



# Exhibitor Services Manual

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# Exhibitor Services Manual

## SHOW LOCATION & SCHEDULE

**ENKWSA • February 6.7.8 2012**

Sands Expo and Convention Center

201 Sands Avenue • Las Vegas, Nevada 89169

SUN	MON	TUE	WED	THU	FRI	SAT
<b>JAN 29</b>	<b>JAN 30</b>	<b>JAN 31</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
				Move-In Exhibitor Access 8a to 6p	Move-In Exhibitor Access 8a to 6p	Move-In Exhibitor Access 8a to 6p  Exhibitor Registration Noon to 6p
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
Move-In Exhibitor Access 8a to 8p  Exhibitor Registration 8a to 6p	Show Open 9a to 6p  Exhibitor Access 7a to 6p  Exhibitor Registration 8a to 6p	Show Open 9a to 6p  Exhibitor Access 8a to 6p  Exhibitor Registration 8a to 6p	Show Open 9a to 4p  Exhibitor Access 8a to 6p  Exhibitor Registration 8a to 4p	Move-Out Exhibitor Access 8a to 4p		
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**MOVE-IN:** Please refer to the Freight Target Floorplan for unload and set-up times.

**MOVE-OUT:** Please refer to the Move-out Target Floorplan for move-out times.



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## CRITICAL DEADLINES

The dates below are critical for reducing costs and eliminating late fees.

DEADLINE	ORDER FORM	RETURN TO
JANUARY 4	<b>NO CARPET FORM</b> Return this form if you DO NOT want the included gray carpet (20'x 20' booths or larger ONLY)	GES
JANUARY 9	<b>SHOW MANAGEMENT FORMS</b> Acknowledgement of Rules & Regulations Motorized Vehicle Notification Alcoholic Beverage Authorization	ENKWSA
JANUARY 11	<b>GES EARLY DISCOUNT DEADLINE FOR:</b> Furnishings / Decorations / Carpet Display Packages / Custom Displays Labor Sign Hanging (up to 200 pounds) Material Handling GES Logistics Shipping	GES
JANUARY 16	<b>SES EARLY DISCOUNT DEADLINE</b> Electrical Cleaning Sign Hanging (electrical or over 300 pounds) Catering Internet, Telecommunications	SES
JANUARY 20	<b>EXHIBITOR APPOINTED CONTRACTOR FORMS</b> Application for Show Credentials Proof of Insurance Rules & Regulations	ENKWSA
JANUARY 25	<b>ADVANCE SHIPMENTS TO GES WAREHOUSE- LAST DAY</b>	GES
<b>SEE TARGETED FLOOR PLAN</b>	<b>SHIPMENTS DIRECT TO SANDS EXPO AND CONVENTION CENTER</b>	GES



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## FREQUENTLY ASKED QUESTIONS

### What comes with my booth?

All booths in ENKWSA February 2012 come with gray carpet. Carpet is the only thing that comes when you purchase "Exhibit Space Only". ENKWSA does NOT provide walls, electricity, or any type of furnishings for "Exhibit Space Only" purchases.

### Booth Packages

If you are exhibiting in an in-line or corner booth (a booth that is 10' x 10', 10 x 20', 10' x 30' or 10' x 40') you are required to provide your own walls to separate your booth from adjoining booths. You have several options: You may rent a Turnkey Booth Package from ENKWSA; you may rent a custom booth from the official show contractor GES; or you may work with a third party contractor that will bring and install your booth. It is important to note that your booth must have 8 foot tall walls on three sides. The walls must be solid, finished material. Fabric walls are NOT allowed. Read more in section 5 **Booth Construction Policy**. There are many advantages of a booth package from ENKWSA – The packages include the necessary walls, a table and chairs, electricity and lights, the packages are economically priced, and you can avoid material handling fees associated with shipping your booth to show site. The Turnkey Booth Package also includes limited material handling fees for product shipped to the show. If this is your first time exhibiting, and you have an in-line booth, Show Management highly recommends that you choose an ENKWSA Turnkey Booth Package. You can save considerable time and money.

Peninsula booths, booths that have aisles on three sides, are required to have an 8 foot high wall along the back of the booth. ENKWSA Show Management will NOT provide a dividing wall, and it is the responsibility of the exhibitor to rent or bring the dividing wall.

### What else do I need?

For in-line exhibitors, a Turnkey Booth Package comes with the essential items that are needed for exhibiting: table, chairs, shelves, lighting with electrical service, trash can, carpet and walls for three sides. We strongly recommend that first time exhibitors purchasing in-line booths also purchase a booth package.

If you have purchased exhibit space only, you will need furnishings and other services to complete your booth setup. A typical booth will have a table, some chairs, and some shelves to display product. Remember, if you purchase exhibit space only, your booth will not come with furnishings. You will either need to bring your own furnishings or rent furnishings from the official show contractor, GES. If you are in an in-line booth you will also need to provide eight foot high walls on three sides. Information on furniture and pre-packaged display rental is available within this ESM.

Electricity is not included with your booth, if you have purchased exhibit space only. If you need to run a computer, or have additional lighting, you will need to order electrical service, and the labor to install the service.

A clean booth is always an important part of your company's image. ENKWSA pays a cleaning service to clean all booths on the night before the show opens. During the show, you may clean your own booth or you may order booth cleaning.

ENKWSA will provide FREE wireless Internet service throughout all halls, you will need a computer with wireless capability. Login information will be available at ENKWSA registration desks.

There are a number of other products and services available; telephone service, booth security, floral service (rent plants and flowers for your booth), catering, etc.

All of the above listed services can be ordered using forms available in this ESM. Electrical, Telephone Service and Cleaning Order Forms are in Section 9, Security, Floral, Catering and other services are in Section 10.

### Moving in to ENKWSA:

Due to the large size of the show, move-in is tightly controlled. Move-in times for each booth are specified in advance. Exhibitors will receive color-coded floor plans called target floor plans. These maps specify the move-in times for each booth on the floor plan. The move-in time is the time your shipment needs to arrive at the marshaling yard. If your shipment does not arrive by your target unload time, you may incur an additional surcharge, called an off-target charge.

Freight may also be sent ahead of time to the Advance Warehouse. Shipments may begin arriving at the Advance Warehouse approximately one month before the show. Freight sent to the Advance Warehouse will be delivered to your booth by the Target Move-in Time specified on the target maps.

### Moving out of ENKWSA:

Moving out of ENKWSA is fast and furious. As soon as the show closes, GES will begin returning cardboard boxes and wooden crates. Typically, all boxes and crates will be returned to exhibitor within 8 hours after the close of the show. During the first couple of hours after the show closes, the show floor is akin to a large construction zone, with forklifts and other equipment moving about the floor and carpet being rolled up. Exhibitors are advised to use caution and to wear closed toe, low heeled shoes when walking the floor during move out.



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Move-out times for each booth are specified in advance and color-coded target move-out plans are available on the ENKWSA web site. These maps specify the date and time that the exhibitor should have the entire exhibit packed, labeled, and all paperwork turned into the GES service desk. Exhibitors that are not ready to ship by the target move-out time will have to pay an additional off-target fee equal to 30% of their material handling charges.

## What is the Marshaling Yard?

The large number of exhibitors makes it impossible to allow shipments to be delivered directly to show site. All shipments must first go to the GES Marshaling Yard. The marshaling yard is essentially a large parking lot near the show site that serves as a waiting area for trucks bringing freight to ENKWSA. Trucks will not be allowed to drive directly to the show site. Instead drivers must go to the marshaling yard, check-in and wait to be called to the show site. Once called, trucks are driven to the show site and unloaded. This process allows the move-in to be faster and safer.

## How do I get my crates to my booth, and what do I do with my crates during the show?

Once your shipment arrives at the show site, GES will unload your shipment and deliver it to your booth. Once your crates, pallets, and boxes are empty, and properly labeled with EMPTY stickers, GES will remove and store the crates during the show. At the close of the show GES will return them to your booth, and they will then load your freight on to your outbound carrier. GES charges a material handling fee for this service, which is sometimes called "drayage". The fee is based on the weight of your shipment. Check the ESM under the Shipping and Materials Handling section for exact pricing. The cost usually ranges from \$60 to \$80 for each 100 pounds of freight, with minimum prices for each shipment. All exhibitors shipping materials to the show will have to pay material handling fees so it is very important to thoroughly read and understand the Shipping and Materials Handling section. EMPTY Stickers are available at the GES service desk on the show floor during move-in.

## What is the best way to ship my display to the show?

By far the most trouble-free way to ship your exhibit and display materials to the show is to ship to the GES Advance Warehouse before the Advance Warehouse deadline date (see CRITICAL DEADLINES page for deadline date). Your shipment will be at the GES Advance Warehouse well before the show, GES will bring your shipment to your booth by your target move-in time, and you can begin setting up your display right on schedule. No hassles, no headaches and no off target charges for late shipments.

Unfortunately, it is not always possible to get your shipment to Las Vegas well in advance of the show. In this case you can ship directly to show site, but it is strongly recommended that you ship using a company that is very familiar with trade shows. The carrier of your shipment will need to arrive according to a very specific timeline, and the driver will need to wait at the marshaling yard until the truck can be brought to show site to be unloaded.

GES Logistics offers a competitively priced shipping service that has knowledge of the move-in and move-out schedule of ENKWSA. GES also offers a 10% discount on materials handling costs for exhibitors using GES Logistics for inbound and outbound freight.

**DO NOT SEND YOUR SHIPMENT DIRECTLY TO SANDS EXPO BEFORE YOUR TARGETED MOVE IN TIME. SANDS EXPO WILL NOT ACCEPT SHIPMENTS AND WILL RETURN ANY SHIPMENTS THAT ARRIVE BEFORE ENKWSA MOVE-IN BEGINS.**

**ANY SMALL SHIPMENTS (UPS, FEDEX, ETC) TO THE VENETIAN MUST BE PICKED UP AT THE VENETIAN BUSINESS CENTER.**

## Can I drive my own truck, with my display material, to the show?

Yes, you can drive your own truck with your display material to the show. Like all other shipments to ENKWSA, you will need to go to the marshaling yard and check-in, wait until you are called, drive to the show site, where GES will unload your shipment and deliver it to your booth. You will be charged material handling fees based on the weight of your shipment and you will also be subject to off target charges if you do not arrive at the marshaling yard by your target unload time.

