ |
| Vacuuming | _____ x _____ | \$0.77 per sq. ft. | x _____ | = \$ _____ |

| | Quantity | Standard Price |
|-------------------|----------|----------------|
| Shrink Wrap | _____ | \$104.00 |

Company Name: _____

Contact Name: _____

Email Address: _____

Cell Phone: _____

Booth #: _____

Est. Total Storage Services \$ _____

ADVANCE DISCOUNT DEADLINE - FRIDAY, SEPTEMBER 27, 2024

Sales Tax 9.25%



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 - FRIDAY, SEPTEMBER 27, 2024

Sales Tax 9.25%



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.

Accepted Credit Cards:

- Visa
- Mastercard
- American Express

T3 will use this authorization to charge your credit card for any additional subsequent orders placed by you or your representative for services rendered to your company for this event.

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 move-in on 10/17/2024.

Services Ordered

| | |
|-------------------------------------|-----------------|
| Material Handling | = \$ _____ |
| Cartload Service..... | = \$ _____ |
| Demo Room Upgrades | = \$ _____ |
| Carpet..... | = \$ _____ |
| Furniture & Accessories | = \$ _____ |
| Display Tables & Counters..... | = \$ _____ |
| Display Labor & Forklift | = \$ _____ |
| Hanging Sign..... | = \$ _____ |
| Accessible Storage & Cleaning | = \$ _____ |
| Custom Furniture | = \$ _____ |
| Total: | \$ _____ |

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

Credit Card Information

| | |
|-----------------------------|-----------------------------|
| Exhibiting Company: | Booth #: |
| Cardholder Name: | Email Address: |
| Account Number: | Card Type: Expiration Date: |
| Signature: | CCID#: |
| Cardholder Billing Address: | |
| City/State/Zip: | |

**Please Return EAC Form By:
 Wednesday, September 18, 2024**

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: AFP 2024

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
- Cartload Service
- Demo Room Upgrades
- Carpet
- Furniture & Accessories
- Display Tables & Counters
- Display Labor & Forklift
- Hanging Sign
- 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 Authorization

| | | |
|------------------------------|----------------|------------------|
| Cardholder Name: | CCID #: | Expiration Date: |
| Account Number: | Card Type: | |
| Authorized Signature: | | |
| Card Holder Billing Address: | Email Address: | |
| City/State/Zip: | | |

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.

Nashville, TN 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:

Exhibit Installation and Dismantling

Full-time employees of the exhibiting companies may set their own exhibit without assistance. Any labor services that may be required beyond what your regular full-time employees can provide, must be rendered by T3 Expo. Labor can be ordered in advance by returning the Display Labor form, or at show site, at the service desk. Exhibitor Appointed Contractors (EAC) must provide proof of insurance.

Material Handling

Exhibitors may hand-carry their own small items into the exhibit facility in one trip. The use or rental of dollies, at trucks and other mechanical equipment, however, is not permitted. T3 Expo will control access to the loading docks in order to provide for a safe and orderly move- in/out. No Exhibitors will be permitted to hand-carry items via the loading dock. For liability reasons, only full-time employees of the exhibiting company will be allowed to hand-carry items. Unloading and reloading at the dock of any and all carriers and vehicles will be handled by T3 Expo.

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

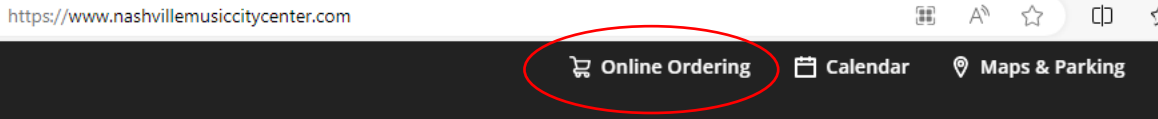
To order any of the following services from the Convention Center (Music City Center), please [click here to create an online account](#).

To receive advanced pricing all orders must be made and paid for in full **by Wednesday, October 2, 2024**.

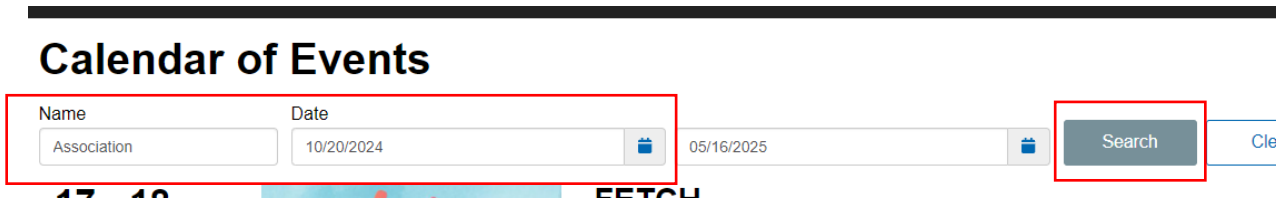
- General Utilities (electric/compressed air/water/gas)
- Technology (Internet/Cable)
- Rigging

For ordering instructions when on [Music City Center's website](#), follow the steps below.

1. Click 'Online Ordering' in the top navigation bar.



2. In the search bar enter "Association" select the date and click "Search"

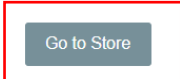


3. Click "Go to Store"

20 - 23
OCT



Association for Financial Professionals



4. You will have to create an account or sign in if you already have an account.

Sign In

I have previously registered and my password is:

Email

Password

Remember me

Sign In

[Forgot your password?](#) | I have never registered [Sign Up](#)

Questions?

Contact MCC's Exhibitor Service Department

615-401-1440

orderservices@nashvillemcc.com



Conference Contact

T3 Expo Customer Service

Exhibitor Services

Carol Deloach, cdeloach@t3expo.com 214-326-1085
Sr. Customer Care Advocate

Custom Exhibits

Marie Morganelli, mmorganelli@t3expo.com 774-573-9727
Account Manager

Turnkeys

Carol Deloach, cdeloach@t3expo.com 214-326-1085
Sr. Customer Care Advocate

Exhibit Sales & Sponsorship Opportunities

Kevin Boyle, kboyle@afponline.org 301-961-8861
Director, Access Sales

Rachel Barkin, rbarkin@afponline.org 207-653-0267
Sales Executive

General AFP Exhibitor Questions

Kaitlyn Kewley, kkewley@afponline.org 301-961-8812
Exhibit and Events Manager



AFP has partnered with knowledgeable professionals to assist you during the planning process.

| Services | Partner Organization | POC | E-mail | Phone |
|--------------------------------------|-------------------------------------|-----------------------|--|--------------|
| Exhibitors Services | T3 Expo | Monica Raposa | mraposa@t3expo.com | |
| Custom Exhibits | T3 Expo | Marie Morganelli | mmorganelli@t3expo.com | 774-573-9727 |
| Turnkeys | T3 Expo | Carol Deloach | cdeloach@t3expo.com | 214-326-1085 |
| Convention Services | Music City Center | Chris Schappert | chris.schappert@nashvillemcc.com | 615-401-1460 |
| Food & Beverage | Music City Center | Eileen Adams | eileen.adams@nashvillemcc.com | 615-401-1365 |
| Audio Visual | Freeman AV | Yesenia Mata | Yesenia.mata@freeman.com | 214-519-4149 |
| Rigging | Convention Production Rigging, Inc. | James Haney | james@cprigging.com | 615-401-1331 |
| Electrical | Music City Center | Customer Service Team | orderservices@nashvillemcc.com | 615-401-1440 |
| Lead Retrieval Services | American Tradeshow Services | Customer Service Team | orders@american-tradeshow.com | 985-240-5507 |
| Florist | TBD | TBD | TBD | TBD |
| Housing | CMR | Customer Service Team | afpsupport@cmrus.com | 800-618-4242 |
| Destination Management Company (DMC) | Destination Concepts, Inc. | Steve Larson | steve.larson@destinationconcepts.com | 858-274-7979 |



NAME OF SHOW: **Assn for Financial Professionals 2024 / Music City Center / October 20-23, 2024**

COMPANY NAME: _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS: _____

ADDRESS: _____

Take advantage of the Discount Price by ordering by September 23, 2024.

AUDIO VISUAL

- To place your order, please fill out this form and send it to yesenia.mata@freeman.com.
- Orders received after the deadline date or without payment will be charged the Standard Price.
- Electrical labor and internet services are NOT included in equipment pricing.
- Pricing is for the length of the event and includes product delivery.
- Please call for meeting room support or items that are not listed.

FLAT SCREEN PACKAGES

| Qty | Description | Discount Price | Standard Price | Total |
|---|---|----------------|----------------|----------|
| • All screens are 1080p with dual post stand | | | | |
| _____ | 32" Flat Screen..... | \$860.00 | \$1,204.00 | \$ _____ |
| _____ | 42" Flat Screen..... | \$1,040.00 | \$1,456.00 | \$ _____ |
| _____ | 55" Flat Screen..... | \$1,750.00 | \$2,450.00 | \$ _____ |
| _____ | 70" Flat Screen..... | \$2,485.00 | \$3,479.00 | \$ _____ |
| _____ | 80" Flat Screen..... | \$3,340.00 | \$4,676.00 | \$ _____ |
| _____ | 90" Flat Screen (includes hydraulic stand)..... | \$4,410.00 | \$6,174.00 | \$ _____ |
| • All screens are 1080p with dual post stand and external USB media player. | | | | |
| _____ | 32" Flat Screen..... | \$1,010.00 | \$1,414.00 | \$ _____ |
| _____ | 42" Flat Screen..... | \$1,190.00 | \$1,666.00 | \$ _____ |
| _____ | 55" Flat Screen..... | \$1,890.00 | \$2,646.00 | \$ _____ |
| _____ | 70" Flat Screen..... | \$2,635.00 | \$3,689.00 | \$ _____ |
| _____ | 80" Flat Screen..... | \$3,230.00 | \$4,522.00 | \$ _____ |
| _____ | 90" Flat Screen (includes hydraulic stand)..... | \$4,555.00 | \$6,377.00 | \$ _____ |
| • All screens are 1080p with dual post stand and laptop. | | | | |
| _____ | 32" Flat Screen..... | \$1,255.00 | \$1,757.00 | \$ _____ |
| _____ | 42" Flat Screen..... | \$1,440.00 | \$2,016.00 | \$ _____ |
| _____ | 55" Flat Screen..... | \$2,145.00 | \$3,003.00 | \$ _____ |
| _____ | 70" Flat Screen..... | \$2,880.00 | \$4,032.00 | \$ _____ |
| _____ | 80" Flat Screen..... | \$3,645.00 | \$5,103.00 | \$ _____ |
| _____ | 90" Flat Screen (includes hydraulic stand)..... | \$4,815.00 | \$6,741.00 | \$ _____ |

TOUCHSCREEN PACKAGES

| Qty | Description | Discount Price | Standard Price | Total |
|--|----------------------|----------------|----------------|----------|
| • All packages include dual post stand and laptop. | | | | |
| _____ | 32" Touchscreen..... | \$1,655.00 | \$2,317.00 | \$ _____ |
| _____ | 46" Touchscreen..... | \$2,145.00 | \$3,003.00 | \$ _____ |
| _____ | 55" Touchscreen..... | \$2,640.00 | \$3,696.00 | \$ _____ |
| • All packages include dual post stand. | | | | |
| _____ | 32" Touchscreen..... | \$1,255.00 | \$1,757.00 | \$ _____ |
| _____ | 46" Touchscreen..... | \$1,750.00 | \$2,450.00 | \$ _____ |
| _____ | 55" Touchscreen..... | \$2,235.00 | \$3,129.00 | \$ _____ |

NAME OF SHOW: **Assn for Financial Professionals-Annual Conference 2024 / October 20-23, 2024**

COMPANY NAME: _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS: _____

ADDRESS: _____

audio visual

FLAT SCREEN DISPLAYS

| Qty | Description | Discount Price | Standard Price | Total |
|-----|-------------|----------------|----------------|-------|
|-----|-------------|----------------|----------------|-------|

• Please call for pricing on Flat Screens 98" and larger, 4K UHD, & LED Video Wall options.

| | | | | |
|-------|--|------------|------------|----------|
| _____ | 24" Monitor - 1080p, (no sound)..... | \$355.00 | \$497.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 32" Flat Screen - 1080p, with Internal Speakers..... | \$585.00 | \$819.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 42" Flat Screen - 1080p, with Internal Speakers..... | \$770.00 | \$1,078.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 55" Flat Screen - 1080p, with Internal Speakers..... | \$1,470.00 | \$2,058.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 70" Flat Screen - 1080p, with Internal Speakers..... | \$2,205.00 | \$3,087.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 80" Flat Screen - 1080p, with Internal Speakers..... | \$2,785.00 | \$3,899.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |

TOUCHSCREEN DISPLAYS

| Qty | Description | Discount Price | Standard Price | Total |
|-----|-------------|----------------|----------------|-------|
|-----|-------------|----------------|----------------|-------|

• Touchscreens will require a PC/laptop to operate. Not compatible with Mac. Please call for larger sizes.

