

EXHIBITOR KIT



Halloween Extreme

Produced By TransWorld Trade Shows & Netherworld

May 15-17, 2015

www.HalloweenExtreme.com

Phone: 888-320-8494

Fax: 847-453-9472

Please review the following Contractor's Exhibitor Kits for all of your booth needs:

General Contractor: BH&L Decorators

Deadline for discounted pricing: April 30th

Phone: (800) 995-4245

Fax: (407) 851-3090

Electricity, Air & Water Contractor: Production Elektriks

Deadline for discounted pricing: May 5th

Phone: (407) 251-0413

Email: david@productionelektriks.com

IT & Telecommunication Contractor: DoubleTree

Phone: (407) 206-7044

Fax: (407) 386-7448

Email: dalton.morgan@ihrco.com

Location:

The DoubleTree Hotel at Universal Studios
Universal Ballroom
5780 Major Blvd.
Orlando, FL 32819
Phone: (407) 351-1000

Show Hours:

Friday May 15th	3pm To 11pm
	VIPs may enter at 2:00 pm
Saturday May 16th	11am To 8pm
	VIPs may enter at 10:00 am
Sunday May 17th	11am To 5pm
	VIPs may enter at 10:00 am

Exhibitor Move In Hours:

Thursday May 14th	12pm To 6pm
Friday May 15th	8am To 3pm

Exhibitor Move Out Hours:

Sunday May 17th	5pm To 9pm
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Exhibitor Desk/Registration Hours:

Friday May 15th	3m To 11pm
Saturday May 16th	11am To 9pm
Sunday May 17th	11am To 5pm

KEY CONTACTS

Please contact Show Management at any time with questions regarding your exhibit space, show schedule, registration or marketing opportunities.

HALLOWEEN EXTREME

Halloween Extreme
1001 Green Bay Road, Suite 308
Winnetka, IL 60093
www.HalloweenExtreme.com

P: (847) 453-4285
(888) 320-8494
F: (847) 453-9472

MANAGEMENT

PRESIDENT Jennifer Braverman
W: (847) 453-4285 jen@haashow.com
C: (847) 323-5109

VICE PRESIDENT Rich Bianco
W: (847) 453-4285 rich@haashow.com
C: (412) 812-1773

OPERATIONS Stephanie Geitner
W: (847) 453-4285 stephanie@haashow.com
MARKETING Claire Adair
W: (847) 453-4285 claire@haashow.com

To help ensure the safety and security of all persons in the exhibit hall, Halloween Extreme, the general contractor and the exhibit hall put the following Exhibit Rules & Regulations together. If at any time you have a question or concern regarding the Exhibit Rules & Regulations, please contact Halloween Extreme at (888) 320-8494.

AGREEMENT TO RULES & REGULATIONS

By participating in **Halloween Extreme**, exhibitors are responsible for compliance with all exhibit hall, general contractor and Halloween Extreme rules & regulations. Please familiarize yourself with all rules and regulations. The general regulations governing Halloween Extreme are printed on the back of your exhibit space contract.

AISLES

All aisle space belongs to Show Management. No exhibit display, product or equipment will be allowed to extend beyond the space assigned to the exhibitor. This also prohibits extending items in the air over aisles (i.e., banners, display trusses, vehicle arms, scaffolding, etc.).

BADGES

Every person on the exhibit floor must wear a badge at all times.

- 4 Exhibitor Badges will be issued per FIRST 10' x 10' booth reserved
- 1 Exhibitor Badge will be issued per each additional 10' x 10' booth reserved
- 3 Exhibitor Badges will be issued per table top reserved
- 1 Exhibitor Badge will be issued per each additional table top reserved
- Up to 2 more additional Exhibitor Badges may be purchased for \$25 each via the credit card form at the end of this kit. This form must be completed by April 22, 2015.

Please be sure to pick up a temporary Exhibitor Badge inside the ballroom doors when you arrive. You may pick up your Exhibitor Badges on site at the Exhibitor Registration Counter starting Thursday, May 14th at 12:00 pm. **A photo ID must be presented for each badge pickup.**

CERTIFICATE OF INSURANCE

All exhibitors at Halloween Extreme are required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a Certificate of Insurance is presented to TransWorld.

Halloween Extreme, its employees and contractors are not responsible for any loss to exhibitor by reason of theft, transportation perils, fire, breakage, etc. **Halloween Extreme** requires each exhibitor to carry liability insurance in an amount not less than \$1,000,000 bodily injury and property damage combined. Show management requires exhibitors to file a Certificate of Liability Insurance naming Halloween Extreme and TransWorld Trade Shows, LLC as additional insured or as their interest may appear. Please make sure that your COI is valid for move in, trade show and move out dates. Exhibitors displaying or demonstrating rides must also supply a Certificate of Insurance that includes coverage for rides, both static and moving, as well coverage for audience participation, games and events. Exhibitors that will have a vehicle in their booth must also supply a Certificate of Insurance for Vehicle / Comprehensive General Liability. All certificates must be uploaded into the Exhibitor Directory Online Form by **April 22, 2015**. You will receive a custom URL to access your Directory Form and upload your certificate.