## Do I have to ship my samples along with my display material?

**No**, If you are shipping your samples to the show they can arrive as a separate shipment during move-in. Shipments of product and samples are not subject to off-target fees. Be sure to clearly identify you shipments as PRODUCT on the outside of all cartons in the product shipment, to avoid off-target fees.

If you are bringing your samples to the show in a passenger car, you can take advantage of the ENKWSA cartload service. The cartload service allows exhibitors to bring in one load of samples (not more than 300 pounds) from a passenger car for about \$70. More details about the cartload service are available in the **Shipping and Material Handling** section.

## Can I hire someone to build my booth?

Yes, GES will build a customized booth, contact GES at [gesed@ges.com](mailto:gesed@ges.com) for more information. You can also hire an outside contractor to build your display. These builders are commonly referred to as Exhibitor Appointed Contractors or EAC's. EAC's must meet strict guidelines and provide proof of insurance before they will be allowed to work on the show floor.



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## How long do I have to set up my booth?

ENKWSA has a Clean Floor Policy which means that ALL wooden crates, pallets and wooden boxes will be picked up and moved to empty storage starting at 6:00 pm on Saturday, February 4. Plan on having all of your crates, pallets and wooden boxes empty and labeled with EMPTY stickers before 6:00 pm on Saturday, February 4. Cardboard boxes will be picked up beginning at 1:00 pm on Sunday, February 5. You may continue to work on your booth until Sunday, February 5, at 6:00 pm, but you will NOT have access to your crates, pallets, or wooden boxes after 6:00 pm on Saturday, February 4.

## I have a small booth and I am renting my furnishings, can I carry in my own signs and samples?

If you can hand carry all of the materials that you need to set up your display and your display can be essentially set-up in about an hour or two, then you can bring your own display. You will not have access to dollies or electric carts, and you will need to enter through normal walk-in doors, not freight doors. Exhibitors are **NOT** allowed to use their own dollies or carts to bring materials to their booth.

## I am just bringing in my product samples, and my Target Move-in Time is 3 or 4 days before the show opens. Do I really have to set-up so early?

If you are bringing in ONLY product samples OR if you can hand carry in your display and do not require dollies, forklifts, or carts to bring in your display, you can move-in the day before the show opens without penalty. Your booth must be completely set-up by 6:00 pm the evening before opening day.

## Can I bring my children during move-in or move-out?

ABSOLUTELY NO ONE UNDER 18 will be allowed on to the show floor during move-in and move-out. This is a safety issue and there are no exceptions.

## How do I get a name badge and badges for my employees?

All exhibitors must have an ENKWSA name badge to enter the show floor, even during move-in. You can register for your badges online at ENKWSA's web site – [www.enkwsa.com](http://www.enkwsa.com). You will need your password which was e-mailed to you. If you would like your badges mailed directly to your business address (as indicated in our records) then complete your registration as early as possible. Exhibitors with late registration can pick up their badges at the registration desk on show site with proper identification.

**Important Name Badge Information:** Any person violating show rules will have their name badge revoked and will no longer be allowed on the show floor. The exhibiting company that provided the name badge may be barred from further participation in the current and in future ENKWSA Shows.

## Where should I stay and how do I get to the show each day?

ENKWSA has a travel desk and their information is available at ENKWSA's web site – [www.enkwsa.com](http://www.enkwsa.com). You can also reach the ENKWSA Travel Desk by phone 800-221-3531 or 212-532-1660. The ENKWSA Travel Desk has complete information on all of the official ENKWSA hotels and can book rooms in Las Vegas.

During the show, shuttle buses will be available selected official ENKWSA hotels for transportation to and from Sands Expo & Convention Center. The shuttle bus transportation is free for all ENKWSA exhibitors and attendees. A complete shuttle bus schedule can be found in the **Registration, Travel & Housing** section.

## Electrical Service

Determining your electrical needs is the first part of ordering your electrical service. Electricity is sold in watts. To determine how many watts you need, you have to check the number of watts used by each of your electrical devices. Lights are easy, a 100 watt light bulb uses 100 watts of electricity, other devices should have a label that indicates the power usage. The label will have something like 120w for 120 watts, sometimes the labels will have something like 40VA (40 volt-amps) which is about the same as 40 watts. Add the wattage from each device to determine your electrical needs. For example – 4 light bulbs at 150 watts each, laptop computer at 80 watts, adding machine at 20 watts –  $(4 \times 150 + 80 + 20 = 700)$  for a total of 700 watts. On the Electrical service order form in the manual, you check the box for 10 amp/1000 watts (electricity is sold in 500 watt increments) and pay the price indicated. The electrical service will be turned off during the night. If you require power 24 hours a day there is additional charges. You probably will not need power 24 hours a day unless you have a refrigerator or some other unusual situation.

For smaller booths, such as 10 x 10, 10 x 20, and 10 x 30 booths, the outlet will be placed in the center of the booth along the back wall. For larger booths, 20 x 20 or larger, you **MUST** send in a floor plan with your order indicating the desired locations of outlets. There will be additional labor charges for the rental and installation of extension cords and the positioning of outlets.

Electrical service is included with the Turnkey Booth Packages.

Electrical orders of more than 1500 watts (15 amps) or over 120 volts will require electrical labor, at an additional cost.



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The Sands Expo Building Manual also offers the following list of Electrical Services Frequently Asked Questions:

1. **Where does power come from?**  
In Halls A, B, C, and D, power comes from overhead catwalks. Hall G's power comes from columns on the floor.
2. **Where does power go in my booth space?**  
For island booths, all power is dropped into one (1) location. If more than one (1) drop location is requested, additional drops will be charged for time and material. For in-line and peninsula booths, power is at the back of the booth on the floor. Exhibitors must provide a booth floor plan indicating desired locations for power drop(s) and all plans must have adjacent booth numbers for direction.
3. **How do I know how much power I will need?**  
Add your wattage in your booth (i.e., 10 x 75 watt bulb – 750 watts). This will require one (1) 1,000 watt outlet.
4. **Can I bring my own cords and plug strips?**  
Yes, as long as they meet national and local electrical codes. All wiring utilized for booth work must have a three-wire, grounded, flat cord with a minimum of #14 gauge. Only SES cords can be placed under the carpet/flooring – NO EXCEPTIONS.
5. **When does power get turned on and off?**  
Power is turned on thirty (30) minutes prior to the show's opening and is turned off thirty (30) minutes after the show's closing.
6. **If I order SES track lighting can it be hung in my booth instead of on stanchion poles?**  
Yes. We can hang SES track lighting anywhere the client wants it, but there is a labor charge with a minimum of one (1) hour labor plus material. Power is included for SES track lighting.
7. **On overhead lighting, what size area will a 1,000 watt quartz bulb light?**  
One 1,000 watt quartz bulb will light up a 10' x 10' area. The 1,000 watt quartz bulb can be rented for Halls A, B, C, D, and G. The 200 watt quartz bulb is only available for Hall G - it cannot be rented for Halls A, B, C, or D.
8. **How high is the ceiling at the SECC?**  
Halls A, B, C, and D are 32' high (maximum display height is 25' – including hanging signs.). Hall G is 14' high (maximum booth height is 12').
9. **What is the size of the columns in my booth space?**  
The square columns in Halls A, B, C, and D are 22". Hall G has various column sizes – 30.5" x 40" / 40" x 43" / 77" circular / 96" circular.
10. **Do you have a minimum labor charge?**  
Yes. There is a one (1) hour minimum charge for installation. Labor to disconnect will be based on one half of installation.



# Exhibitor Services Manual

## EXHIBITOR TIPS

### BEFORE THE SHOW

- Read the Exhibitor Services Manual. The information you need to know is in this manual.
- Provide your Contractor/Booth Builder with links to the Exhibitor Services Manual.
- Register for exhibitor name badges. You cannot get onto the show floor without an exhibitor name badge. Go to ENKWSA's website – [www.enkwsa.com](http://www.enkwsa.com) to register.
- Read the Rules & Regulations section of this manual then complete and return the **mandatory** Acknowledgement of Rules & Regulations form.
- Make hotel and travel arrangements through ENKWSA's official travel agency, onPeak. Go to ENKWSA's website – [www.enkwsa.com](http://www.enkwsa.com)
- Schedule appointments with your buyers.
- Pay your final balance.
- On-site promotional opportunities are available through ENKWSA – 818-379-9400
  - Signs, Banners, and Showcases
  - Show Directory & Buyers Guide
  - Show Daily
  - Custom Sponsorship
- Prepare your booth.
- Pack necessary office supplies.
- Pack promotion literature and other handouts.

### ORDERING PRODUCTS AND SERVICES

- Order products and services in advance for best pricing and best set-up times
  - Booth Packages
  - Electrical Service and Labor
  - Booth Furnishings
  - Catering
  - Booth Cleaning
- Submit Payment or Credit Card Authorization form before the Early Rate deadline
- Submit a diagram of your booth layout including the position of electrical outlets.
- Confirm that all vendors including GES and SES have received your orders.
- Bring copies of all order forms and payment records to the show
- Order catering & beverage service through the facility (no outside food and beverage will be allowed)

### SHIPPING & MOVE-IN

- If possible, ship all display material to the GES Advance Warehouse by the Advance Warehouse deadline date
- When shipping direct to show site, verify target move-in time on Target Move-in Maps. Shipments of display materials direct to show site must arrive at the target move-in time. Shipments that do NOT arrive at the target move-in time will be subject to off-target charges.
- When shipping direct to show site use a shipping company that is experienced in the trade show business. All shipments will be directed to the marshalling yard and trucks may have to wait three hours or more at the marshalling yard before being sent to show site for unloading.
- Remove old shipping labels
- Clearly label all packages with the show name, your company name and booth number as well as the address of the facility.
- Be sure that your insurance policy has a rider that will cover your exhibit and product during transit and at the show.
- Cartons should be packed on a skid and shrink-wrapped to avoid any special handling charges.
- Keep a copy of the bill of lading and the shipper's reference or tracking numbers.
- Check in with the GES Servicer on-site during move-in to verify your orders and to schedule any necessary labor.
- Carry a company credit card to pay for any balances due on-site, and to place any necessary deposits on rental equipment.
- Target Move-in and Target Move-out maps are available on ENKWSA's website [www.enkwsa.com](http://www.enkwsa.com). Shipments that do not arrive at their target move-in time will be subject to **Off Target Fees**. Exhibits that are not packed and ready to ship by their target move-out time will be subject to **Off Target Fees**.