| | | | | |
|-------|--|------------|------------|----------|
| _____ | 32" Touchscreen with Internal Speakers..... | \$980.00 | \$1,372.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 46" Touchscreen with Internal Speakers..... | \$1,470.00 | \$2,058.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |
| _____ | 55" Touchscreen with Internal Speakers..... | \$1,965.00 | \$2,751.00 | \$ _____ |
| | <input type="checkbox"/> Table Top <input type="checkbox"/> Wall Mounted | | | |

VIDEO PLAYERS

| Qty | Description | Discount Price | Standard Price | Total |
|-----|-------------|----------------|----------------|-------|
|-----|-------------|----------------|----------------|-------|

| | | | | |
|-------|---|----------|----------|----------|
| _____ | USB Media Player..... | \$145.00 | \$203.00 | \$ _____ |
| _____ | Blu-ray Player..... | \$190.00 | \$266.00 | \$ _____ |
| | HDCP Compliant, compatible with Blu-ray and DVD | | | |

COMPUTERS & ACCESSORIES

| Qty | Description | Discount Price | Standard Price | Total |
|-----|-------------|----------------|----------------|-------|
|-----|-------------|----------------|----------------|-------|

| | | | | |
|-------|---|----------|----------|----------|
| _____ | Desktop Computer with 24" Monitor..... | \$340.00 | \$476.00 | \$ _____ |
| | includes wired keyboard and mouse | | | |
| _____ | Laptop Computer..... | \$400.00 | \$560.00 | \$ _____ |
| _____ | Wireless Keyboard with Mouse..... | \$125.00 | \$175.00 | \$ _____ |
| _____ | Apple 21.5" iMac (includes wired keyboard and mouse)..... | \$365.00 | \$511.00 | \$ _____ |
| _____ | Apple 15" MacBook Pro..... | \$555.00 | \$777.00 | \$ _____ |
| _____ | iPad Stands - White..... | \$190.00 | \$266.00 | \$ _____ |
| | <input type="checkbox"/> Table Stand <input type="checkbox"/> Floor Stand | | | |

NAME OF SHOW: **Assn for Financial Professionals-Annual Conference 2024 / October 20-23, 2024**

COMPANY NAME: _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS: _____

ADDRESS: _____

AUDIO EQUIPMENT

| Qty | Description | Discount Price | Standard Price | Total |
|-------|---|----------------|----------------|----------|
| _____ | Sound Bar - 2.1 Full Range, with Built-in Subwoofer Compatible with 42" monitors and above | \$95.00 | \$133.00 | \$ _____ |
| _____ | Small High Performance PA System Includes wireless microphone, 2 speakers, 1 Mixer/Amp, computer interface box <input type="checkbox"/> Handheld <input type="checkbox"/> Headset (for best sound quality, choose Headset) | \$730.00 | \$1,022.00 | \$ _____ |
| _____ | Small High Performance PA System Includes 2 wireless microphones, 2 speakers, 1 Mixer/Amp, computer interface box <input type="checkbox"/> Handheld <input type="checkbox"/> Headset (for best sound quality, choose Headset) | \$980.00 | \$1,372.00 | \$ _____ |

EXHIBIT LIGHTING PACKAGES

| Qty | Description | Discount Price | Standard Price | Total |
|-------|---|----------------|----------------|----------|
| _____ | Six (6) 12" LED Lighting Fixtures <input type="checkbox"/> Amber <input type="checkbox"/> Blue <input type="checkbox"/> Green <input type="checkbox"/> Red | \$920.00 | \$1,288.00 | \$ _____ |
| _____ | Twelve (12) 12" LED Lighting Fixtures <input type="checkbox"/> Amber <input type="checkbox"/> Blue <input type="checkbox"/> Green <input type="checkbox"/> Red | \$1,840.00 | \$2,576.00 | \$ _____ |

• Exhibit lighting packages are ground supported install only. For additional mounting, lighting styles and custom color options, call for a quote.

DELIVERY INFORMATION

Thank you for using Freeman to meet your Audio Visual equipment needs. You can be confident that our Audio Visual Experts will be on-site to deliver, install, and provide any necessary technical support. Your booth must have all supporting elements installed before we can deliver your equipment. All Audio Visual equipment will be installed no later than the last day of move in.

If you find any expected equipment missing from your booth, please visit the Exhibitor Service Center.

On-Site Contact Person: _____ Cell Phone: _____

If You Have a Special Delivery Request, Please Note it Here: _____

PAYMENT INFORMATION

A Freeman representative will provide a secured payment link after receiving your order. A credit card is required to secure all orders, even when paying by ACH, check or wire transfer. Cash payments will no longer be accepted while on show-site. Full payment including applicable tax must be made in advance, in US funds. Equipment may not be provided and installed if payment has not been received prior to show move-in.

PURCHASE TERMS

Freeman's Terms & Conditions apply to all orders submitted to Freeman for any goods or services, and may be amended without notice. To review the current Terms & Conditions, [click here](#).

ELECTRICAL SERVICE

Please contact the electrical contractor to place your electrical order.

READY FOR DELIVERY ONSITE

For delivery of your audio visual equipment, please notify the Freeman Service Center as well as the electrical contractor. We will work with the electrical contractor electricians to deliver and set your equipment order.

| |
|--|
| <p>TOTAL COST</p> <p>Total Cost = \$ _____</p> <p><small>Applicable taxes will be applied to your order and invoiced accordingly based on specific venue jurisdiction but may also be based on the jurisdiction of where services are performed or your headquarters.</small></p> |
|--|



Music City Center

Booth Catering Order Form

eileen.adams@nashvillemcc.com

| | | |
|----------------------|-------------------|---------------------------|
| Name of Event: _____ | Event Date: _____ | Booth/Room: _____ |
| Company Name: _____ | | Contact Name: _____ |
| Address: _____ | | City, State, Zip: _____ |
| E-mail: _____ | | Office: _____ Cell: _____ |

| Break Items | Qty | Cost | # Days | Total | Delivery Date(s) | Start Time | Removal Time |
|---|-----|-----------|--------|-------|------------------|------------|--------------|
| Blueberry, Chocolate Chip OR Banana Nut Muffins (dz) - Circle Selection | | \$ 55.00 | | | | | |
| Cream Cheese Danish OR Plain Bagels (dz) - Circle Selection | | \$ 60.00 | | | | | |
| Assorted Whole Seasonal Fresh Fruit (dz) | | \$ 36.00 | | | | | |
| Bartender's Blend Snack Mix (lb) - Yields (16) 1/2 Cup Servings | | \$ 25.00 | | | | | |
| Assorted Freshly Baked Cookies (dz) | | \$ 55.00 | | | | | |
| Bavarian Style Giant Soft Pretzels w/Mustard and Cheese (dz) | | \$ 65.00 | | | | | |
| Full Size Assorted Candy Bars (dz) | | \$ 60.00 | | | | | |
| Assorted Individual Bags of Deep River Potato Chips (dz) | | \$ 78.00 | | | | | |
| Fresh Crudite & Pita Chips w/Lemon-Garlic Hummus (Serves 10 ppl) | | \$ 144.00 | | | | | |
| Cheese Display w/Assorted Crackers (Serves 50 ppl) | | \$ 750.00 | | | | | |
| Sliced Seasonal Fresh Fruit Display (Serves 50 ppl) | | \$ 550.00 | | | | | |

| Boxed Meal Selections | Qty | Cost | # Days | Total | Delivery Date(s) | Start Time | Removal Time |
|--|-----|----------|--------|-------|------------------|------------|--------------|
| Turkey & Swiss on a Whole Wheat Kaiser Roll | | \$ 32.00 | | | | | |
| Roast Beef & Provolone on a Ciabatta Square | | \$ 32.00 | | | | | |
| Fresh Vegetables with Hummus in a Spinach Wrap | | \$ 32.00 | | | | | |
| Chef Salad Iceberg, Ham, Turkey, Cheddar, Cucumber, Hard Boiled Egg, Diced Tomato & Buttermilk Ranch Dressing | | \$ 34.00 | | | | | |
| Sandwich/Wrap Boxed Lunches include an individual bag of chips and a cookie (not included with Salad Box) Choice of Coke Product or Bottled Still Water | | | | | | | |

| Beverages | Qty | Cost | # Days | Total | Delivery Date(s) | Start Time | Removal Time |
|--|-----|-----------|--------|-------|------------------|------------|--------------|
| Regular or Decaf Coffee (gallon) - Circle Selection | | \$ 79.00 | | | | | |
| Hot Water, Herbal Tea Bags, Lemon Wedges & Honey (gallon) | | \$ 79.00 | | | | | |
| Assorted Bottled Fruit Juice (each) | | \$ 7.00 | | | | | |
| Bottled Still Water (each) | | \$ 4.25 | | | | | |
| Assorted Coca Cola Soda (each) | | \$ 4.25 | | | | | |
| Hosted House Cocktails by the Glass ** | | \$ 11.00 | | | | | |
| Hosted House Wine by the Glass ** | | \$ 10.00 | | | | | |
| Hosted Imported Bottled Beer / Hard Seltzer * | | \$ 8.00 | | | | | |
| Hosted Domestic Bottled Beer * | | \$ 7.00 | | | | | |
| Domestic Beer 1/2 Keg * (Coors Light, Bud Light, Miller Lite, Mich Ultra) | | \$ 650.00 | | | | | |
| Import/Craft Beer 1/2 Keg * (Approx 124 Servings) (Blue Moon, Yazoo Pale Ale, or Blackstone Nut Brown Ale) | | \$ 750.00 | | | | | |
| Bartender (4-hour minimum) | | \$ 225.00 | | | | | |
| *A Bartender is required @ \$225 for a minimum of 4-hours. Additional hours are \$56.25 per hour, per bartender. **Cocktails & Wine are subject to an additional 15% beverage tax. Show management must approve all beverages on show floor | | | | | | | |

| Other Options | Qty | Cost | # Days | Total | Delivery Date(s) | Start Time | Removal Time |
|---|-----|-----------|--------|-------|------------------|------------|--------------|
| Cubed Ice (10 lb bag) | | \$ 10.00 | | | | | |
| Keurig Machine, Water, (12) K-Cups (Assorted) - Daily Charge | | \$ 200.00 | | | | | |
| Additional Assortment of (12) K-Cups (dz) | | \$ 75.00 | | | | | |
| Freshly Popped Popcorn Service (4-hour Minimum) (200) Bags, (1) Popcorn Machine & (1) Attendant | | \$ 950.00 | | | | | |
| Additional Bags Freshly Popped Buttered Popcorn (bag) | | \$ 3.00 | | | | | |
| Freshly Baked Cookie Oven Service (4-hour Minimum) (1) Cookie Oven & (1) Attendant (cookies listed above in 'Break Items') | | \$ 425.00 | | | | | |
| Booth Attendant (4-hour minimum)* | | \$ 225.00 | | | | | |
| Water Cooler with 5-Gallon Container of Spring Water | | \$ 150.00 | | | | | |
| Additional 5-Gallon Container of Spring Water | | \$ 40.00 | | | | | |
| *A Booth Attendant is Required @ \$225 for a minimim of 4-hours. Additional hours are \$56.25 per hour, per Attendant. | | | | | | | |

Client Initials: _____

| | |
|--|----------------------------|
| All booth catering orders must be received a minimum of fifteen (15) business days prior to the start of the event. Please add 24% Service Charge, 9.25% Sales Tax and 0.5% Zone Fee. | Sub-Total: _____ |
| PAYMENT AUTHORIZATION: Your signature authorizes Sodexo Live! at the Music City Center to charge the credit card provided for payment of services ordered on this form. These payments may be made via mail or phone. | Service Charge (24%) _____ |
| Please Make Company Checks, Cashier Checks or US Bank Money Orders Payable To: Sodexo Live! | Sales Tax (9.25%) _____ |
| Credit Card: <input type="checkbox"/> American Express <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Discover Billing Zip Code: _____ | Zone Fee (0.5%) _____ |
| Credit Card Number: _____ - _____ - _____ Exp. Date: _____ - _____ CVC# _____ | Total: _____ |
| Name on Card (Print): _____ Signature: _____ Date: _____ | |
| MAIL TO: Eileen Adams, Catering Sales Manager Music City Center 201 Rep. John Lewis Way South Nashville, TN 37203 | |

Terms and Conditions

Please review the terms and conditions completely. By providing an authorized signature on the booth catering order form and by initialing the terms and conditions you are agreeing to the following:

At the Music City Center, the Food and Beverage Department does more than craft compelling menus and provide booth catering. We have the experience, processes and people to execute **Craveable Experiences** and **Raveable Results** for our clients and our guests. If you do not see exactly what you are looking for above, please reach out to your Catering Sales Manager for additional menu items.

Sodexo Live! at the Music City Center retains the exclusive right to provide, control and maintain all food and beverage services throughout the facility. Absolutely no outside food or beverage can be brought to the facility to be consumed or distributed to staff or attendees. All food and beverage must be purchased through Sodexo Live! at the Music City Center.

PAYMENTS: Payment in full and signed contract must be rendered prior to food service being provided.

CANCELLATION: If cancellation occurred within 10 business days of event, 100% of the ordered items will be charged.