### AT THE SHOW

- Valuable items should either be secured or removed from your booth during non-show hours.





# Exhibitor Services Manual

## COMMON VIOLATIONS

- Early Breakdown. Your booth must remain operational and intact until the show closes at 4:00 pm on the final show day.
- All in-line booths must have walls on three-sides (except corner booths). The walls must be 8' tall and solid. Walls cannot be see-through shelving or transparent material.
- All in-line booths must leave 9" of clearance behind the booth for electrical and fire access. This area must be kept clear and cannot be used for any type of storage.
- All Peninsula booths must leave 18" of clearance behind the booth for electrical and fire access. This area must be kept clear and cannot be used for any type of storage.
- In-line booths cannot exceed 10' in height
- All materials used to construct exhibits must be flame retardant.
- Sound levels must be kept below 80 Decibels.
- All booths must be ready by show opening.
- Booths must be manned during ALL show hours
- Cash and Carry sales are NOT allowed on the show floor

## MOVE-OUT

- Plan and coordinate your return shipment while making your arrangements for shipments to the show.
- Crates in EMPTY STORAGE can take up to eight hours to be returned to your booth after the show closes
- After packing and labeling crates and boxes, prepare your Bill of Lading and turn in the GES Servicenter
- Do not leave samples unattended in your booth, especially during move-out.
- Target Move-in and Target Move-out maps are available on ENKWSA's website [www.enkwsa.com](http://www.enkwsa.com).
- Your display should be completely packed, labeled and ready to ship with all paperwork turned into GES by your target move-out date and time, otherwise you may be charged off-target fees of 30% of your material handling charges.
- Transportation for your shipment should be checked into the marshaling yard no later than your target move-out time or your shipment may be forced onto a common carrier for shipment

## COST SAVINGS TIPS

- Be sure to order all goods and services before the discount deadline date. Deadline dates are located on the top of each order form. Goods and services provided by GES and SES can be 50% higher after the discount deadline date.
- Be sure you understand your electrical needs. Larger booths needing 20 amps or more of power are required to hire SES electrical laborers to install electrical service and outlets. Contact SES to discuss your electrical needs and labor requirements, their information is located in section 9 of this manual.
- If you are hiring labor to build your booth, try to schedule your build during straight time hours, Monday – Friday from 8:00a to 4:30p. The overtime cost is approximately 50% higher.
- When scheduling labor for electrical installation, if possible schedule during straight time hours, and remember that installation will typically take twice as long as dismantling.

## Shipping and Material Handling cost can add up quickly, here are some tips to reduce those costs:

- Each booth in ENKWSA has a target move-in time which can be found on the Target Move-in Map, all of your display materials should be schedule to arrive at your targeted date and time to avoid Off Target charges. Off Target charges can add 30% to you materials handling costs.
- If possible, ship your display ahead of time to the GES Advance Warehouse. GES will keep your shipment in their warehouse and then deliver it to show site no later than your target move-in date & time.
- Shipments of product only are not subject to off target charges. Clearly mark all boxes containing product with the word "Product" to avoid off target charges.
- Consolidate all crates, boxes and pallets into one shipment. There is a minimum material handling charge for each shipment received. By consolidating your shipment, you can avoid being charged a minimum fee for several lightweight shipments. (Note: minimum material handling charge is for 200 pounds per shipment)
- Consolidate all small shipments (UPS, FEDEX, DHL). There is a handling fee of approximately \$50 for the first box and \$11 for each subsequent box in the same shipment. Three shipments of one box each would incur handling fees of more than \$150, while one shipment of the same 3 boxes would cost less \$75, a savings of 50%.
- There is also a Target Move-out Plan. Your shipment should be packed, labeled, and ready to ship, with your Bill of Lading turned into the GES Servicenter no later than your target move-out time to avoid off target charges.
- Target Move-in and Target Move-out maps are available on ENKWSA's website [www.enkwsa.com](http://www.enkwsa.com).



# Exhibitor Services Manual

## DIRECTORY OF EXCLUSIVE & OFFICIAL VENDORS SANDS EXPO & CONVENTION CENTER

	COMPANY & ADDRESS	TELEPHONE	FAX
<b>Advertising/On-Site Marketing</b>	Lisa Heitner lheitner@enkshows.com	818-464-2353	818-464-7011
<b>Audio-Visual</b>	Event Technology Services 2051 West Walnut Hill Lane Irving, TX 75038	877-387-2850 972-756-0100	972-756-0123
<b>Booth Cleaning – Exclusive</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5070	702-733-5568
<b>BoothSeal</b>	BoothSeal	646-243-0811	212-888-7130
<b>Business Center – Exclusive</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5070	702-733-5568
<b>Computer Rental</b>	Event Technology Services 2051 West Walnut Hill Lane Irving, TX 75038	877-387-2850 972-756-0100	972-756-0123
<b>Concierge Service</b>	Just Ask. Where 101 Convention Center Drive, # 680 Las Vegas, NV 89109	702-338-4025 x 201	702-635-3001
<b>Electrical – Exclusive</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5070	702-733-5568
<b>Florist</b>	Spring Valley Floral P.O.Box 760 Valley Cottage, NY 10989	842-268-7555 www.springvalleyfloral.com	845-268-6570
<b>Food &amp; Beverage / Catering – Exclusive</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5366	702-733-5214
<b>General Contractor</b> Furniture, Booth Rental Packages, Labor, Material Handling, Signs	GES Exposition Services 7050 Lindell Road Las Vegas, NV 89118	800-475-2098 www.ges.com	866-329-1437
<b>Housing</b>	Travel Planners	800-221-3531 212-532-1660	
<b>International Freight Forwarders</b>	Phoenix International Business Logistics 9950 W. Lawrence Schiller Park, IL 60176	847 357-9255	847 357-9394
<b>Internet Service – Exclusive</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5531 www.sandsexpo.com	702-733-5568
<b>Lead Retrieval</b>	CompuSystems (CSI) 2805 S. 25 <sup>th</sup> Ave Broadview, IL 60155-4531	708-786-5565 866-600-LEAD www.compusystems.com/order	708-344-4444



# Exhibitor Services Manual

## DIRECTORY OF EXCLUSIVE & OFFICIAL VENDORS (cont'd) SANDS EXPO & CONVENTION CENTER

	COMPANY & ADDRESS	TELEPHONE	FAX
<b>Rigging / Hanging –</b> signs up to 200lbs.	GES Exposition Services 7050 Lindell Road Las Vegas, NV 89118	800-475-2098 <a href="http://www.ges.com">www.ges.com</a>	866-329-1437
<b>Rigging / Hanging -</b> Signs over 200lbs or Electrical Signs	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5070 <a href="http://www.sandsexpo.com">www.sandsexpo.com</a>	702-733-5568
<b>Security Guard Service</b>	Pro-Tect Security 3511 S. Eastern Ave. Las Vegas, NV 89109	702-735-0110 <a href="http://www.pro-tectsecurity.com">www.pro-tectsecurity.com</a>	702-735-7793
<b>Telecommunications Service – Exclusive</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5070	702-733-5568
<b>Water Cooler Rental</b>	Specialized Event Services 201 Sands Avenue Las Vegas, NV 89169	702-733-5366 <a href="http://www.sandsexpo.com">www.sandsexpo.com</a>	702-733-5214



# Exhibitor Services Manual

## GENERAL INFORMATION

### INSURANCE

It is important that each Exhibitor secures adequate insurance protection against loss of, or damage to, equipment, merchandise and display materials, from any cause, and against loss through personal injury to himself, his employees or to visitors to its Exhibit Booth. Check with your agent – perhaps you are already covered on a Floater Policy. Or, a suggestion is to arrange for all-risk coverage, which may be done by “riders” to existing policies.

### HOUSING / HOTEL INFORMATION

Travel Planners is the official housing vendor for ENKWSA will be available to assist you with your hotel reservations. Reservations can be made online at [www.enkwsa.com](http://www.enkwsa.com) or by calling the ENKWSA travel desk at 800-221-3531 from within the U.S. or 212-532-1660 from outside the U.S. As always, early booking is strongly recommended to ensure the best selection. Availability is limited.

### LIMITATION OF LIABILITY

Exhibitor assumes the entire responsibility and liability for all damages or loss to ENKWSA, the Facilities, persons or its own property or the property of others that occur as the result of the negligence or any actions of exhibitor or its officers, employees, agents, representatives, invitees and guests through the duration of ENKWSA.

Exhibitor agrees that to the maximum extent permitted by law ENKWSA and the Facilities and their respective officers, agents, employees or representatives will not be held liable for any loss or damage to exhibits, or materials, goods and wares belonging to exhibitor, and they are released from liability for any damage, loss or injury to person or property of the exhibitor or its officers, employees, agents, representatives, invitees and guests, resulting from fire, storms, water, acts of God, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other causes whatsoever.

In no event will Show Management, or the facilities, or their respective owners, directors, officers, employees, agents and representative be liable for any consequential, indirect, special, punitive or incidental damages of any nature or for any reason whatsoever whether or not apprised of the possibility of any such lost profits or damages. Show organizer's maximum liability under any circumstance whatsoever will not exceed the amount actually paid to show organizer by exhibitor for exhibit space rental pursuant to the contract. Show organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the event or regarding any other matters.

### NAME BADGES

Name badges issued by ENKWSA must be worn at all times to gain admittance to the exhibit floor. Name badges are furnished by Show Management to you and your company representatives who will be working in your booth. Name badges may be ordered on-line at [www.enkwsa.com](http://www.enkwsa.com) or by using the Exhibitor Registration form in the Registration, Travel and Housing section of this manual.

**Exhibitor name badges will either be mailed or held at the registration desk at show site for late registration. Badges that are mailed will be sent to the trade show contact listed on your Exhibitor Pre-Registration & Badge Request form.** Badges that are not mailed can be picked up on-site upon presentation of business credentials and photo ID. No one is allowed on the exhibit floor without a name badge. Any exhibitor arriving on-site without a name badge should proceed to Exhibitor Registration to pick up a name badge.