The Music City Center Food and Beverage Department does not provide serving tables or electrical for Booth Delivery Service. Arrangements should be made in advance of delivery with the official show decorator, or with your Music City Center Catering Sales Manager.

25% ADDITIONAL CHARGE will be added to all orders received within fifteen (15) business days of the start of the event. A Service Charge of **24%**, **9.25%** Sales Tax and **0.5%** Zone Fee will be added to all orders. Prices are subject to change without notice.

Payment Authorization & Fees: Your signature on this form authorizes Sodexo Live! at the Music City Center to charge the credit card provided for payment of services ordered on this form. The Music City Center accepts a company check (payable to Sodexo Live!), Visa, MasterCard, American Express, and Discover as credit card payment options via mail or phone.

Date: _____ Client Initials: _____

Music City Center | 201 Rep. John Lewis Way South | Nashville, TN 37203

Updated: December 2023

Electrical Order Form

Order online at

<https://www.nashvillemcc.com/exhibitors>

or complete this form and submit with payment via mail.

***Payment must be received 14 days prior to 1st move in date to receive Advance Rate.**

| | | |
|-------------------------|-------------------|-------------------|
| Name of Event: _____ | Event Date: _____ | Booth/Room: _____ |
| Company Name: _____ | Ordered By: _____ | |
| Address: _____ | Email: _____ | |
| City, State, Zip: _____ | Phone: _____ | Fax: _____ |

| 120V Standard Electrical Outlets | QTY | *Advance Rate | Floor Order | Amount |
|---|-----|-------------------------------|-------------|--------|
| 0-500 Watts (5 amps, single outlet) | | \$87 | \$120 | \$ |
| 501-1000 Watts (10 amps, single outlet) | | \$100 | \$145 | \$ |
| 1001-1500 Watts (15 amps, single outlet) | | \$110 | \$160 | \$ |
| 1501-2000 Watts (20 amps, single outlet) | | \$120 | \$175 | \$ |
| Connections Subtotal | | Subtotal | | \$ |
| <i>For 24 Hour Power, Add 50% to Connections</i> | | Add 50% | | \$ |
| <i>Sales Tax (9.25%) + CBID Fee (.5%) Charged on Connections ONLY</i> | | 9.75% | | \$ |
| <i>Special Placement Labor (1 hr)</i> | | See Labor Rate Schedule below | | \$ |
| 120V Standard Total | | Total | | \$ |

| Miscellaneous Electrical Supplies | QTY | *Advance Rate | Floor Order | Amount |
|---|-----|-------------------|-------------|--------|
| 25' Extension Cords | | \$20 | \$25 | \$ |
| Triple Tap (3 outlets) | | \$9 | \$10 | \$ |
| Power Strip (6 outlets) | | \$23 | \$33 | \$ |
| | | | | \$ |
| Sub-Total Miscellaneous | | Sub-Total: | | \$ |
| <i>Sales Tax (9.25%) + CBID Fee (.5%) Charged on Connections ONLY</i> | | 9.75% | | \$ |
| Miscellaneous Total | | Total | | \$ |

Motor or Service Connections: Labor will be added to the categories listed below in hour increments. (Check all that apply)

| 208V Single Phase Connections: | QTY | *Advance Rate | Floor Order | Amount |
|---|-----|-------------------------------|-------------|--------|
| <i>Labor minimum: 2 hours per drop (1 hour in / 1 hour out)</i> | | | | |
| 10 amps: <input type="checkbox"/> neutral required? | | \$165 | \$260 | \$ |
| 20 amps: <input type="checkbox"/> neutral required? | | \$185 | \$300 | \$ |
| 30 amps: <input type="checkbox"/> neutral required? | | \$265 | \$425 | \$ |
| 40 amps: <input type="checkbox"/> neutral required? | | \$375 | \$550 | \$ |
| 50 amps: <input type="checkbox"/> neutral required? | | \$425 | \$600 | \$ |
| 60 amps: <input type="checkbox"/> neutral required? | | \$430 | \$690 | \$ |
| Add'l 10 amps: <input type="checkbox"/> neutral req'd? | | \$65 | \$80 | \$ |
| 100 amps: <input type="checkbox"/> neutral required? | | \$530 | \$750 | \$ |
| 200 amps: <input type="checkbox"/> neutral required? | | \$900 | \$1,100 | \$ |
| 400 amps: <input type="checkbox"/> neutral required? | | \$1,100 | \$1,500 | \$ |
| Connections Subtotal | | Subtotal | | \$ |
| <i>For 24 Hour Power, Add 50% to Connections</i> | | Add 50% | | \$ |
| <i>Sales Tax (9.25%) + CBID Fee (.5%) Charged on Connections ONLY</i> | | 9.75% | | \$ |
| Total Labor (2 x Connection Subtotal) | | See Labor Rate Schedule below | | \$ |
| 208V Single Phase Total | | Total | | \$ |

| 208V Three Phase Connections: | QTY | *Advance Rate | Floor Order | Amount |
|---|-----|-------------------------------|-------------|--------|
| <i>Labor minimum: 2 hours per drop (1 hour in / 1 hour out)</i> | | | | |
| 10 amps: <input type="checkbox"/> neutral required? | | \$205 | \$300 | \$ |
| 20 amps: <input type="checkbox"/> neutral required? | | \$225 | \$335 | \$ |
| 30 amps: <input type="checkbox"/> neutral required? | | \$305 | \$460 | \$ |
| 40 amps: <input type="checkbox"/> neutral required? | | \$375 | \$600 | \$ |
| 50 amps: <input type="checkbox"/> neutral required? | | \$415 | \$750 | \$ |
| 60 amps: <input type="checkbox"/> neutral required? | | \$450 | \$825 | \$ |
| Add'l 10 amps: <input type="checkbox"/> neutral req'd? | | \$65 | \$80 | \$ |
| 100 amps: <input type="checkbox"/> neutral required? | | \$705 | \$1,000 | \$ |
| 200 amps: <input type="checkbox"/> neutral required? | | \$1,305 | \$1,900 | \$ |
| 400 amps: <input type="checkbox"/> neutral required? | | \$2,605 | \$3,500 | \$ |
| Connections Subtotal | | Subtotal | | \$ |
| <i>For 24 Hour Power, Add 50% to Connections</i> | | Add 50% | | \$ |
| <i>Sales Tax (9.25%) + CBID Fee (.5%) Charged on Connections ONLY</i> | | 9.75% | | \$ |
| Total Labor (2 x Connection Subtotal) | | See Labor Rate Schedule below | | \$ |
| 208V Three Phase Total | | Total | | \$ |

| 480V Please call Service Representative for quote 615-401-1440 <i>Labor minimum: 2 hours per drop (1 hr in/ 1 hr out)</i> | | | | |
|--|-----|-------------------------------|------|--------|
| | QTY | AMPS | Rate | Amount |
| <input type="checkbox"/> Three Phase <input type="checkbox"/> Neutral | | | \$ | \$ |
| <input type="checkbox"/> Three Phase <input type="checkbox"/> Neutral | | | \$ | \$ |
| <i>For 24 Hour Power, Add 50% to Connections</i> | | Add 50% | | \$ |
| <i>Sales Tax (9.25%) + CBID Fee (0.5%) Charged on Connections ONLY</i> | | 9.75% | | \$ |
| Total Labor Hours (2 x Connection total) | | See Labor Rate Schedule below | | \$ |
| 480V Total | | Total | | \$ |

| Section Totals - Labor included | Amount |
|---------------------------------|--------|
| 120V Standard Total: | \$ |
| Miscellaneous Total: | \$ |
| 208V Single Phase Total: | \$ |
| 208V Three Phase Total: | \$ |
| 480V Total | \$ |
| TOTAL DUE: | \$ |

| HOURLY LABOR RATE SCHEDULE: | | |
|--|--|---------------|
| Diagram of electrical placement must accompany order. Any changes in placement will have additional labor charges. | | *Advance Rate |
| | | Floor Order |
| Monday - Friday; 8 a.m. - 5 p.m. | | \$60 / \$75 |
| Saturday, Sunday, and after 5 p.m. Monday-Friday | | \$90 / \$120 |
| Holidays | | \$120 / \$150 |

Service Placement
For special placement, please fax a drawing and add 1 hr labor
Island Booth
(standard placement is middle of booth)
Standard Booth
(standard placement is back of booth)

Make check payable to:
Music City Center
Mail to: Exhibitor Services
201 5th Avenue South
Nashville, TN 37203

Your signature on this form serves as acceptance of the Terms and Conditions found on page 2.

Name: _____ Date: _____

Signature: _____

2021

Music City Center
Terms and Conditions of Electrical Services

**PLEASE READ THESE TERMS AND CONDITIONS COMPLETELY.
BY PROVIDING AN AUTHORIZED SIGNATURE ON THE FRONT OF THIS SERVICE ORDER FORM, YOU ARE AGREEING TO
THE FOLLOWING TERMS AND CONDITIONS.*

1. All exhibitor equipment, regardless of source of power, must comply with the National Electrical Code, all federal, state, and local safety codes.
2. The Music City Center serves as its own exclusive utility service provider. Under NO circumstances shall anyone other than MCC's electrician make electrical connections.
3. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work, and operation may be executed without an MCC electrician. However, all service connections and overload protection to such equipment must be made by an MCC electrician.
4. Any service requiring overhead distribution of electrical power must be requested ten (10) working days in advance of the first move-in day and will incur additional charges.
5. The Music City Center reserves the right to refuse connection to any exhibitor whose equipment is deemed unsafe by Music City Center's electrical supervisors.
6. Diagram of electrical placement must accompany order. If no diagram is received, standard electrical placement will be in the back of booth. Special placement adds 1 hour labor charge. Changes in placement will have additional labor charges.
7. To receive advance rates, the order and complete payment must be received by the Music City Center a minimum of fourteen (14) days prior to the first scheduled move-in day. Advance orders shall receive priority installation and service.
8. Use of clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs in exhibits are prohibited.
9. Permanent building electrical outlets are not part of booth space and are not to be used by exhibitors unless specified otherwise.
10. All exhibitor equipment must be properly tagged or marked with complete information as to type and/or amount of current, voltage, phase, frequency, horsepower, etc.
11. All material and equipment furnished by the Music City Center for the service ordered shall remain the property of the MCC and shall be removed by MCC staff only at the close of show. A replacement fee will be charged to the exhibitor for any supplied equipment removed from the booth.
12. Submission of this order authorizes Music City Center staff to cut floor coverings as may be required to install service.
13. All exhibitor owned 120 volt cords must be 3 wire and grounded. All exposed non-current carrying metal parts of energized, fixed equipment shall be grounded.
14. Rates for all connections include bringing one service connection to the booth in the most convenient manner for MCC electricians and does not include connecting equipment or wiring.
15. 24-Hour Service: Add 50% to service requirement charge. When 24-hour service is NOT required, exhibitor is expected to turn equipment off at the end of the day or 24-hour service will be charged.
16. Exhibitors must furnish all 208V and 480V male and female plugs.
17. Submission of this order authorizes Music City Center electricians to place distribution panels, quad boxes, and cords as may be required for power distribution to your booth and adjacent booths. Any changes in placement will incur additional labor charges.
18. Obstructions blocking utility floor pockets, distribution panels, quad boxes or cords are subject to relocation at the exhibitors' expense as may be deemed necessary by MCC electricians or the Fire Marshal's Office.
19. Any requirements over and above those listed on this form should be attached and returned to MCC.
20. Payment in full must be rendered prior to service installation.
21. Credit will not be issued for service installed and not used.
22. Claims will not be considered unless filed by the exhibitor prior to close of show.
23. Prices are subject to change without notice.