Adequate care should be taken when choosing the personnel that need to be issued name badges for ENKWSA. Remember the exhibiting company can be held responsible for the actions of a person wearing a name badge issued to that company. For example, if a person is caught taking photographs of products on the exhibit floor without permission, and that person is wearing an exhibitor name badge, not only will that person face expulsion from ENKWSA and possibly criminal or civil charges, the exhibiting company on that person's name badge may also be expelled from ENKWSA and could also be liable for criminal or civil charges. DO NOT give name badges to acquaintances or contractors as you may be held responsible for their actions.

**PLEASE NOTE: Duplicating, counterfeiting or reproducing badges is prohibited.**

### SHOW OFFICE

Show Management will staff a show office during move-in, show days and move-out. Location will be made available prior to your arrival on show site.



# Exhibitor Services Manual

## VENDOR INFORMATION

A variety of vendors provide products and services for exhibitors participating in ENKWSA. These vendors or contractors can be broken into two categories – Exclusive and Official. Exclusive vendors provide services that CANNOT, by contract, be provided by any other company. Under no circumstances may an exhibitor use any contractor other than the exclusive contractor for cleaning, drayage, material handling, electrical, food & beverage, hanging of signs and booth structures, telephone and internet installation. Official vendors do not have exclusive contracts, but are strongly recommended by ENKWSA. Exhibitors are not required to use official vendors, but will often find the best service and prices from official vendors.

### EXCLUSIVE SHOW VENDORS

Booth Cleaning	Specialized Event Services (SES)
Material / Freight Handling	GES
Electrical	Specialized Event Services (SES)
Food & Beverage / Catering	Specialized Event Services (SES)
Hanging Applications – signs up to 200lbs	GES
Hanging Applications – electrical and signs over 200lbs	Specialized Event Services (SES)
Telephone	Specialized Event Services (SES)
Internet	Specialized Event Services (SES)
Decorator Labor	GES
Business Center	Specialized Event Services (SES)
Video Signal Distribution	Specialized Event Services (SES)

### OFFICIAL SHOW VENDORS

Audio/Visual	Event Technology Services
BoothSeal	BoothSeal
Computer Rentals	Event Technology Services
Concierge	Just Ask. Where.
Plant/Floral	Spring Valley Floral
Housing and Travel	Travel Planners
Security	Pro-Tect
Transportation Services	TMS

### AUDIO VISUAL

Event Technology Services is the official audio/visual provider. Please refer to the **Optional Services** section for the order form. Take advantage of discount pricing by ordering before the discount deadline date.

### BOOTH FURNISHINGS

GES is the official service contractor and carries a complete line of booth furnishings, decorations and complete displays that are available to rent. Please refer to the **GES Furnishings & Booth Packages** section appropriate order forms. Order forms should be completed and returned by the due date to take advantage of the discount prices.

### BUSINESS CENTER

The Business Center is your source for a variety of business services including copying, fax transmissions, basic office supplies and shipping, as well as copier and fax rentals. Please refer to the **Specialized Event Services** section for order forms.

### CLEANING

ENKWSA will provide one-time complimentary booth vacuuming & trash pickup for all exhibitors on Sunday, February 5, the night before the show opens. Booth vacuuming and trash pickup for subsequent nights must be ordered at the exhibitors' expense.

Cleaning services can be ordered through Specialized Event Services (SES). Please refer to the **Specialized Event Services** section for the Booth Cleaning Services order form.

**Please note: If you plan to serve food & beverage within your booth space, porter service is recommended for the removal of trash.**

### ELECTRICAL

**Specialized Event Services** will provide all electrical service and equipment. Please refer to the **Specialized Event Services** section for the order form.

**Power will be turned on each day 30 minutes before show opening and turned off each day 30 minutes after show closing. If you require power at any other time be sure to order 24-hour service.**

### FOOD & BEVERAGE / CATERING

Food & Beverage consumed or distributed in the facilities must be ordered through the exclusive in-house provider, Specialized Event Services. Please refer to order forms located in the **Specialized Event Services** section for the order forms.



# Exhibitor Services Manual

## LABOR

GES Exposition Services is the official labor contractor. Labor will be available to set-up, service and dismantle your exhibit. Please refer to the **Labor Services** section for a list of services and order forms.

## MATERIAL / FREIGHT HANDLING

GES Exposition Services is the **ONLY** material/freight-handling contractor allowed on the show floor. GES will receive all shipments whether consigned to its warehouse in advance or sent directly to the exhibit hall or delivered to the exhibit hall by the exhibitor. GES is the only contractor allowed to use carts, dollies, forklifts or other moving equipment on the show floor. Exhibitors are not allowed to move any freight unless it can be carried by hand. Material/freight handling includes receipt of your exhibit material, delivery to your exhibit space, removal of empties, storage, return of your empties, (cartons, fiber cases and crates) and delivery to dock for pick-up by your freight company. Please refer to the **Shipping & Material Handling** section for information and order form.

## MODEL AGENCIES

ENKWSA does not have an official Model Agency. Local models hired to work at ENKWSA must be, by law, hired through a model agency that has a Clark County Business License. Exhibitors may also use models from bona fide model agencies based outside of Nevada and/or their own regular employees as models. A list of model agencies in the Las Vegas area can be found at the web site of the Las Vegas Convention and Visitor Authority, [www.lvcva.com](http://www.lvcva.com), click meeting planners, and then click VENDORS & SERVICES and then select **Models & Talent Agencies** from the drop down list under SELECT A CONVENTION VENDOR CATEGORY or [click here](#).

Failure to use a licensed model agency or failure to provide necessary information to ENKWSA regarding your models may result in the removal of your models from the exhibit floor.

## PLANT & FLORAL

Spring Valley Floral is the official plant and floral supplier for ENKWSA. Please refer to the **Optional Services** section for the order form.

## SECURITY

Exhibitors must make provisions for the safeguarding of their product, material, equipment, and booth at all times. Please be security conscious. Do not leave handbags, laptops, or any easily portable items unattended at any time in your booth.

Show Management maintains 24-hour perimeter security during move-in, show days and move-out. This does not include security for individual booths. If you would like a guard stationed at your booth, or have additional security needs, please refer to the security guard service form from **Pro-Tect Security** located in the **Optional Services** section. Please remember, Show Management, GES, Sands Expo, and The Venetian will not be held responsible for lost or damaged property. You are urged to maintain full insurance coverage for damage or loss of your property.

We ask your assistance in our security effort. Please be aware of the following rules and guidelines:

- Badges must be worn at all times to gain admittance to the exhibit floor. If you do not have your badge when you arrive on-site proceed to Exhibitor Registration.
- A company badge may be worn in addition to the ENKWSA badge, but not instead of the official show badge.
- During move-in, badged exhibitors (working staff) will have access to the hall during published hours. However, once the show opens, exhibitors will be allowed on the show floor one hour prior to each day's show opening and one half hour following close of show each day. Early entry (more than one hour prior to show opening) will not be allowed. In the evening, perimeter security will be enforced and a designated entrance / exit will be available for use.
- Do not identify the product or manufacturer on the outside of your packaging.
- Do not place loose or small items that can be easily stolen on the front edge of counters or display cases.
- Be aware of all visitors entering your booth, especially at your busiest times.
- At show closing, pack your valuables first and take them with you.
- During move-out, be sure your products are packed, sealed and properly labeled.
- Obtain proper insurance coverage for your property, including transit to / from / at show site.

## TELEPHONE / INTERNET SERVICE

Specialized Event Services (SES) is the exclusive provider of telecommunications and Internet services. Please refer to the **Specialized Event Services** section for the order form.



# Exhibitor Services Manual

## MOVE-IN & MOVE-OUT

### BAGGAGE/LUGGAGE STORAGE

Fire regulations prevent the storage of baggage or any other materials behind your booth or in any other common areas within the show. ENKWSA is working closely with the Sands Expo to provide a baggage storage area in the lobby. Exhibitors may check-in baggage any time during move-in and through out the show. The bags can then be checked-out during move-out.

### CLEAN FLOOR POLICY

ENKWSA has a clean floor policy. In the Sands Expo & Convention Center all wood crates and pallets must be labeled with EMPTY stickers and be ready for removal by 6:00 pm on Saturday, February 4. **ALL** crates will be removed at this time even if they are not empty.

All cardboard cartons, fiber cases and accessible storage items must be labeled and ready for removal by 1:00pm on Tuesday, February 5.

All aisles must be 100% clear of product, ladders, gang boxes or any other items that may impede the installation of aisle carpet by 6:00pm on Sunday, February 5. ENKWSA can and will clear the aisles at exhibitor expense after 6:00pm on Sunday, February 5 if necessary for installation of aisle carpet.

### EARLY TEAR-DOWN OF BOOTH

ENKWSA officially closes at 4:00pm on Wednesday, February 8. Exhibitors are not permitted to dismantle booths or pack product samples before the show officially closes.

No samples may be removed on Wednesday, February 8 prior to 4:00pm. If you need to remove samples from the show for Wednesday sales meetings or other reasons, the samples must be removed after 6:00pm on Tuesday, February 7; enough product must remain so that a reasonable display is maintained for the final day of the show.

### EMPTY STORAGE

GES will store your empty crates, fiber cases, and cardboard boxes during the show. Let GES know that your crates and boxes are ready for Empty Storage by placing EMPTY stickers on the crates and boxes and placing the crates and boxes in the aisle. Be sure to write your company name and booth numbers on the EMPTY stickers and remove all old EMPTY stickers. GES will pick up the crates and boxes place them in storage and then return the crates and boxes to your booth after the show. It will take 6 to 8 hours after the close of the show to return all empty crates and boxes.

Empty storage is not secure and is not accessible. Do not place valuable items in crates or boxes that are headed for empty storage. Samples, merchandise, tools, furniture, display materials, etc. are NOT SAFE if left in empty storage, even if placed inside a box.

### EQUIPMENT: CARTS, DOLLIES, FORKLIFTS, LIFTS, ETC.

GES is the exclusive contractor for Material Handling. GES is the only company that is allowed move material on the show floor using equipment that is either motorized or non-motorized. **Exhibitors may not use carts, dollies or any other equipment on the show floor.** Exhibitors are allowed to hand carry materials to their booth.



### EXTENDED SET-UP HOURS

Should it be necessary to continue booth set-up after the established GES Exposition Services work hours, you will need to make arrangements through security. Your Floor Manager can assist you in making arrangements.





# Exhibitor Services Manual

## EXIT SIGNS/FIRE HOSE/FIRE PULL BOXES

All exit signs, fire hoses, fire pull boxes, fire lighting and emergency equipment, etc. must be kept clear and may not be obstructed in any way.

## FLOOR MANAGERS

Floor Managers will be available during move-in, show days and move-out. Floor Managers are Show Management representatives that are available on-site to answer your questions regarding show policy, labor issues, utilities, furnishings and much more. Floor Managers are also responsible for protecting your interests as an exhibitor by ensuring that all exhibits comply with the show guidelines. For your convenience, Floor Manager desks will be located in each exhibit hall once you are on site.

## LABOR

All exhibitors must abide by existing agreements and regulations covering the use of labor in the Sands Expo & Convention Center. Exhibitors have three choices for hiring laborers for booth installation and/or dismantling: exhibitors may use their own bona fide full-time employees to install and/or dismantle their booth; exhibitors may use approved union laborers hired through an ENKWSA approved third-party contractor; or exhibitors may hire laborers through the show's general contractor, GES. Laborers that do not meet the above specified criteria will not be allowed on the ENKWSA show floor. Exhibitors using full-time employees as laborers must provide proof of employment, such as paycheck stubs or insurance cards.

## MATERIAL HANDLING (DRAYAGE)

Material handling is the process of unloading shipments from delivery trucks and bringing the shipments to the exhibitor's booth. Material Handling also includes storing of empty crates and boxes during the show, and loading crates and boxes back onto outgoing trucks during move-out.

Once your shipment arrives at the show site, GES, will unload your shipment and deliver it to your booth. Once your crates, pallets, and boxes are empty, and properly labeled with EMPTY stickers, GES will remove and store the crates during the show. At the close of the show GES will return them to your booth, and they will then load your freight on to your outbound carrier. GES charges a material handling fee for this service, which is sometimes called "drayage". The fee is based on the weight of your shipment. Check the ESM under the **Shipping and Material Handling** section for exact pricing. All exhibitors shipping materials to the show will have to pay material handling fees so it is very important to thoroughly read and understand the Shipping and Materials Handling section of the Exhibitor Service Manual.

GES is the **ONLY** material/freight-handling contractor allowed on the show floor. GES will receive all shipments whether consigned to its warehouse in advance or sent directly to the exhibit hall or delivered to the exhibit hall by the exhibitor. GES is the only contractor allowed to use carts, dollies, forklifts or other moving equipment on the show floor. Exhibitors are not allowed to move any freight unless it can be carried by hand. Material/freight handling includes receipt of your exhibit material, delivery to your exhibit space, removal of empties, storage, return of your empties, (cartons, fiber cases and crates) and delivery to dock for pick-up by your freight company. Please refer to the **Shipping & Material Handling** section for information and order form.

## MOVE-IN

Due to the large size of the show, move-in is tightly controlled. Move-in times for each booth are specified in advance. Each exhibitor has a target move-in time and date. Shipments of display material must arrive at the GES marshalling yard at the exhibitor's target time. Shipments that do not arrive by the target move-in time, will incur off-target fees equal to 30% of the exhibitor's material handling charges. Exhibitors can determine their target move-in time using the target move-in plan available on the ENKWSA show website. The target move-in plans are colored with each color representing a different time and date.

Freight may also be sent ahead of time to the Advance Warehouse. Shipments may begin arriving at the Advance Warehouse approximately one month before the show. Freight sent to the Advance Warehouse will be delivered to your booth by the Target Move-in Time specified on the target maps.

Shipments of product or samples may arrive at any time during move-in and are not subject to off-target charges. Boxes containing product should be clearly marked as PRODUCT to avoid off-target charges.

## MOVE-OUT

ENKWSA closes at 4:00 PM on Wednesday, February 8, and moving out of ENKWSA is fast and furious. As soon as the show closes, GES will begin returning cardboard boxes and wooden crates. Typically, all boxes and crates will be returned to exhibitor within 8 hours after the close of the show.

Many workers will not be allowed into the hall immediately after the show closes. Aisle Carpet Removers, will be allowed in the hall immediately after the show closes, but there will be **NO ADMISSION TO THE EXHIBIT HALLS** for teamsters, electricians, plumbers, I & D workers, contract cleaners, vendors or other exhibitor appointed contractors (EAC) until 5:00pm. There will be a period after the show closes to allow for carpet roll-up and exhibitor/attendee exit. Exhibitors may work within their booths to pack-up their exhibits during carpet roll-up, but no materials can be placed outside of the booth.





# Exhibitor Services Manual

During the first couple of hours after the show close, the show floor is similar to a large construction zone, with forklifts and other equipment moving about the floor and carpet being rolled up. Exhibitors are advised to use caution and to wear closed toe, low heeled shoes when walking the floor during move out.

Move-out times for each booth are specified in advance and colored target move-out plans are available on the ENKWSA web site. These maps specify the date and time that the exhibitor should have the entire exhibit packed, labeled, and all paperwork turned into the GES service desk. Exhibitors that are not ready to ship by the target move-out time will have to pay an additional off-target fee equal to 30% of their material handling charges.

## MOVE-OUT QUICK TIPS

- Some Exhibitors may still be working with their Buyers beyond the close of the Show. When you begin dismantling your booth, please be considerate of your neighbors who may still be conducting business.
- The booth lights/electricity will remain on until all buyers have left the exhibit hall or until 30 minutes after the close of the Show.
- All merchandise must be removed from the Secured Storage Room 30 minutes after the close of the Show.
- GES will begin returning Exhibitors' cartons, boxes, etc. that were placed in empty storage once the aisle carpet is removed. Since there will be many boxes to return from numerous areas it will take some time before all materials are returned to your Booth. (Not all empties will be returned at the same time.) Please be patient. This process can take 6-8 hours to complete.
- When possible, keep boxes, cartons, etc. within your Booth space to keep the aisle as clear as possible to facilitate a smooth move-out.
- Carefully pack your exhibit materials and merchandise. Pay close attention so you do not leave anything behind.
- Exhibitors must prepare a Bill of Lading (BOL) for all freight that is being shipped from the show. The BOL tells GES who is sending the shipment, where the shipment is going, the number of pieces, how it is being shipped and who is responsible for the charges. BOLs are available from the GES Service Desk, must be submitted to GES before your target move-out time and prior to leaving the exhibit facility.
- Please be sure that all shipping information and a form of payment are in the hands of all persons who will be breaking down your booth.
- The GES movers are experienced with general freight and are not familiar with delicate merchandise. **It is your responsibility to supervise the safe loading and unloading of your merchandise. Do not leave your boxes/crates, etc. unattended at any time during move-out. Exhibitors are urged to remain with their shipment until your carrier picks it up, no matter what anyone tells you.**
- All Exhibitor merchandise and samples must be packed, and ready to be removed from the Exhibit Facility, with all paperwork turned in to GES by your target move-out time. ENK recommends that Exhibitors remain with their shipment until the carrier of your choice picks it up. ENK, GES, and the exhibit facility are not responsible for Exhibitors materials.
- Exhibits that remain unprepared to ship by the specified target move-out time, will be packed and shipped by GES at exhibitors expense

## NO FREIGHT AISLES

To expedite move-in and move-out of the show, certain aisles in the exhibit hall will be designated as "NO FREIGHT AISLES". These will be identified by signs and floor markings and are **to remain clear of crates, cartons and equipment at all times**. Please refer to the targeted move-in floor plan available on ENKWSA's web site. Show Management will remove any freight obstructing these aisles. Removal and return of freight will be at the exhibitor's expense. "NO FREIGHT" aisles are also an important component of the facilities safety plan. Your cooperation is appreciated.

## OFF-TARGET FEES

Move-in target plans indicate the day and time each exhibitor should be at show site and ready to unload. Exhibitors not arriving on time will be charged off-target fees that will add 30% to the material handling charges. Move-out target plans indicate the time that each exhibitor should have their exhibit packed, labeled and ready to load, with all necessary paperwork turned into GES. Off-target fees of 30% will be added to the material handling charges of exhibitors that are not ready by their target move-out time.

## UNION REGULATIONS

All exhibitors must abide by existing agreements and regulations covering the use of services, Material / Freight Handling and labor in Sands Expo & Convention Center. A detailed explanation of union jurisdiction is listed in the **GES Information and Services** section. Exhibitors may not hire non-union laborers to install or dismantle their exhibit.



# Exhibitor Services Manual

## ON THE SHOW FLOOR

### AGE POLICY

Due to insurance and safety limitations, NO ONE UNDER THE AGE OF 18 YEARS WILL BE PERMITTED IN THE EXHIBIT HALL DURING MOVE-IN OR MOVE-OUT. Please notify your staff of this regulation. Show Management cannot make exceptions, regardless of affiliation or circumstances, and childcare services are not provided.

### AISLES

All aisles are common areas. Aisles **cannot** be used for exhibitor promotion. Display materials, product and promotional materials **must** be confined to the contracted booth space therefore not extend into the aisles.

### ALCOHOL

If you plan on serving alcoholic beverages in your booth, please complete the Alcoholic Beverages Authorization Form and submit to Show Management by January 9. The form is located in **ENKWSA Forms** section. SES is the exclusive provider of **ALL** food & beverage within the Sands Expo, including alcoholic beverages.

### CAMERAS

Exhibitors may photograph **their own booths**, however photographing other booths or other areas of the show, is prohibited.

All requests involving a film crew must be submitted to Show Management by January 27, 2011. If approved, film crews are not permitted to block aisles with gear or electrical cables during show hours, as this is a safety hazard.

### CARE OF FACILITY & EQUIPMENT

Exhibitors, or their agents, must not damage or deface the exhibition facility or the booths and equipment of other exhibitors. When such damage occurs, the exhibitor is solely responsible and is liable to the owner of the property damaged.

### FIRST AID FACILITIES

First aid services will be available during move-in, event hours and move-out. Your Floor Manager can assist you in locating the first aid facility closest to you.

### GIVEAWAYS

Please inform Show Management, in writing, of any items to be given away at your booth as promotions. Show Management reserves the right to deny permission for promotional items deemed objectionable.

If you plan to give away water bottles from your booth, you must first notify Show Management in writing. Bottled water must be ordered through the facility Food & Beverage / Catering Department. If you hand out bottled water at the show without going through the proper channels, an additional service fee will be imposed.