2021



AFP 2024
 Music City Center | Nashville, TN
 October 20 - 23, 2024



LEAD RETRIEVAL ORDER FORM **DISCOUNT DEADLINE: FRIDAY, SEPTEMBER 20, 2024**



Use your own
 IOS or Andoid
 Devices

LeadsPlus™ App

**INCLUDED in your Turnkey 10x10 space fees for
 AFP 2024**
are two (2) Lead Retrieval App per booth.
Please select any additional units/optional services below.

| ITEM | DIS. DEADLINE | SHOW RATE | QTY | SUBTOTAL |
|--|---------------|-----------|-------------------------------------|----------|
| LeadsPlus™ (Included in your Booth Fees) | | | <input checked="" type="checkbox"/> | \$ 0.00 |
| Additional: | | | | |
| LeadsPlus App (Additional License) | \$ 99.00 | \$ 149.00 | _____ | \$ _____ |

Sub-Total = \$ _____

Total Due (in US Funds)= \$ _____

(PLEASE PRINT) BOOTH NO. _____

COMPANY _____

EMAIL(S) _____

ADDRESS _____

CITY, STATE, ZIP, COUNTRY _____

ORDER CONTACT _____

PHONE NO. _____

ONSITE CONTACT _____

ONSITE CELL PHONE _____

CREDIT CARD NO.: AMERICAN EXPRESS MasterCard VISA

CARDHOLDER NAME: _____

EXPIRATION DATE: _____ / _____ SECURITY CODE: _____

CARDHOLDER SIGNATURE: _____

Visit Us at: www.american-tradeshow.com Email Orders to: orders@american-tradeshow.com
 Questions? Please call: 985-240-5507 Fax: 985-809-1888
 Mail Checks to: ATTN - American Tradeshow Services | 217 General Patton Ave. Mandeville, LA 70471



AFP 2024
 Music City Center | Nashville, TN
 October 20 - 23, 2024



LEAD RETRIEVAL ORDER FORM **DISCOUNT DEADLINE: FRIDAY, SEPTEMBER 20, 2024**



Use your own
 IOS or Andoid
 Devices

LeadsPlus™ App

**INCLUDED in your Turnkey 10x20 space fees for
 AFP 2024**
are four (4) Lead Retrieval App per booth.
Please select any additional units/optional services below.

| ITEM | DIS. DEADLINE | SHOW RATE | QTY | SUBTOTAL |
|--|---------------|-----------|-------------------------------------|----------|
| LeadsPlus™ (Included in your Booth Fees) | | | <input checked="" type="checkbox"/> | \$ 0.00 |
| Additional: | | | | |
| LeadsPlus App (Additional License) | \$ 99.00 | \$ 149.00 | _____ | \$ _____ |

Sub-Total = \$ _____

Total Due (in US Funds)= \$ _____

(PLEASE PRINT) BOOTH NO. _____

COMPANY _____

EMAIL(S) _____

ADDRESS _____

CITY, STATE, ZIP, COUNTRY _____

ORDER CONTACT _____

PHONE NO. _____

ONSITE CONTACT _____

ONSITE CELL PHONE _____

CREDIT CARD NO.: AMERICAN EXPRESS MasterCard VISA

CARDHOLDER NAME: _____

EXPIRATION DATE: _____ / _____ SECURITY CODE: _____

CARDHOLDER SIGNATURE: _____

Visit Us at: www.american-tradeshow.com Email Orders to: orders@american-tradeshow.com
 Questions? Please call: 985-240-5507 Fax: 985-809-1888
 Mail Checks to: ATTN - American Tradeshow Services | 217 General Patton Ave. Mandeville, LA 70471



AFP 2024
 Music City Center | Nashville, TN
 October 20 - 23, 2024



LEAD RETRIEVAL ORDER FORM **DISCOUNT DEADLINE: FRIDAY, SEPTEMBER 20, 2024**



Use your own
 IOS or Andoid
 Devices

LeadsPlus™ App

**INCLUDED in your Turnkey 20x20 space fees for
 AFP 2024**
are six (6) Lead Retrieval App per booth.
Please select any additional units/optional services below.

| ITEM | DIS. DEADLINE | SHOW RATE | QTY | SUBTOTAL |
|--|---------------|-----------|-------------------------------------|----------|
| LeadsPlus™ (Included in your Booth Fees) | | | <input checked="" type="checkbox"/> | \$ 0.00 |
| Additional: | | | | |
| LeadsPlus App (Additional License) | \$ 99.00 | \$ 149.00 | _____ | \$ _____ |

Sub-Total = \$ _____

Total Due (in US Funds)= \$ _____

(PLEASE PRINT) BOOTH NO. _____

COMPANY _____

EMAIL(S) _____

ADDRESS _____

CITY, STATE, ZIP, COUNTRY _____

ORDER CONTACT _____

PHONE NO. _____

ONSITE CONTACT _____

ONSITE CELL PHONE _____

CREDIT CARD NO.: AMERICAN EXPRESS MasterCard VISA

CARDHOLDER NAME: _____

EXPIRATION DATE: _____ / _____ SECURITY CODE: _____

CARDHOLDER SIGNATURE: _____

Visit Us at: www.american-tradeshow.com Email Orders to: orders@american-tradeshow.com
 Questions? Please call: 985-240-5507 Fax: 985-809-1888
 Mail Checks to: ATTN - American Tradeshow Services | 217 General Patton Ave. Mandeville, LA 70471



AFP 2024
 Music City Center | Nashville, TN
 October 20-23, 2024



LEAD RETRIEVAL ORDER FORM


DISCOUNT DEADLINE: FRIDAY, SEPTEMBER 20, 2024

Click here to ORDER ONLINE

- Instantly capture attendee contact info! Just **"Point and Scan"** the badges QR Code
- Personalize Leads by using our **"Custom Qualifiers"** with the ability for note taking
- Real-time lead data & analytics make following up a breeze; easy and efficient
- Leads stored in the cloud for up to 36 months



Handheld "State of the Art" Honeywell Scanner



MobilePlus™

Use our iPad & our LeadsPlus Application



iPad® Mini Plus™

Use your own IOS or Andoid Devices



LeadsPlus™ App

| ITEM | DIS. DEADLINE | SHOW RATE | QTY | SUBTOTAL |
|--|---------------|--------------------|-------|----------|
| Mobile Plus | \$ 369.00 | \$ 419.00 | _____ | \$ _____ |
| iPad Mini Plus | \$ 449.00 | \$ 499.00 | _____ | \$ _____ |
| LeadsPlus App (First License) | \$ 359.00 | \$ 409.00 | _____ | \$ _____ |
| LeadsPlus App (Additional License) | \$ 99.00 | \$ 149.00 | _____ | \$ _____ |
| LeadsPlus App Bundles: (First License Included) | | | | |
| 3 Pack | \$ 499.00 | \$ 549.00 | _____ | \$ _____ |
| 6 Pack | \$ 799.00 | \$ 849.00 | _____ | \$ _____ |
| 10 Pack | \$ 999.00 | \$ 1049.00 | _____ | \$ _____ |
| Mobile Plus Add-Ons: | | | | |
| | | Post Dis. Deadline | | |
| Custom Survey | \$ 60.00 | \$ 80.00 | _____ | \$ _____ |
| Delivery & Setup | \$ 65.00 | \$ 85.00 | _____ | \$ _____ |
| Developer Kit | \$ 350.00 | \$ 350.00 | _____ | \$ _____ |

Click here to ORDER ONLINE

Username: AFP2024 | Password: 1020

Sub-Total = \$ _____
 Total Due (in US Funds)= \$ _____
 3% Credit Card Surcharge= \$ _____

(PLEASE PRINT) BOOTH NO. _____

COMPANY _____

EMAIL(S) _____

ADDRESS _____

CITY, STATE, ZIP, COUNTRY _____

ORDER CONTACT _____

PHONE NO. _____

ONSITE CONTACT _____

ONSITE CELL PHONE _____

CREDIT CARD NO.: AMERICAN EXPRESS MasterCard VISA

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|

CARDHOLDER NAME: _____

EXPIRATION DATE: _____ / _____ SECURITY CODE: _____

CARDHOLDER SIGNATURE: _____

Visit Us at: www.american-tradeshow.com Email Orders to: orders@american-tradeshow.com
 Questions? Please call: 985-240-5507 Fax: 985-809-1888
 Mail Checks to: ATTN - American Tradeshow Services | 217 General Patton Ave. Mandeville, LA 70471

Rigging Service Form

Phone: 615-401-1440/ Fax: 615-401-1439

Questions? Email: orderservices@nashvillemcc.com

***Payment must be received 21 days prior to 1st move in date to receive Advanced Rate**

| | | |
|--|-------------------|--------------------|
| Name of Event: _____ | Event Date: _____ | Booth/Room#: _____ |
| Company Name: _____ Ordered by: _____ | | |
| Address: _____ City, State, Zip: _____ | | |
| Email: _____ Phone: _____ Fax: _____ | | |

Rigging Service Information

Please provide information regarding your rigging needs below, and submit this form 21 days prior to your event. A representative will contact you and provide a customized estimate for services. After receiving your estimate, please remit signed form and payment to complete your order.

DESCRIBE SERVICES NEEDED

| Item | Material | Size | Estimated Sign Weight | Estimated Total Weight | Height from floor to bottom of item | Will you need? <small>(*power requires a separate electrical services order form)</small> | | | | | |
|------|----------|------|-----------------------|------------------------|-------------------------------------|--|------|-------------|-----|--------|-----|
| | | | | | | Power* | | Chain Hoist | | Truss | |
| | | | | | | Circle | Type | Circle | QTY | Circle | QTY |
| | | | | | | Y / N | | Y / N | | Y / N | |
| | | | | | | Y / N | | Y / N | | Y / N | |
| | | | | | | Y / N | | Y / N | | Y / N | |
| | | | | | | Y / N | | Y / N | | Y / N | |
| | | | | | | Y / N | | Y / N | | Y / N | |

Check here to request an exclusive crew. *(5 hour minimum charge will apply)* Check here to have your order completed first come, first served.

Requested Install Date/Time: _____ / _____ / _____ Requested Removal Date/Time: _____ / _____ / _____

ATTACH PDF, DRAWING, PICTURE OR RENDERING

Payment, Authorization & Fee Acceptance: Your signature on this form serves as acceptance of the Terms and Conditions, and authorizes the MCC to charge the credit card provided for payment of services ordered on this form. The Music City Center offers Visa, MasterCard, Discover & American Express as credit card payment options via mail or phone. Sales tax of 9.75% will be added to all applicable fees. **TERMS AND CONDITIONS** on page 2. Should **TERMS AND CONDITIONS** not be attached please contact orderservices@nashvillemcc.com for current order terms.

| | |
|---|--|
| Company check or U.S. bank money order in the amount of \$ _____ (make checks payable to Music City Center) | Please fax or mail order form. Please do not email form with credit card information. |
| Credit Card: American Express _____ MasterCard _____ Visa _____ Discover _____ | |
| Credit Card Number: _____ Expiration Date: _____ | |
| Cardholder Name: _____ Signature: _____ Date: _____ | |

******* FOR RIGGING/EXHIBITOR SERVICES USE ONLY *******

| Location of Requested Rigging: | General Pricing Information | |
|---|-----------------------------|-------------------------|
| <input type="checkbox"/> Exhibit Hall (A A1 A2 B C D) | *Advanced Rate | Floor Order |
| <input type="checkbox"/> Grand Ballroom | 8 AM-5 PM Rigging Labor* | \$ 99/hr \$148.50/hr |
| <input type="checkbox"/> Davidson Ballroom | 5 PM-12 AM Rigging Labor* | \$148.50/hr \$223/hr |
| <input type="checkbox"/> Public Spaces | 12 AM-8 AM Rigging Labor* | \$198/hr \$297/hr |
| <input type="checkbox"/> Exterior Banners | Daily Lift Rental | 32' - \$600/day |
| <input type="checkbox"/> Other <small>*if requesting service in more than one location, please submit a separate form for each.</small> | | 40' - \$800/day |
| | | 50'-64' - \$1,000/day |

All rates include shackles, carabiners, rope, etc.
*Minimum crew based on scope of work.

| | | |
|---|----------------------|--|
| Client Signature _____ | Date _____ | |
| A firm quote will be provided within five (5) business days. See page 2 of order form for terms and conditions . | | |
| 2023 | Fax To: 615-401-1439 | Mail To: Music City Center, Service Representative, 201 Rep John Lewis Way, South, Nashville, TN 37203 |

MCC Rigging Services Terms and Conditions:

- 1 All items to be suspended, attached, or adhered to the facility must be installed and removed by MCC Rigging Services
- 2 Final approval of public space locations must be approved by Music City Center and may be contingent on your contracted space, other events in house, attendance, and fire marshal approval.
- 3 All requests are subject to the physical and structural limitations of the facility and must be approved by MCC Rigging Services. Music City Center surveillance equipment cannot be blocked for any reason.
- 4 Load calculations must be submitted 21 days prior to installation. MCC Rigging Services will perform this service, if requested, or if the information is not provided. (Additional fees may apply.) Delays and additional costs are likely if this information is not received in a timely manner.
- 5 All lifting equipment and overhead material used (including Truss and Chain Hoists) must conform to all applicable safety standards and are subject to inspection, approval, and possible replacement by MCC Rigging Services which could incur additional costs. All chain hoists must have legible annual inspection certification sticker visible or a digital copy of the annual motor load testing must be on file with our office.
- 6 Advance notice is required. MCC Rigging Services reserves the right to deny any orders that are placed onsite.
- 7 Crew size will be determined by MCC Rigging Services based on complexity, scope of work and available time to complete the installation or removal.
- 8 Special aerial lift equipment may be required to safely complete installations and may not be available without advance notice. Fees for aerial lift equipment will be quoted when required.
- 9 Rigging Labor rates apply to all installed signage, banners, clings and approved adhesive vinyl throughout the entire facility.
- 10 MCC Rigging Services will assemble signs upon request. (Additional fees apply).
- 11 Exhibitor requests must be received 21 days prior to installation to qualify for advance rate.
- 12 Exhibitors must provide Order Services with valid payment information 14 days prior to installation to qualify for advance rate.
- 13 Cancellations requested within 72 hours of scheduled work are not eligible for refund.
- 14 Rates are subject to change without notice.
- 15 All hours scheduled on Saturday and Sunday will be billed at overtime. All hours scheduled on a holiday will be billed at double time. (New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day)
- 16 MCC Rigging Services makes every effort to accurately identify the labor and equipment necessary to fulfill orders during the estimation process. Additional charges may apply if circumstances require additional time, personnel, or equipment to complete the scope of work. Additional charges, if any, will be identified when the client is on site and payment will be required prior to additional services being rendered.
- 17 Electrical Services are **not** included in this estimate. A separate Electrical Services Order Form must be submitted.
- 18 Any changes to the returned MCC Rigging Services estimate may result in additional costs.
- 19 MCC Rigging Services will bill no less than 1 hour for installation and no less than 1 hour for dismantle. A five (5) hour minimum may be required.
- 20 Exhibitor Estimate and Scheduling Process: All advance orders will be estimated when received and scheduled as close as possible to the requested time using available personnel. Please review the estimate. If the proposed time for installation is not acceptable, you may request a dedicated crew at a specific time. (A five (5) hour minimum will be billed for the dedicated crew.)
- 21 All exterior installations are subject to Music City Center approval.
- 22 MCC Rigging Services will detail, in writing, the operating conditions for each exterior installation and the situations that could require the removal of the installation prior to the scheduled date due. Severe weather may impact the feasibility and completion of the installation and removal schedule which could result in additional cost or inability to safely complete the project. All costs associated with the planning, production, installation, and removal remain the responsibility of the Lessee.
- 23 Floor clings must be non-slip. Review the list of approved graphic and adhesive materials located on the MCC Rigging website.
- 24 See the MCCRigging.com, Resources page for additional details and information.