### LOTTERIES & CONTESTS

The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable federal, state and local laws and ordinances in the State of Nevada. The exhibitor agrees to accept full and complete responsibility for complying with and adhering to all applicable federal, state and local laws, ordinances and regulations pertaining to lotteries and contests.

### MEETINGS OUTSIDE OF SHOW HOURS

Attendees will **NOT** be admitted to the show floor outside of show hours.

### MUSIC

Music provides a welcoming atmosphere for visitors. However, for the sake of your fellow Exhibitors, please set music volumes low as not to disturb your neighbor. The performance of live or recorded music falls under the jurisdiction of ASCAP and BMI. Exhibitors are responsible for obtaining any licenses from the appropriate licensing agent or artist to comply with ASCAP and BMI requirements. You may contact them at: ASCAP – 800.925.8451 and BMI – 800.492.7227.

### NO EARLY ADMITTANCE

Attendees will **NOT** be allowed to enter the show floor before opening time each day. Exhibitors may enter the show two hours before opening time each day.

### OBJECTIONABLE MATERIAL

Show Management reserves the right to restrict exhibits that, due to noise, method of operation, materials or any other reason, become objectionable or detracts from the general character of ENKWSA. Objectionable materials include, but are not limited to, displays of nudity or offensive material. Show Management is the sole judge in this regard. If in doubt, please contact Show Management in advance of the show to discuss your booth design and activities.



# Exhibitor Services Manual

## PRODUCTS & SERVICES DISPLAYED

Exhibitors may display only products comprising of footwear, merchandise, equipment, apparatus, merchandising displays, technology for retailing, socks, footwear accessories, handbags, belts, gloves, scarves, and other products or services relevant to the footwear and fashion accessories industry or as otherwise permitted at Show Management's sole discretion.

## SELLING POLICY

Exhibitors are prohibited from selling samples or exchanging goods or money on the show floor. Exhibitors may take orders and accept credit card imprints for future delivery of merchandise.

## SMOKING POLICY

ENKWSA is a **non-smoking** show environment at all times including move-in, show days and move-out. Smoking will not be permitted on the show floor or in common areas / lobbies of the convention facilities. This policy will be enforced by security, and your anticipated cooperation is appreciated.

## SIGNS

All signs must be of professional quality. No hand-made signs or signs with the words SALE, CLOSEOUT, DISCOUNT or similar words may be used in the show.

## SOUND LEVEL

To maintain a professional atmosphere on the show floor for all exhibitors, as well as attendees, Show Management has implemented a sound level policy. The maximum allowable level of sound emitted from an exhibit booth will be 80 decibels. If an exhibitor exceeds this level, they will receive a warning from show management to comply with said policy, and upon receipt of a third warning, Show Management reserves the right to disconnect power for the remainder of the day. Power can be permanently disconnected if ongoing problems ensue.

## STORAGE

Fire regulations prohibit storage behind or between booths, including but not limited to product, sample bags or cases, cartons, packing cases, pallets, packing material, crates or luggage. All cases, cartons, packing cases, pallets, packing material or crates that need to be stored must be labeled with "EMPTY" stickers and removed from the show floor. "EMPTY" stickers are available at no charge at the GES service desk and at freight doors.

In most cases, exhibitors may store a limited, one-day supply of literature or product within the booth, as long as these items do not impede access to utility service, create a safety challenge, or look unsightly. All improperly stored items will be removed and stored by GES Exposition Services at the exhibitor's expense.

Accessible storage is available for literature, product or other items that you may need access to during the show, but do not have room to store in your booth. GES offers accessible storage which can be arranged at the GES Servicenter during move-in.

## SUBLETTING OF BOOTH SPACE

Subletting of booth space is strictly against show regulations. Any exhibitor subleasing their assigned booth space will be prohibited from exhibiting in future ENKWSA shows.

## USE OF BOOTH SPACE

All promotional activities must be confined to your contracted booth space. This includes, but is not limited to, literature handouts, roaming characters, product demonstrations and signage.

Aisles should not be obstructed in any way. Booth personnel, including talent and models, are not permitted to distribute literature or promotional items of any kind outside the confines of your contracted exhibit space. This restriction includes common areas and the outdoor property of Sands Expo & Convention Center.

Sufficient space must be provided within the booth for the comfort and safety of persons watching demonstrations and other promotional activities. If large crowds gather to watch a demonstration and interfere with the flow of aisle traffic, Show Management has the responsibility, per the facility fire marshal, to resolve the situation. The exhibitor will be required to provide rope and stanchion or security personnel to direct traffic, at their own expense, or the presentation will be terminated.

Demonstration tables must be placed a minimum of two feet from the aisle line.

## WIRELESS INTERNET SERVICE

ENKWSA will provide **FREE** wireless Internet connectivity throughout the show floor and meeting rooms during the show. A computer with wireless capability is required to access this free service. Login information will be available at the registration desk during move-in.

The free wireless Internet has limited speed and does not offer 100% reliability and stability. If you require a highly reliable, high speed Internet connection then order Internet service through SES. See section 9 for more information.



# Exhibitor Services Manual

## **BEING A GOOD NEIGHBOR**

- The first rule of exhibit display is to be considerate of other Exhibitors. Under no circumstances should an Exhibitor enter any other Exhibit Booth uninvited or when it is unattended.
- The use of loud speakers, loud music or other inappropriate demonstrations is not permitted. Helium balloons, glitter, stick-on decals or other adhesive items are expressly prohibited within the Exhibit Hall.
- Models must confine their activities to their Exhibit Booth and may not solicit in the aisles or public areas. Models changing clothes in the restroom is not permitted.
- Please take care when hanging anything from the walls of your Booth. Whether it is fabric, sign, etc. or a device you use to hang materials, it should not intrude into your neighbor's Booth.
- In the event your neighbor has not yet arrived during set-up, do not use their exhibit space for storage of your belongings i.e. boxes, crates.
- Borrowing and/or taking display/booth materials from your neighbors are strictly prohibited.

## **EVENING CHECKLIST**

- Do not forget your Exhibitor Badges or you won't be able to enter the exhibit hall the next morning.
- Do not leave merchandise un-secured in your Exhibit Booth overnight. Please take the necessary precautions to make sure your valuables are safe. Either lock your samples in a garment bag/suitcase or check your merchandise into the Secured Storage Room (refer to page 17 for further details).
- Make sure the person retrieving merchandise from the Secured Storage Room has the appropriate identification and information.



# Exhibitor Services Manual

## ON-SITE MARKETING & PROMOTIONS

### MARKETING OPPORTUNITIES

ENKWSA offers exhibitors valuable on-site marketing opportunities to exhibiting companies. For a complete list of opportunities go to the ENKWSA web site, [www.enkwsa.com](http://www.enkwsa.com) and click under Exhibitor Information and click Advertising & Onsite Marketing or [click here](#). For more information contact Lisa Heitner, (818) 464-2353, [lheitner@enkshows.com](mailto:lheitner@enkshows.com).

### PRESS ROOM

ENKWSA will provide a Press Room where exhibitors may drop off press kits. The press room is open to editorial press during show hours.

### PRE-SHOW ATTENDEE LIST

The pre-show attendee list will be available for exhibitors to rent. List use is limited to mailing address fields only. No phone, email or fax numbers will be included. List rental is for one-time use only. Contact the ENKWSA Office (818) 379-9400 for further details.

## PROMOTIONAL CHECKLIST

Setting up your booth at ENKWSA does not guarantee instant success. Even though our Retail Relations team is hard at work trying to get every possible qualified buyer to the show, many of these buyers will come to the show with an agenda. It is important that you take steps to let the buyers know you are there, in other words you need to promote yourself.

### PRE-SHOW

- Encourage your staff to personally invite your customers to visit your booth at the show.
- Send ENKWSA's announcement cards to your customers.
- Advertise in the show directory
- Explore on-site sponsorship opportunities, including banners, showcases, events and more.
- Organize an event in your booth

### AT THE SHOW

- Deliver press kits to the Press Room
- Hold your in-booth event

### POST SHOW

- Send a post-show press release with photos to the media, include your customers.



# Exhibitor Services Manual

## BOOTH BUILDING RULES

**ENKWSA FEBRUARY 2012 will be held ENTIRELY WITHIN HALL G of Sands Expo. Hall G has limited ceiling height and NO STRUCTURES TALLER THAN 12 FEET WILL BE ALLOWED. Also HANGING SIGNS WILL NOT BE ALLOWED.** Inline booths can be no taller than 10 feet. Please read the remainder of this section for more details.

### AMERICANS WITH DISABILITIES ACT (ADA)

Compliance with the Americans with Disabilities Act (ADA) is a legal requirement for public facilities. It is the responsibility of each exhibitor to design your booth so that it is accessible to all. For more information, refer to the Americans with Disabilities website at [www.ada.gov](http://www.ada.gov).

### BALLOONS

Balloons will NOT be allowed at ENKWSA February 2012.

### BOOTH CARPET / FLOOR COVERING

Aisle Carpet: The aisle carpet will be red.

Booth Carpet: Every booth in ENKWSA will be carpeted with gray carpet at no additional charge.

Exhibitors with a booth space 20' x 20' or larger may choose to use their own carpeting or other floor covering instead of ENKWSA gray carpet. **EXHIBITORS USING THEIR OWN CARPET OR FLOOR COVERING MUST NOTIFY GES BY JANUARY 4, 2012. Use the NO ENKWSA SUPPLIED CARPET form in the GES Furnishings and Booth Packages section to notify GES.** ALL ORDER FORMS SUBMITTED AFTER THE DEADLINE DATE ARE SUBJECT TO LATE FEES, THERE ARE NO EXCEPTIONS.

All booths less than 20'x 20' **MUST** use the gray carpet provided by ENKWSA.

All booths in the show **MUST** have carpet or other floor covering.

### BOOTH CONSTRUCTION

ENKWSA adheres to cubic content rule allowing the exhibitor to build or place display materials to the maximum allowable height throughout the entire area of the contracted booth space. Please refer to the Table of Maximum Allowable Heights chart located within this section for detailed information.

All in-line booths **MUST** have 8' high walls on three sides. In-line exhibitors may purchase an ENKWSA booth package as part of the ENKWSA contract or may install a hard wall package themselves or through an appointed contractor. Show Contractor, GES Exposition Services, also has a variety of hard wall structures available for rent.

There will be **NO** drape walls at ENKWSA for in-line booths. Refer to ENKWSA's web site for more information. Note: In-line booths are booths that are configured as 10' x 10', 10' x 20', 10' x 30', or 10' x 40'.

### BOOTH WALLS MUST BE FINISHED

All back walls and side walls that are exposed and facing aisles or other displays must be cleanly finished. If they are not finished by the exhibitor, Show Management will have the work done at the exhibitor's expense.

### ELECTRICAL ACCESS

To provide access to the electrical outlets between booths, each in-line exhibitor must set their booth display/structure a minimum of 9" from the back line of their booth space. This provision will allow for a total of 18" between displays to adequately install and maintain electrical service. Peninsula booths must leave 18" open behind the display for electrical access.

### ELECTRICAL EQUIPMENT

- All extension cords that run under the carpet or flooring or are concealed in any other manner must be provided and installed by the exclusive electrical provider.
- All extension cords taped to the top of any carpet or flooring within booth space or meeting space must be supplied and installed by the exclusive electrical provider.
- All wiring utilized for booth work must have a 3-wire grounded cord with a minimum of #14 gauge.
- Spotlights are a hazard when lamps are too close to fabrics or other material.
- The use of clip-on sign sockets, latex or lamp cord wire in displays, or the use of zip cords and two-wire fixtures is prohibited.
- No storage is permitted behind booths or near electrical fixtures.



# Exhibitor Services Manual

## EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors may hire outside contractors to provide services that are not exclusive such as installation and dismantling of your display, carpentry work and specialty models hired to wear your shoes/apparel during the show. Exhibitors using non-official contractors or vendors must notify Show Management by January 20, 2012. **NO EXCEPTIONS.**

All contractors must file a certificate of insurance, showing general liability coverage and workers' compensation valid in Nevada, with Show Management. In addition, the Exhibitor Appointed Contractor form, signed by the exhibitor, must be submitted to Show Management no later than January 20. Please refer to the **ENKWSA Forms** section for necessary paperwork.

Failure to fulfill any of the previous requirements will jeopardize the Exhibitor Appointed Contractor's ability to obtain proper show identification and admission to the exhibit floor.

Exhibitor Appointed Contractors may obtain the appropriate badges only at the designated independent contractor check-in station located at the contractor's entrance to the show floor.

EAC's must set up their work areas within the confines of the exhibitor's booth, not in the aisles or along the facility perimeter areas. These areas are for the use of the facility and official services contractor, GES.

## FIRE EQUIPMENT

Fire hoses and extinguishers must be visible and accessible at all times. Do not block fire hoses and extinguishers with your booth display or sample product.

## FLAME PROOFING

All draperies, decorations and materials must be flame proofed in accordance with local fire codes. Materials may be inspected and/or tested by the Fire Marshal at any time. The use of decorations incapable of being flame proofed is not permitted.

All materials supplied by Show Management or official show contractors will conform to the above regulations.

Representatives of the fire department will inspect and randomly test materials in the exhibit hall prior to and following the opening of the show. It is important that exhibitors immediately correct violations. Should such violations not be corrected, Show Management reserves the right to take whatever action is necessary to alleviate the condition at the expense of, and as an agent for, the exhibitor.

## HANGING SIGNS / TRUSS

Hanging signs and / or truss **WILL NOT BE PERMITTED AT ENKWSA FEBRUARY 2012.** The entire show will take place on Level 1 of Sands Expo and the ceiling height will not accommodate hanging signs.

## LIGHTING

Lighting fixtures, lighting trusses or overhead lighting are not permitted outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit a drawing to show management for approval. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or into the aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by show management. Lighting that spins, rotates, pulsates and other specialized lighting effects should not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the show.

## MULTI-STORY EXHIBITS

Multi-story exhibits are not be allowed at ENKWSA FEBRUARY 2012.

## PIPE & DRAPE

Show management will NOT be providing pipe and drape at this show. All in-line exhibitors **MUST** provide dividing walls that are eight foot tall on three sides of their exhibit. See ENKWSA'S web site for more information.

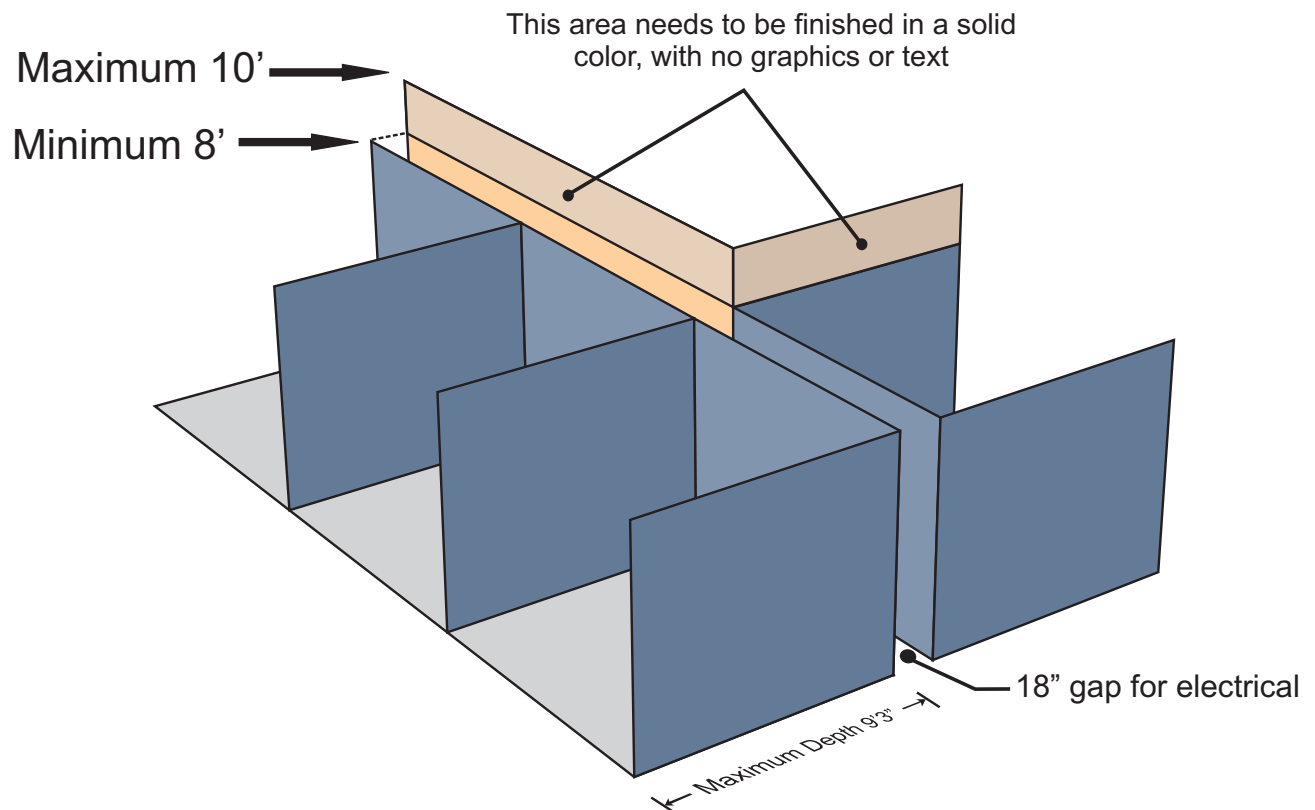
## SMOKE DETECTORS

All fully-enclosed booths, or booths with enclosed rooms or canopies, must be equipped with a smoke detector and fire extinguisher for each enclosed area. The Fire Marshal will conduct an inspection of such booths.

## IN-LINE BOOTH

Bounded by an aisle on one or two sides.

In-line booths may have walls that reach a maximum height of 10'. Walls **MUST** be a minimum of 8' high and may reach a maximum height of 10'. The backside of walls above 8' high must be finished. ENKWSA will **NOT** provide walls, exhibitor must provide walls.





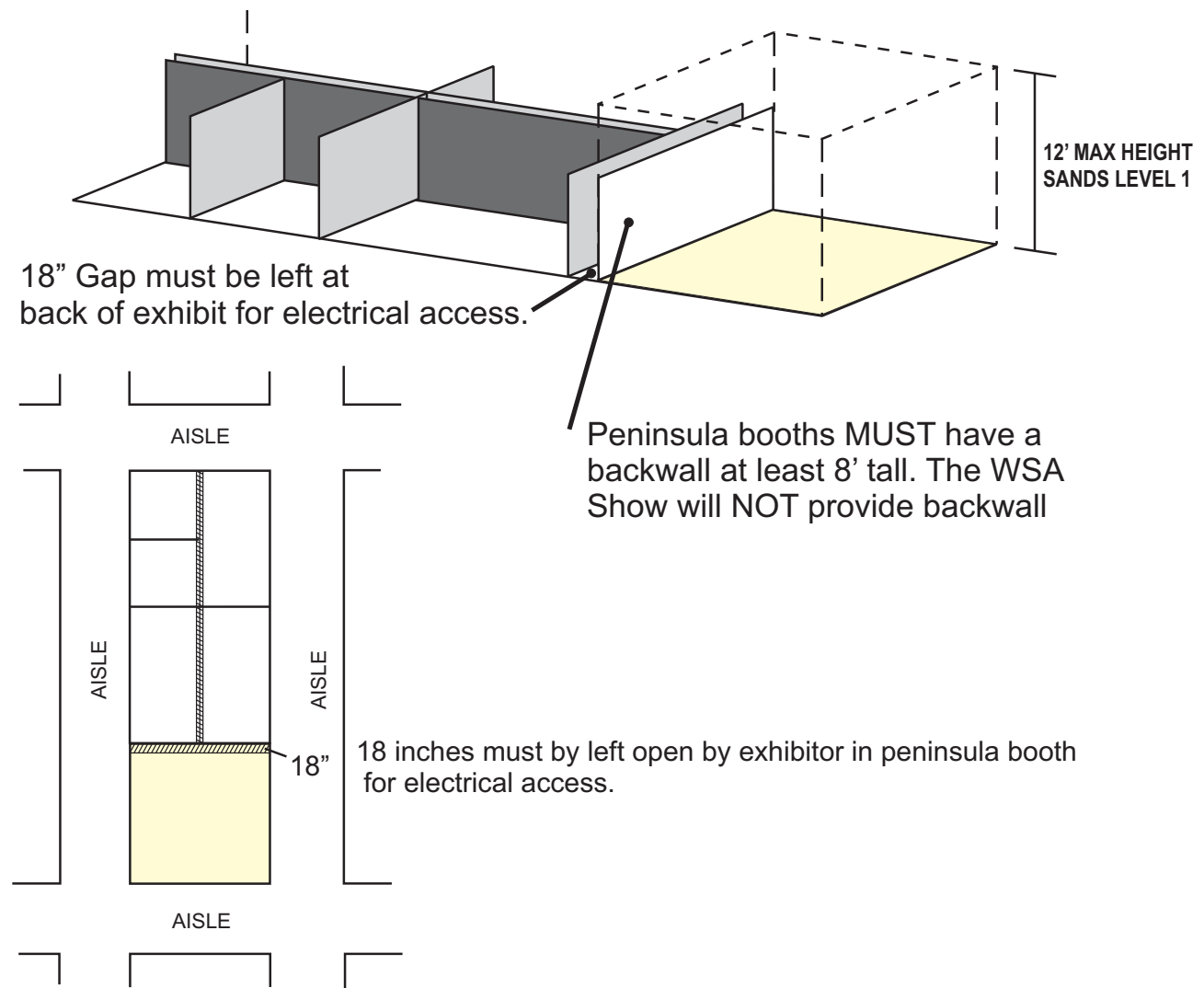
## PENINSULA BOOTH

Bounded by aisles on three sides and 20' x 20' or larger.