EXHIBITOR RULES FOR AFP 2024

(Effective November 2023)

1. EXHIBIT LOCATION

All exhibits and attendee meals shall be located at the Music City Center located at 201 Rep. John Lewis Way South, Nashville, TN 37203.

2. FUNCTIONS AND RECEPTIONS

Exhibitors shall not host events during official conference hours that are outside of the convention center licensed by AFP and hotels reserved by AFP in connection with the conference, including hospitality suites and function space.

| OFFICIAL CONFERENCE HOURS (local time) | |
|--|---|
| Sun, October 20, 2024 | 9:00 a.m. – 9:00 p.m. |
| Mon, October 21, 2024 | 8:00 a.m. – 6:00 p.m. – Events may start at 6:15 p.m. |
| Tue, October 22, 2024 | 8:30 a.m. – 5:30 p.m. – Events may start at 5:45 p.m. |
| Wed, October 23, 2024 | 8:30 a.m. – 11:00 a.m. |

Note: Conference Hours are subject to change at the sole discretion of AFP.

3. EXHIBIT HALL RULES

- A. No one under the age of 21 is permitted to attend any conference function or is permitted in the exhibit hall at any time.
- B. All booth displays shall be governed by and adhered to by the policies of the International Association of Exhibitions and Events (IAEE). **AFP limits all island booth spaces to a maximum height of 24 feet, no exceptions.** All other booth space configurations shall follow the IAEE guidelines accordingly. AFP reserves the right to alter the exhibit hall floor plan to ensure continuity of the display area.
- C. Exhibitors are subject to the [Music City Center Rules and Regulations](#).

| EXHIBIT HALL HOURS (local time) | |
|---------------------------------|-----------------------|
| Sun, October 20, 2024 | 6:00 pm. - 7:30 p.m. |
| Mon, October 21, 2024 | 9:00 a.m. – 5:00 p.m. |
| Tue, October 22, 2024 | 9:00 a.m. – 5:30 p.m. |

4. PROHIBITED CONDUCT

- A.** Exhibitors/Sponsors (or any conference attendee) are prohibited to utilize area other than their assigned exhibit space, at any AFP conference site. Prohibited conduct includes, but is not limited to, marketing, sales, distribution of promotional materials or any other activities conducted outside of your assigned exhibit space. This includes selling in the aisles or at any other event relating to AFP 2024.
- B.** Except for official AFP activities, no exchange of monies consisting of, but not limited to, cash, credit cards, checks, or signing of purchase orders or contracts is allowed within the confines of the exhibit hall during the conference.
- C.** Booth substitutions are not accepted for exhibiting companies except when there has been a merger or acquisition.
- D.** AFP does not permit exhibitors to use balloons anywhere in the exhibit hall.
- E.** No nails or bracing wires used in erecting displays may be attached to the building without written consent of the Director of Engineering at the convention center and AFP. All property destroyed or damaged by exhibitors must be replaced in its original condition by the exhibitor or at the exhibitor's expense.
- F.** The logo for the Association for Financial Professionals is trademarked and cannot be used by any exhibitor in any manner (including on a booth or in promotional materials) without the express written permission of AFP.
- G.** Except for signage within the approved limits of an exhibit space, signs are not allowed in any of the conference facilities (convention center or hotels) unless approved in advance by AFP 2024 management.
- H.** Exhibitors/Sponsors are prohibited from dismantling their booth prior to the official closing of the exhibition hall. Booths should remain intact, clean, and free of crates and/or boxes until the show concludes. Early dismantling may be subject to a fee.

5. EXHIBIT BOOTH EQUIPMENT

- a. Standard Booths
Standard booth spaces shall be draped in a black 8' high backdrop and 36" high side rails. Exhibitors shall also receive an exhibitor identification sign as part of a standard booth. AFP does not allow the drape color to be replaced with any other color.
- b. Carpet
AFP shall provide the aisle carpet in tuxedo (subject to change). Each exhibitor is required to have carpeting in their area. Carpeting may be supplied by the exhibitor or rented from T3 Expo.
- c. Hanging Signs
Only island booths are allowed hanging signage, with a height restriction of 24ft from the top of the sign to the floor.

6. CUSTOMIZED BOOTHS

Any exhibitor with a custom booth design must email their booth drawings to exhibiting@afponline.org for approval by **September 25, 2024**. Depending on the design, the exhibitor may be asked to provide other documents. Failure to submit by the deadline may result in delays in the approval process with the building and fire marshal. Any issues resulting from failure to comply are the responsibility of the exhibitor. No refunds will be given if the booth is not approved due to noncompliance.

7. EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitors must submit an online EAC Form and submit a Certificate of Insurance (COI) if you are planning to use an Exhibitor Appointed Contractor. A link to this form shall be available in the Exhibitor Services Kit distributed in June 2024. **These forms must be submitted by October 10, 2024.**

The COI should include the following within the "Description of Operations" section: conference name, exhibitor name/booth number, dates the EAC will need access to the booth, and the Association for Financial Professionals, T3 Expo, and San Diego Convention Center listed as "Additional Insured". See example below.

COI Example:

AFP 2023 (October 20-24, 2024)

Booth #:

Exhibitor:

Additional Insured: Association for Financial Professionals, T3 Expo, San Diego Convention Center

8. TALENT/ENTERTAINMENT VENDORS

A Non-Registrant Conference Pass Form must be submitted online for any third-party talent or entertainment vendors. See rules listed below. All submissions must be made in the exhibitor portal and must be **submitted for approval by October 15, 2024.**

- a. Individual(s) may not be an employee of Exhibitor's company and shall be there only to entertain attendees visiting your exhibit booth at conference.
- b. Individuals do not have access to special events, keynote sessions, or concurrent sessions.
- c. Each exhibitor is limited to (3) talent/entertainment vendors.

9. FOOD AND BEVERAGE IN YOUR BOOTH (CATERING SERVICES)

Any food or beverage (including liquor being raffled off) dispensed or given away at booths or functions must be purchased from the convention center exclusive caterer. This includes liquor, bottled water, popcorn, cookies, etc. Exhibitors may receive an additional charge for any outside food or beverage vendors. Additional details will be provided as they become available.

10. NON-FLAMMABLE MATERIALS

All materials used in the exhibit hall, ballrooms or any other room of the convention center, must be non- flammable and conform to the fire regulations of the convention center. Electrical wiring and equipment installation must conform to the applicable regulations of the convention center. Materials not conforming to such regulations shall be removed immediately at the exhibitor's expense. It is strictly against fire codes to block or lock any fire exits.

11. STORAGE

The convention center, hotels and AFP have no facilities for the storage of exhibits. All shipments for an exhibit must be directed to the official general contractor. Shipments that arrive prior to show time shall be directed to the local general contractor's warehouse for storage and shall be delivered, at the exhibitor's expense, to the exhibitor's booth at show time. Exhibitors may only store in their exhibit space a one-day supply of distribution materials (brochures, etc.). Exhibitors requiring accessible storage on site must make arrangements prior to the conference with the general contractor. Show management may remove, at the exhibitor's expense, any materials that are improperly stored in or adjacent to an exhibit.

12. DISCARDED EXHIBIT MATERIALS

Any exhibitors who discard their displays or any type of "bulk" material not considered normal refuse must make arrangements for its removal at their own expense. If the convention center and/or hotels have to remove these materials, the exhibitor shall be charged directly.

13. SECURITY PROVISIONS

- a. AFP shall provide perimeter security service and exercise reasonable care for exhibitor's displays, equipment and materials. Uniformed security guards shall patrol the exhibit areas at the convention center during the period of installation, during the show and during dismantling.
- b. Provisions have been made for the convention center to check the locks on all doors, consistent with fire regulations, to minimize any problems when the show is closed. The security guards shall patrol the entire exhibit hall area and call to the attention of AFP any and all infractions of rules or potential security risk.
- c. The convention center has been requested to provide all their employees with identification badges or uniforms to avoid allowing any persons other than the night clean-up crews into the exhibit area when the show is closed. All drayage and decorating personnel shall be identified. In each case, this has been discussed with service management so that we may avoid any unauthorized personnel in the area during installation, during the show and during dismantling. All exhibitors and attendees are required to wear their official conference badges at all times. Anyone without proper ID shall be refused admittance into the exhibit hall. This security check is for your protection.
- d. Exhibitors agree that the provision of such security service constitutes adequate discharge of all obligations of AFP to supervise and protect exhibitor's property within the exposition. Exhibitors have the option to hire booth security to protect their exhibits, using the official security agency for the conference.
- e. Exhibitors are reminded that this is an open booth show and that the primary

responsibility for the safeguard of the exhibit and equipment rests with the exhibitor. Neither the AFP, the convention center, the security contractor, the general contractor, nor any of their officers, agents, representatives or employees assumes any responsibility for such property at any time.

14. ADDITIONAL BOOTH SECURITY

Exhibitors desiring the added protection of a booth guard for their exhibit during all or part of the conference may do so, by reaching out to the AFP preferred security agency. Contact and order form information shall be provided in the Exhibitor Service Kit.

15. DEADLINES

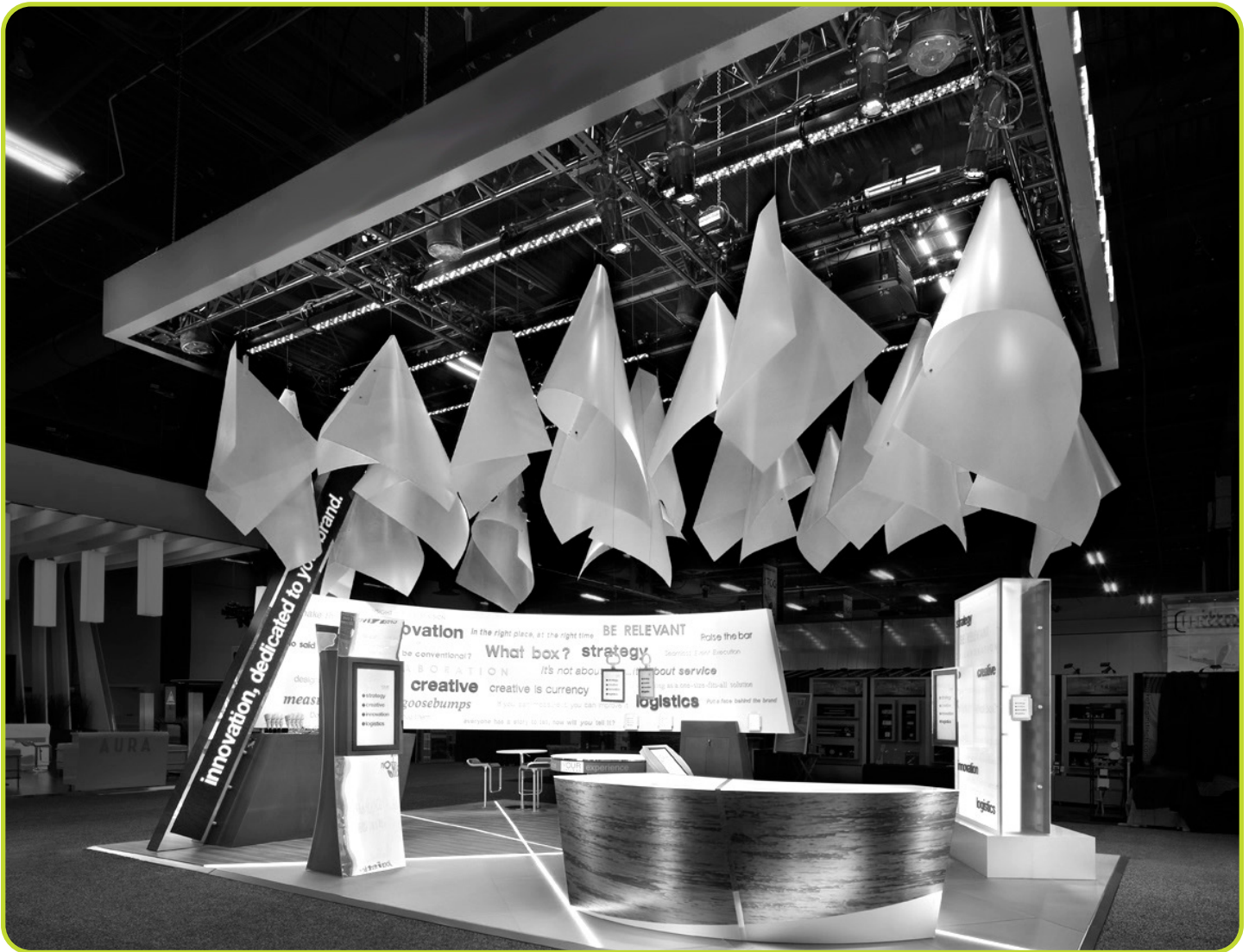
Exhibitors are expected to adhere to all deadlines set forth by AFP. Failure to meet deadlines as outlined in this kit may result in exclusion from conference materials and possibly result in the inability to exhibit at the show. No refunds will be issued resulting from failure to comply.