All peninsula booths must have an 8' high back wall provided by the exhibitor. ENKWSA will NOT provide walls.

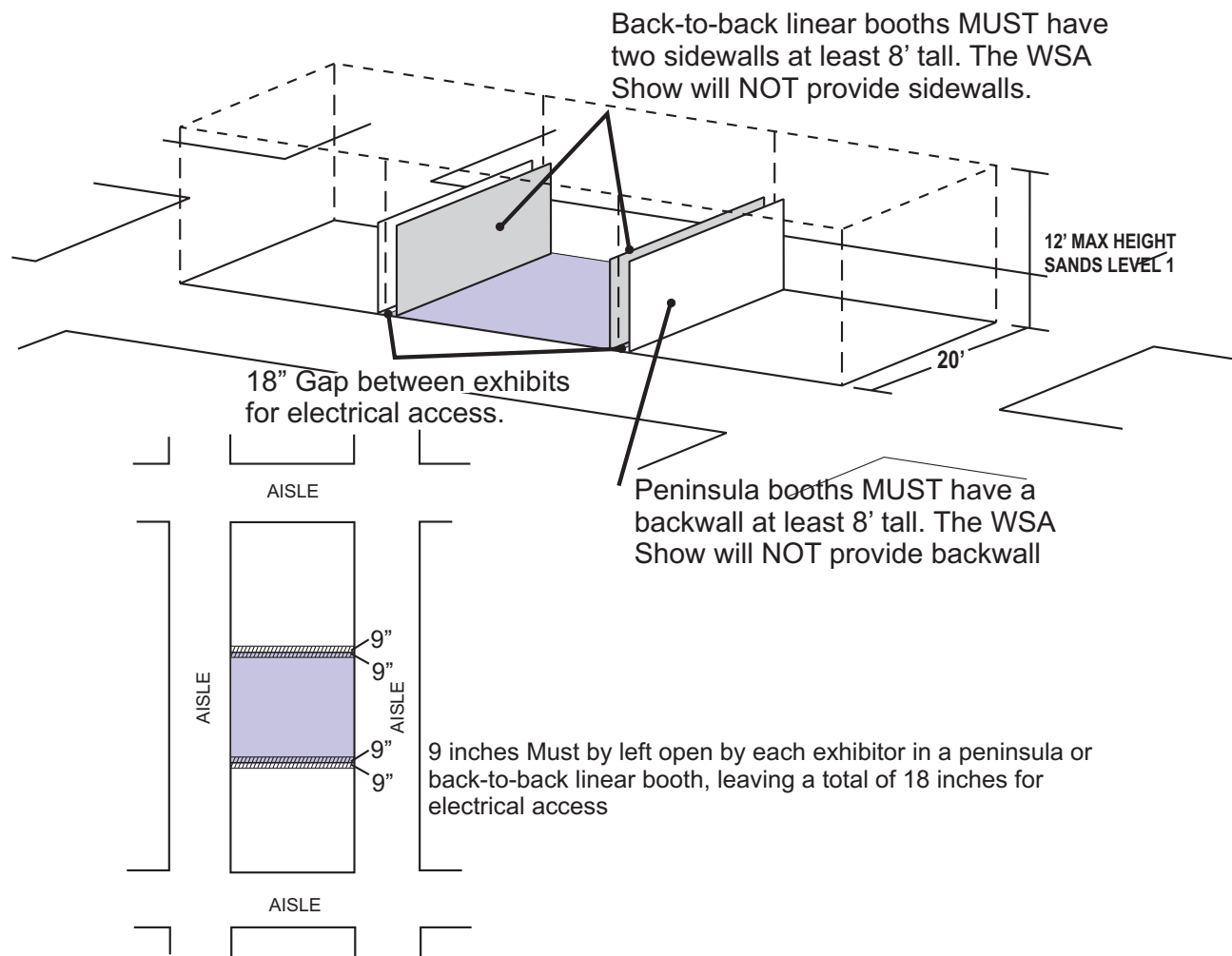
Peninsula exhibits must leave 18" of space behind the back wall for electrical and fire access

Peninsula booths can be built to a maximum height of 12'.



**Booths 20' wide, bounded by two parallel aisles and 20' x 20' or larger**

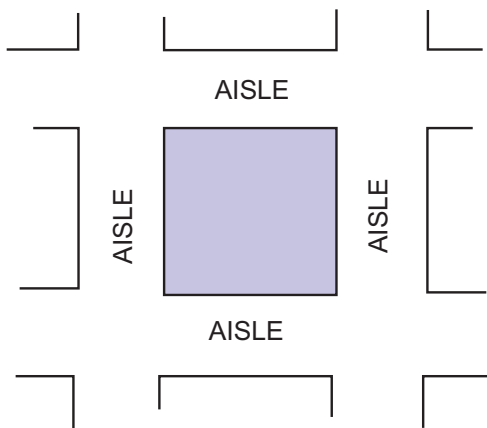
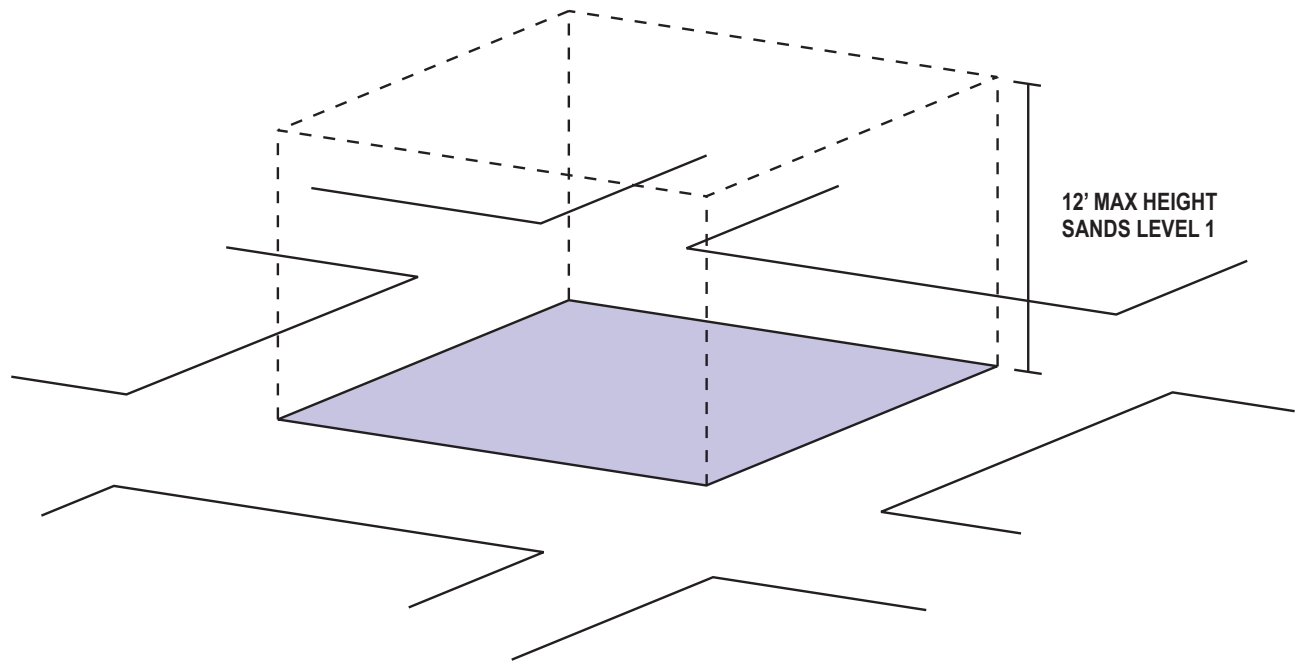
**Back-to-back linear booths can be built to a maximum height of 12'.**



## ISLAND BOOTH

Bounded by aisles on all four sides and 20' x 20' or larger.

Island booths can be built to a maximum height of 12'.





# Exhibitor Services Manual

## DISPLAY REGULATIONS

### CUBIC CONTENT RULE

The Cubic Content Rule applies to all booths, allowing the exhibitor to build or place display materials to the maximum allowable height throughout the entire area of the contracted booth space. (In-line booths must leave a 9" gap at the rear of the booth space for electrical access.) Please note there are different maximum allowed heights for different configurations. **The maximum allowable heights are detailed below.**

**Table of Maximum Allowable Booth Heights**

<b>Booth Type</b>	<b>Location / Floor</b>	<b>Maximum Booth Height</b>
<b>In-line Booth</b> Definition: bounded by one or two aisles – 10' deep	Hall G	10'
<b>Back-to-Back Linear Booth</b> Definition: bounded by two parallel aisles	Hall G	12'
<b>Peninsula Booth</b> Definition: bounded by three aisles	Hall G	12'
<b>Island Booth</b> Definition: bounded on four sides by aisles	Hall G	12'