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®

TABLE OF CONTENTS

LINE-OF-SIGHT STYLE.....1

- Linear or In-line Booth.....1
 - Dimensions1
 - Use of Space1
- Corner Booth2
- Perimeter Booth2
 - Dimensions and Use of Space2
- End-cap Booth3
 - Dimensions and Use of Space3
- Peninsula Booth4
 - Dimensions and Use of Space4
- Split Island Booth5
 - Dimensions and Use of Space5
- Island Booth6
 - Dimensions and Use of Space6
- Extended Header Booth 20ft (6.10m) or Longer7
 - Dimensions and Use of Space7
- Remote-Controlled Devices8

CUBIC CONTENT STYLE.....8

OTHER IMPORTANT CONSIDERATIONS8

- Canopies and Ceilings9
- Structures and Tie-Offs10
 - Structures10
 - Tie-offs.....10
- Hanging Signs and Graphics.....10
- Teardrop Signs and Tents10
- Truss.....11
- Video Displays.....11
- Towers and Multi-story Exhibits.....11
- U.S. Americans with Disabilities Act (ADA)11

TABLE OF CONTENTS (continued)

ISSUES COMMON TO ALL BOOTH TYPES11

- Structural Integrity.....12
- Flammable and Toxic Materials12
- Hazardous Waste.....12
- Storage12
- Electrical13
- Lighting.....13
- Demonstrations.....14
- Sound/Music14
- Vehicles (For Both Gas and Electric Vehicles)15
- Fire Equipment.....15
- Hanging Signs.....15

ADVISORY NOTES TO EXHIBITION ORGANIZERS.....15

- Hardwall Booths.....16
- Perimeter Openings.....16
- Pipe and Drape16
- Product Height16
- Height Variances16
- Environmental Responsibility.....16

APPENDIX.....17

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

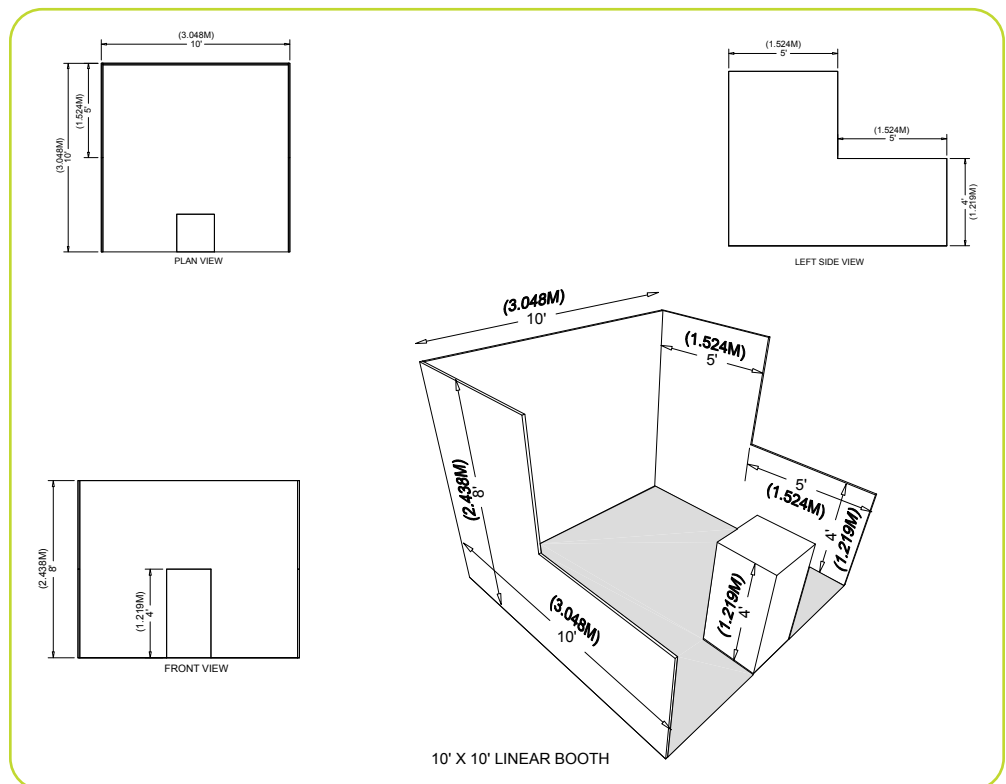
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring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

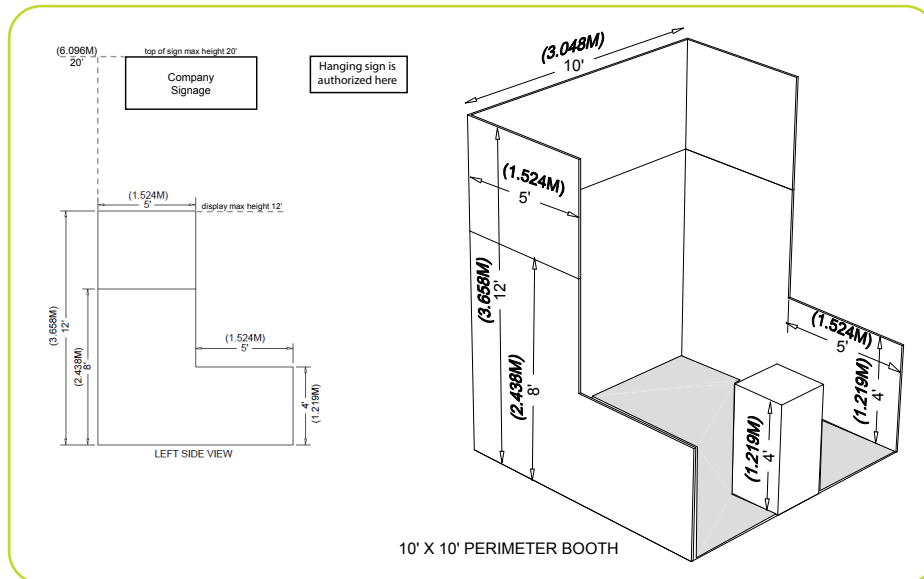


CORNER BOOTH

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.

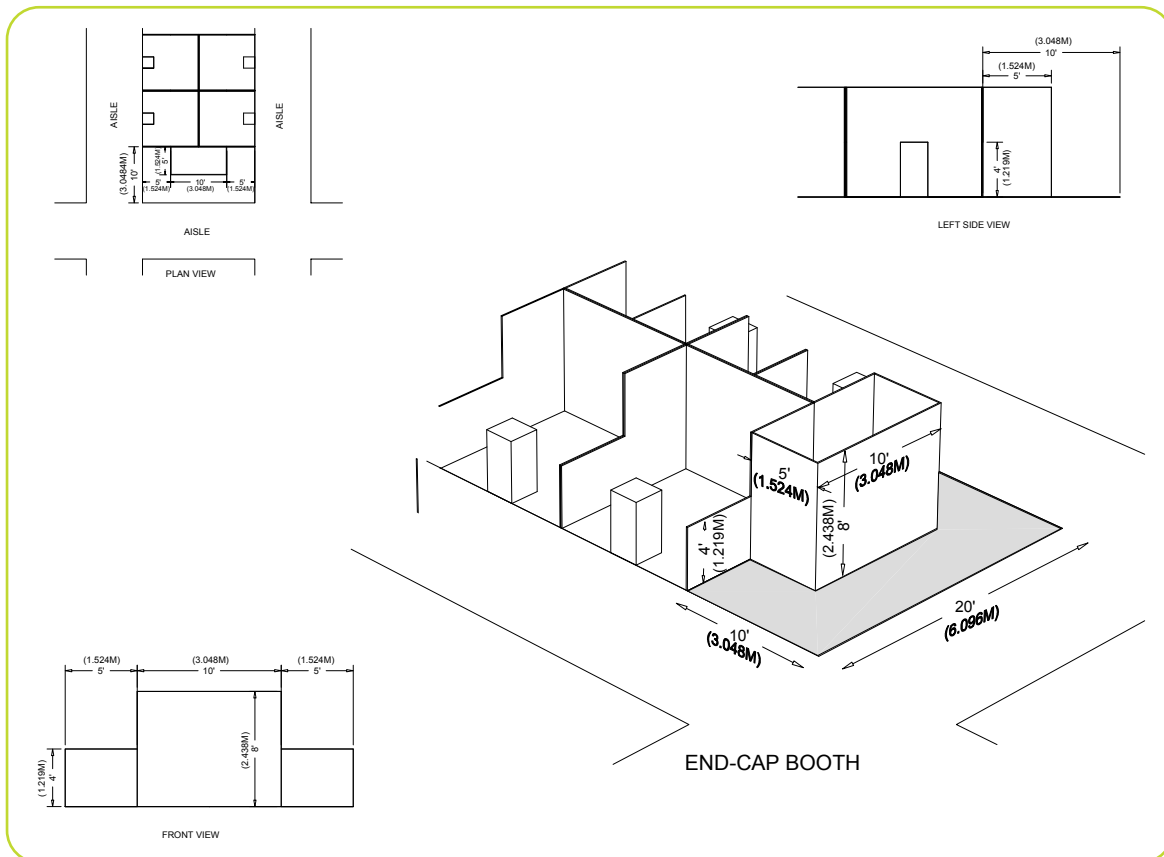


Dimensions and Use of Space

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.)

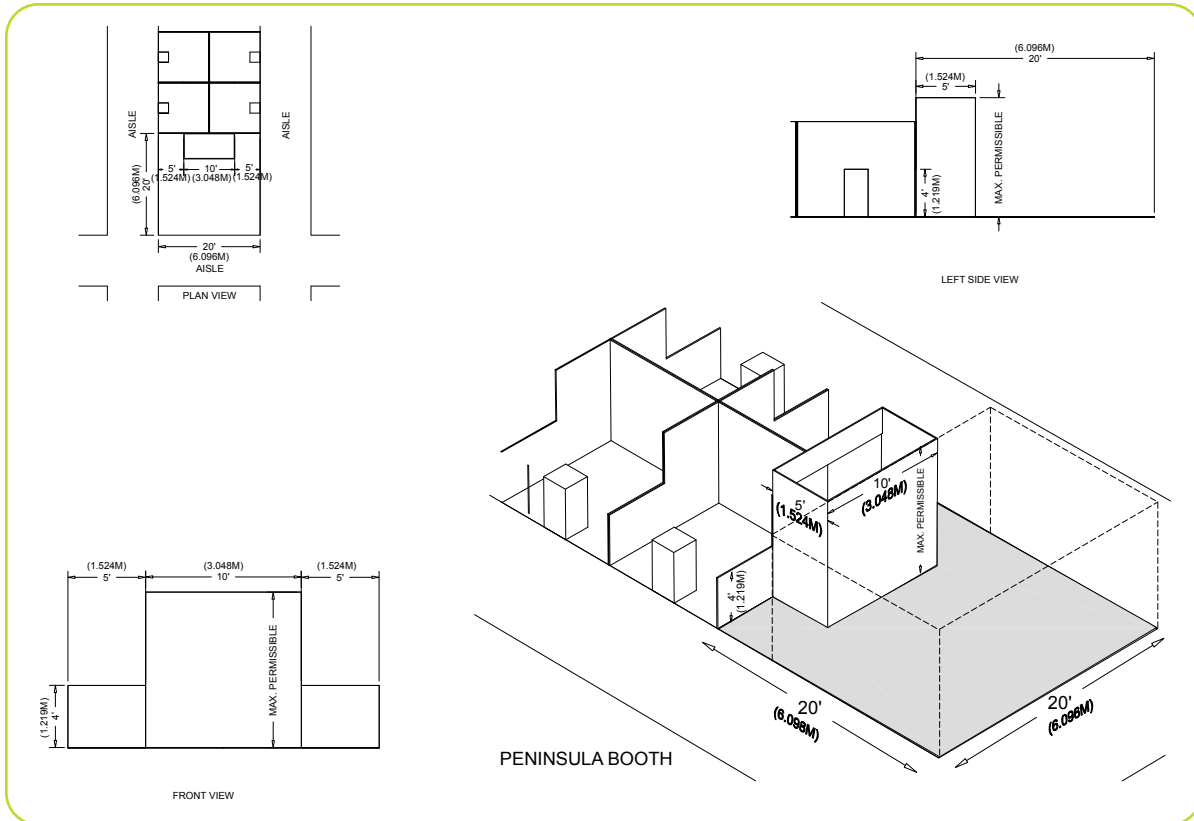


Dimensions and Use of Space

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.”

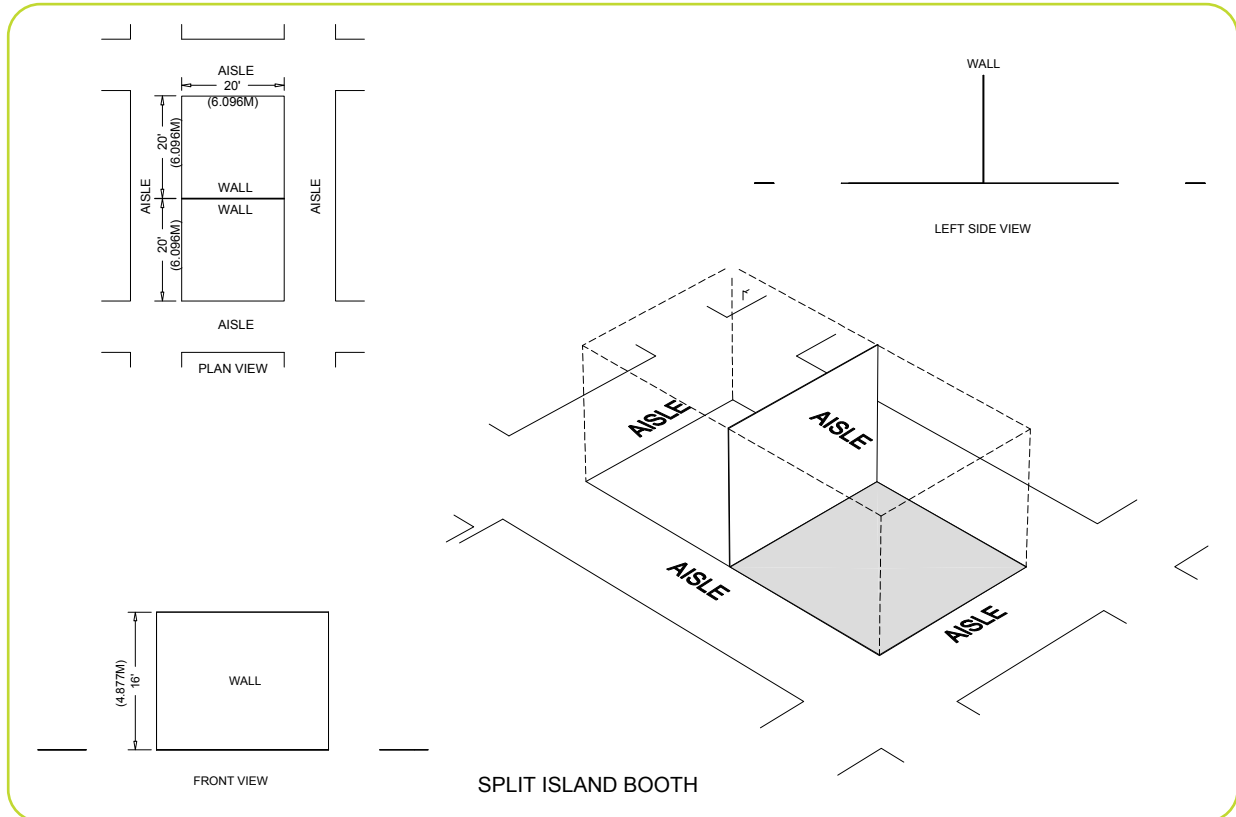


Dimensions and Use of Space

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.



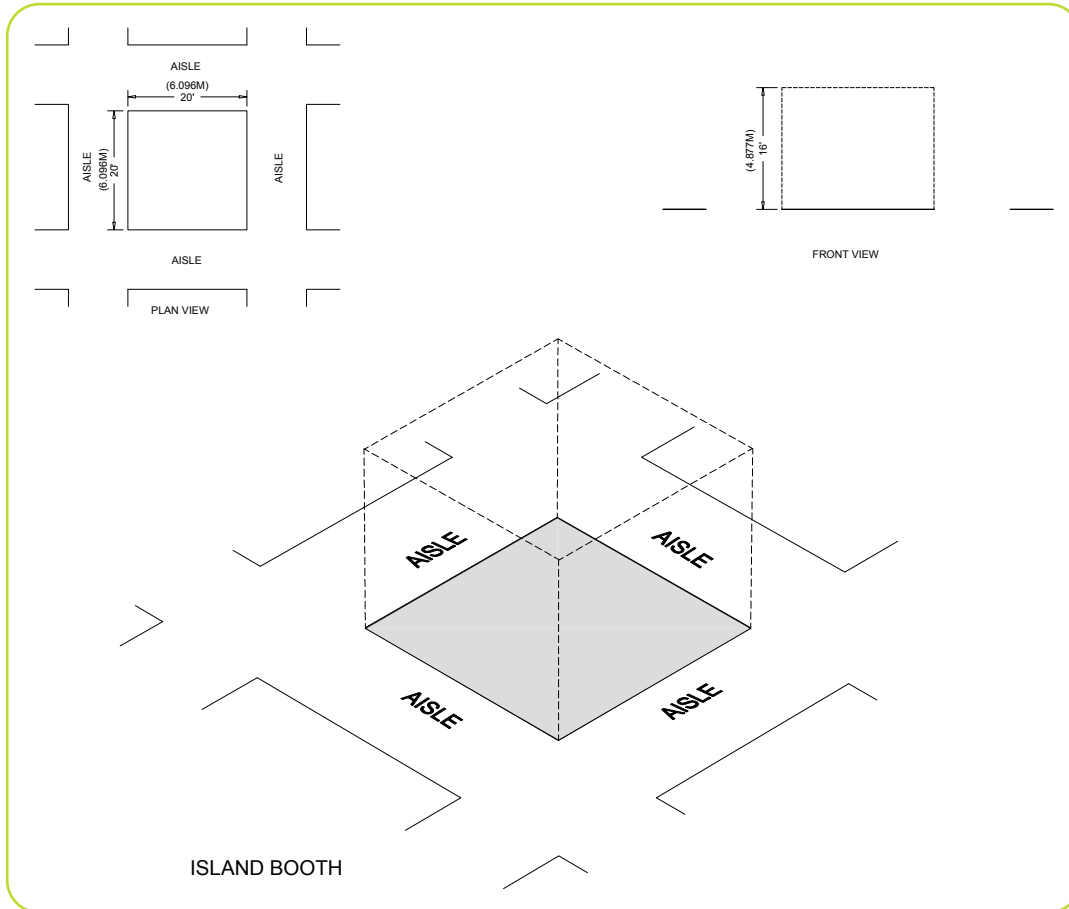
Dimensions and Use of Space

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.

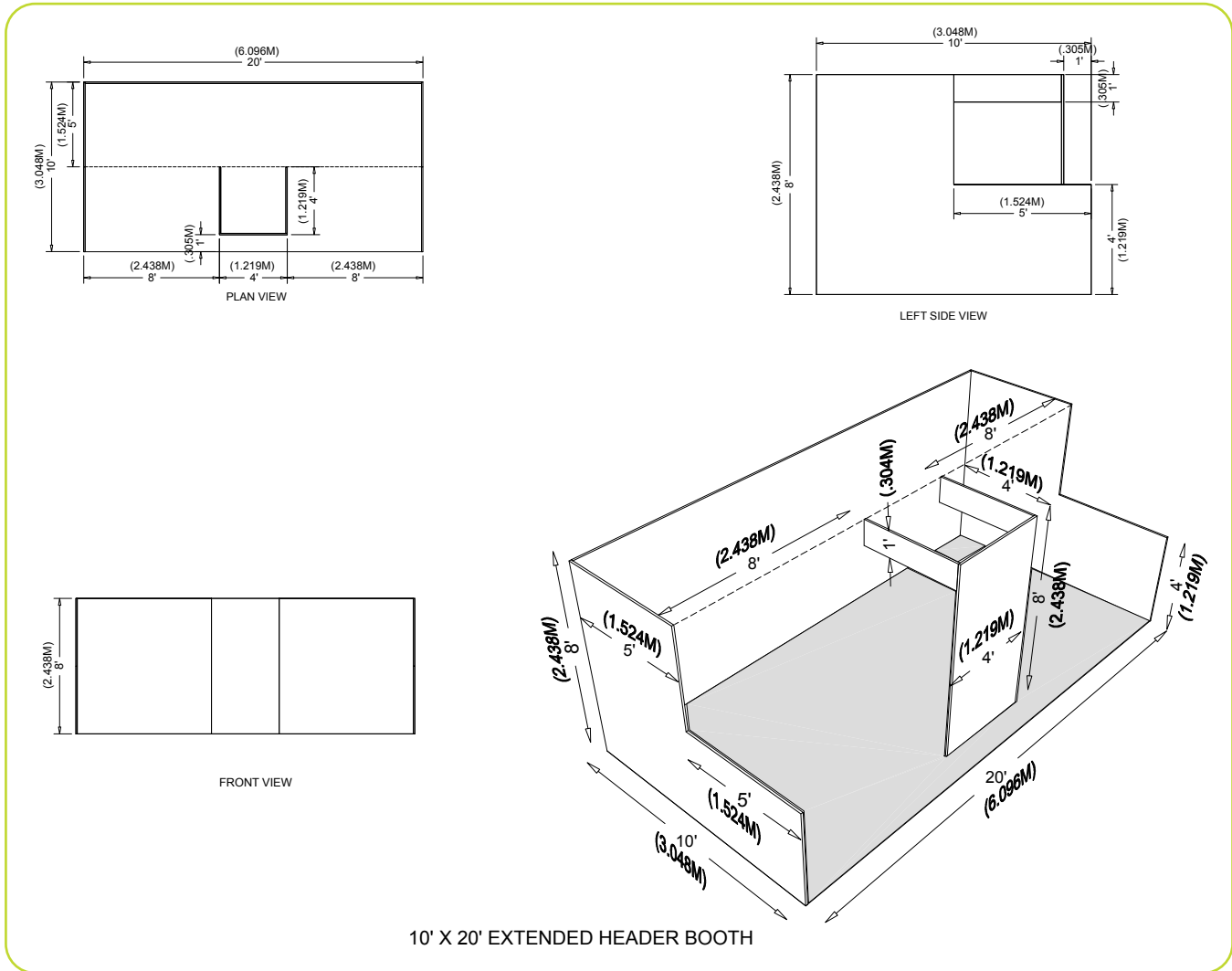


Dimensions and Use of Space

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

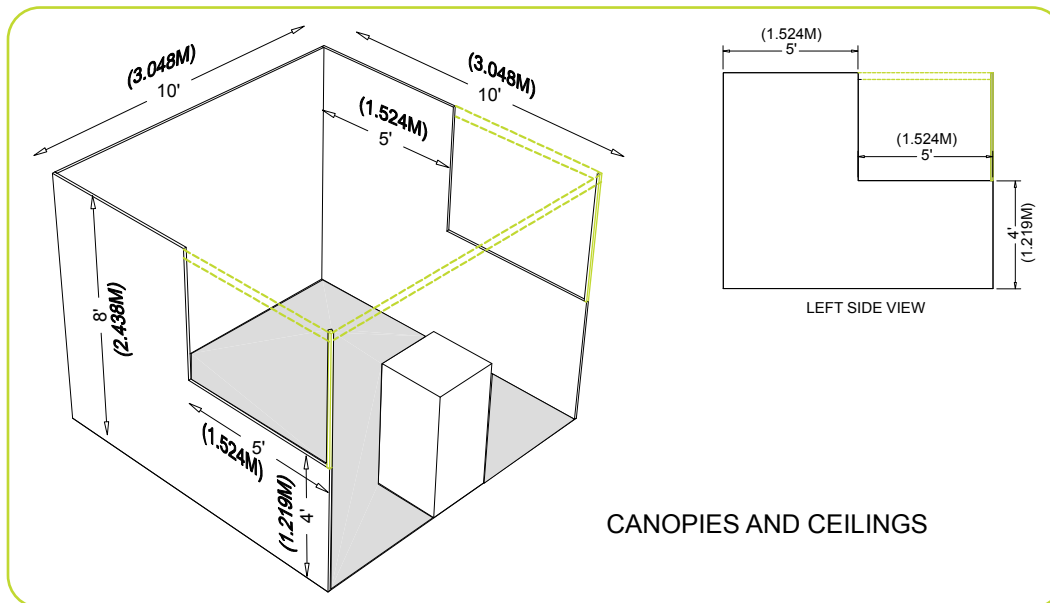
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside 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 form 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.

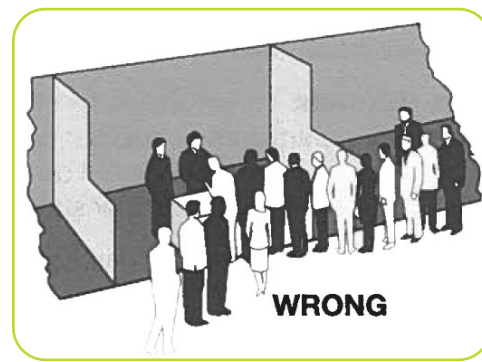
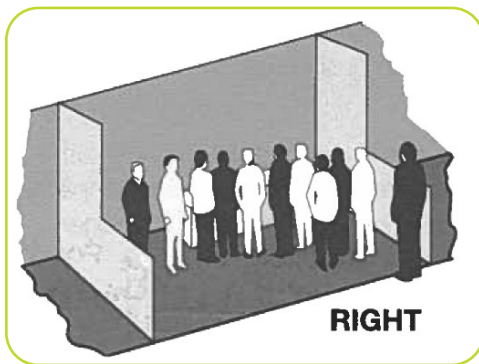
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- 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.

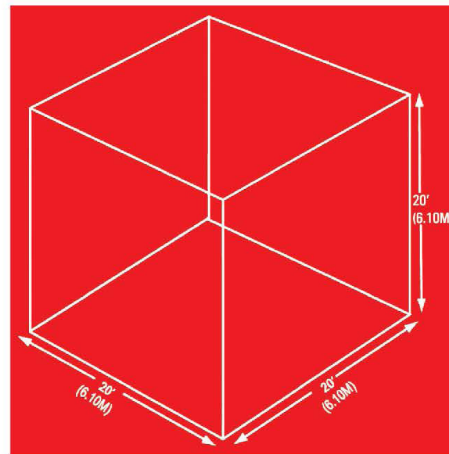
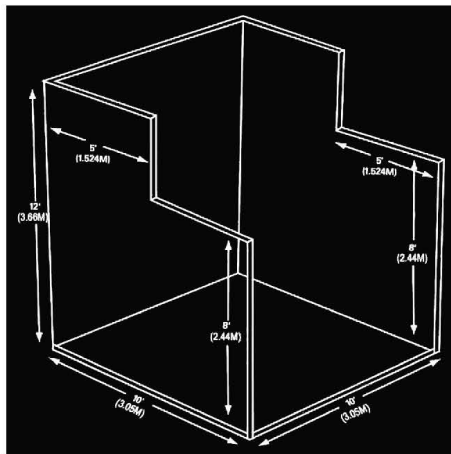
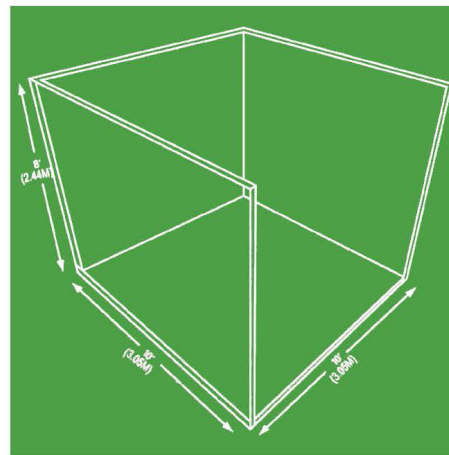
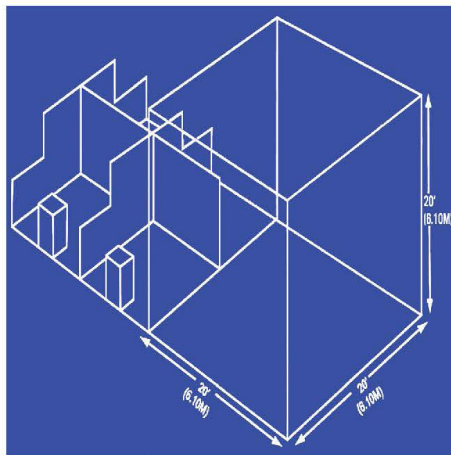
ENVIRONMENTAL RESPONSIBILITY

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

Table of Contents

Introduction.....2

Research.....2

Use of Cubic Content.....2

International Exhibitions vs. US Exhibitions – Display Guidelines3

Reasons to Consider.....3

Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words.....3

Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words4

Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together.....5

Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts5

Cubic Content for Products5

 Equipment/Display Material: The following is an example of display rules for a specific type of item:.....5

Perspective5

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)6

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.

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

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 Kieltyka, 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.”

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

“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*.

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

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.

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

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

Linear Booth

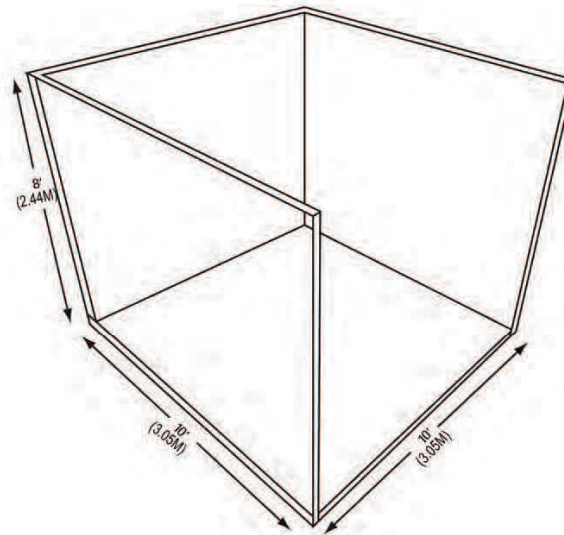
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Floor covering is required in all rented space.

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.

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

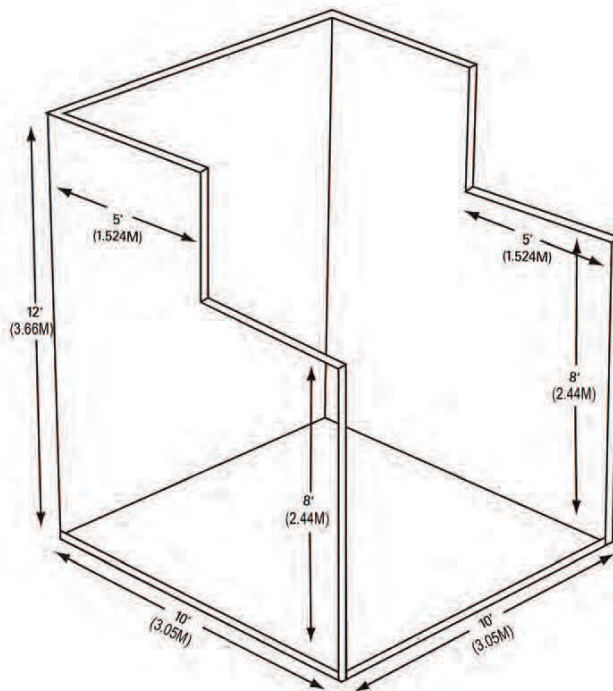
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

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)

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

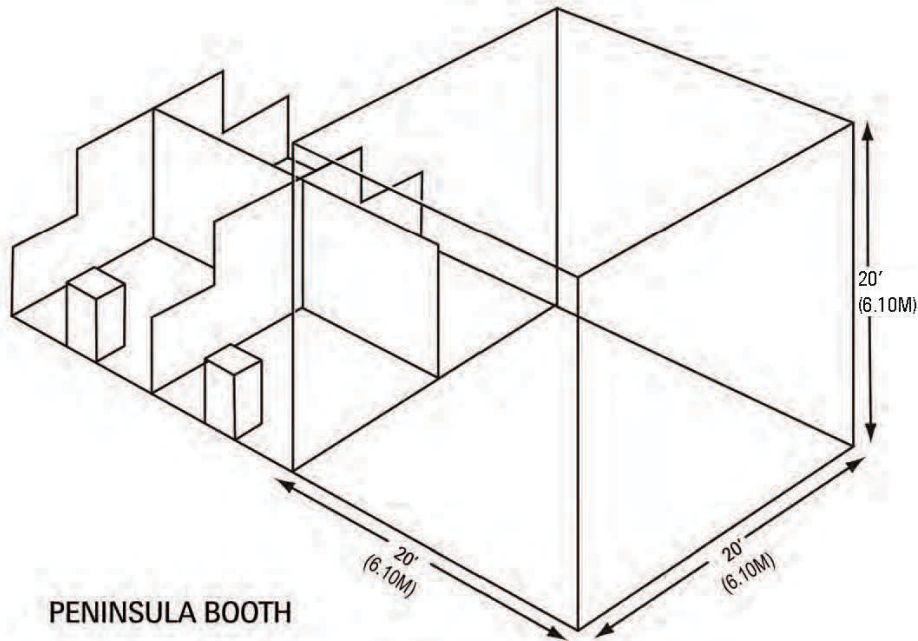
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

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.



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

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

Island Booth

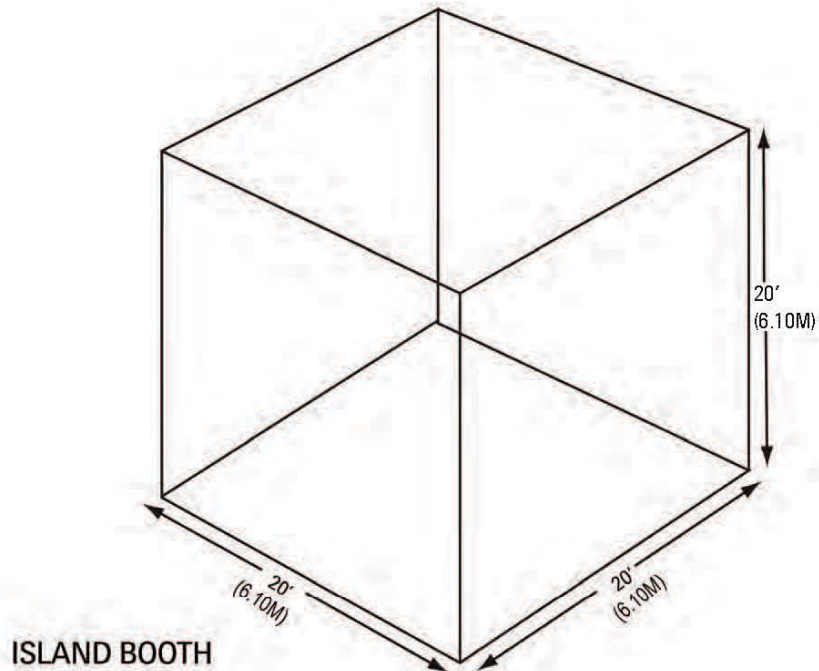
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

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.



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

IAEE appreciates the efforts of the Cubic Content Task Force in developing this White Paper:

Carol Fojtik, CEM, Chair
Robert C. Brice
Thomas C. Corcoran
Kevin Johnstone
Martin Moggre, CEM
Pamela Kay Pietrok
Paul Prince, CEM
Chuck Schwartz, CEM
Barry Siskind
Julie Anderson, CEM, CAE, Staff Liaison
Terri Phillips, Staff Assistant

Additional appreciation goes to the following organizations that contributed relevant content for this white paper.

American Society of Mechanical Engineers
Association of Equipment Manufacturers
Corcoran Expositions
Distribution Solutions Conference
ExpoNation LLC
Home Builders Show
IMN Solutions
InfoComm
International Association of Fairs and Expositions
Messe Frankfurt
National Association of Broadcasters
National Restaurant Association
Reed Exhibitions

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

Russell Wingard, CEM

Vice President, Client Solutions
Freeman

Frank Sheridan

Principal
ExpoAnswers, Inc.

2023 MATSO Council

John Rozum, Chairperson

Senior Director, Ag & Utility Exhibitions and Events
Association of Equipment Manufacturers

Lisa Malikow, Vice Chairperson

Senior Vice President, Event Operations & Programming
National Restaurant Association Show/Winsight Media

Mark Bogdansky, Immediate Past Chairperson

Vice President, Meetings & Events
Auto Care Association

Melodie Anderson, CEM, DES

Director of Meeting and Exhibit Experiences
Institute of Food Technologists

Kate Hawley, CEM

Senior Manager, WEFTEC Exhibition Sales
Water Environment Federation

Iain Mackenzie, CEM, CMP

Vice President, Meetings & Events
International Sign Association

Nath Morris, CEM

President, Expo
U.S. Poultry & Egg Association

Merideth Newman, CEM

Director, Expositions
The Association for Packaging and Processing
Technologies – PMMI

Gary Thuro

Chief Marketing & Sales Officer
RE+ Events

Ellen Tucker, CAE, MAS

Vice President of Revenue & Expositions
PPAI: Promotional Products Association International

Jess Tyler, CEM

Chief Revenue and Experience Officer at MJBiz
A division of Emerald X, LLC