SALES TAX

Vendors making sales in Florida must register with the State of Florida and collect and remit sales tax, unless sales are exempt. Halloween Extreme will not be held responsible for vendors' failure to collect, report and submit sales tax charges. Please visit www.myflorida.com/dor to register your business by submitting Florida Business Tax Application, Form #DR-1, to the Florida Department of Revenue.

DAMAGE TO PROPERTY

The exhibitor is liable for any damage caused to building floors, walls or columns, to standard booth equipment or to other exhibitors' property. The exhibitor may not apply paint, lacquer, adhesives or other coatings to building, floors or to standard booth equipment. The exhibitor may also not drill, drive nails or screws into or otherwise damage building, floors or booth equipment.

DEMONSTRATIONS AND SPECIAL EVENTS

All demonstrations, interviews, and special activities must be contained within the limits of an exhibitor's assigned exhibit space. Distribution of printed material outside your assigned exhibit space is prohibited, unless approved by Show Management. Special events must be coordinated with Show Management. Under no circumstances will special events be permitted to conflict with official show hours. **No promotional activities or marketing activities may be conducted in the parking lot or in surrounding areas outside the exhibit hall during the show.**

DISABILITY PROVISIONS

Exhibitors shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any other regulations implemented by that Act.

DISMANTLING OF BOOTH

Exhibitors' display and product may not be dismantled and packed in preparation for removal prior to the official closing of the show. Move-out and dismantling of display material and equipment cannot begin until the show floor has been cleared of attendees. Opening of freight doors will not proceed until the official closing of the show. Please keep all exhibit materials out of the aisles until the Visqueen plastic sheeting has been completely installed.

EARLY BOOTH BREAKDOWN PENALTY

Exhibitors may not start to break down their booths until 5:00 pm on Sunday, May 17th. Exhibitors caught breaking down their booth before that time will be charged a \$500 penalty, which must be paid before being allowed to book a booth for 2016.

ATMOSPHERIC PRODUCT RULES

No fog, snow or other atmospheric products may be dispersed or sampled on the show floor. However, these products may be sold.

FIRE REGULATIONS

All display materials must be fire resistant or treated with flame retardant solution to meet requirements of the standard flame test as provided in the local municipal code for fire protection. No obstruction, such as chairs, tables, displays, easels or stanchions, will be allowed to protrude into the aisles. Access to all four sides of the hall columns must be maintained. Each exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the show. Compliance is mandatory and the sole responsibility of each exhibitor. **Storage behind booth space is a fire hazard and will not be permitted.**

FIRE HOSE CABINETS, PULL STATIONS, AISLES, EXITS, LOADING DOCKS, DOORS & RAMPS

Each of these must be visible and accessible at all times, including inside exhibit space. Chairs, tables, product and display equipment must be kept clear of aisles, corridors, stairways and other exits.

MUSIC

All exhibitors agree to obtain necessary licenses to play or perform live or recorded music and agree to defend, indemnify and hold harmless Show Management from any damages or expenses incurred by Show Management due to exhibitors use or authorization of use of such music.

SOUND LEVEL

Exhibitors must keep sound levels in their booth space to a reasonable level during the show. Halloween Extreme reserves the right to determine when excessive sound, music or other display activities interfere with other exhibitors' ability to conduct business. A reasonable level of below 80db will be enforced. Decibel levels will be monitored on the show floor during all show days.

SAFETY DEVICES

All exhibitors agree to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices on all exhibited equipment. Exhibitors also agree to comply with all exhibit hall Fire & Safety regulations. If planning a demonstration of equipment, please notify show management by April 22, 2015.

SHOW REGULATIONS

Exhibitors shall abide by and observe all laws, rules and regulations of the the United States, State of Florida, City of Orlando, DoubleTree Orlando, BH&L Decorators and Halloween Extreme. Exhibitors shall observe and abide by additional regulations as published in this Exhibitor Service Kit.

SPECIAL SERVICES

Please contact TransWorld Trade Shows if you or a member of your staff has a disability that requires special services. Please submit your request in writing to Stephanie Geitner at stephanie@haashow.com or call (888) 320-8494.

MATERIAL HANDLING INFORMATION: THREE OPTIONS FOR MOVING FREIGHT IN/OUT

OPTION 1: Hand Carry, Two Wheel Cart

Exhibitors may “hand carry” product during move-in and move-out at NO CHARGE, provided that they use their own two wheel carts to assist them. The use of four wheel carts, or four wheel dollies, is not permitted by exhibitors “hand carrying” product.

OPTION 2: Freight That Does Not Exceed 200 Pounds In Weight

Exhibitors arriving in POV's may use cart service provided by BH&L to assist them, provided that their freight weighs no more than 200 pounds and can be moved in/out on one cart, in one trip, by one laborer. The charge for this service is \$60.00/one way and \$100.00/round trip, inclusive of overtime. The use of this service requires that two representatives of the exhibiting company be available, one person to stay with the vehicle, one person to accompany the freight to the booth.

Exhibitors using carts to move in/out, without the assistance of labor, will be charged the cart rate for facility access.

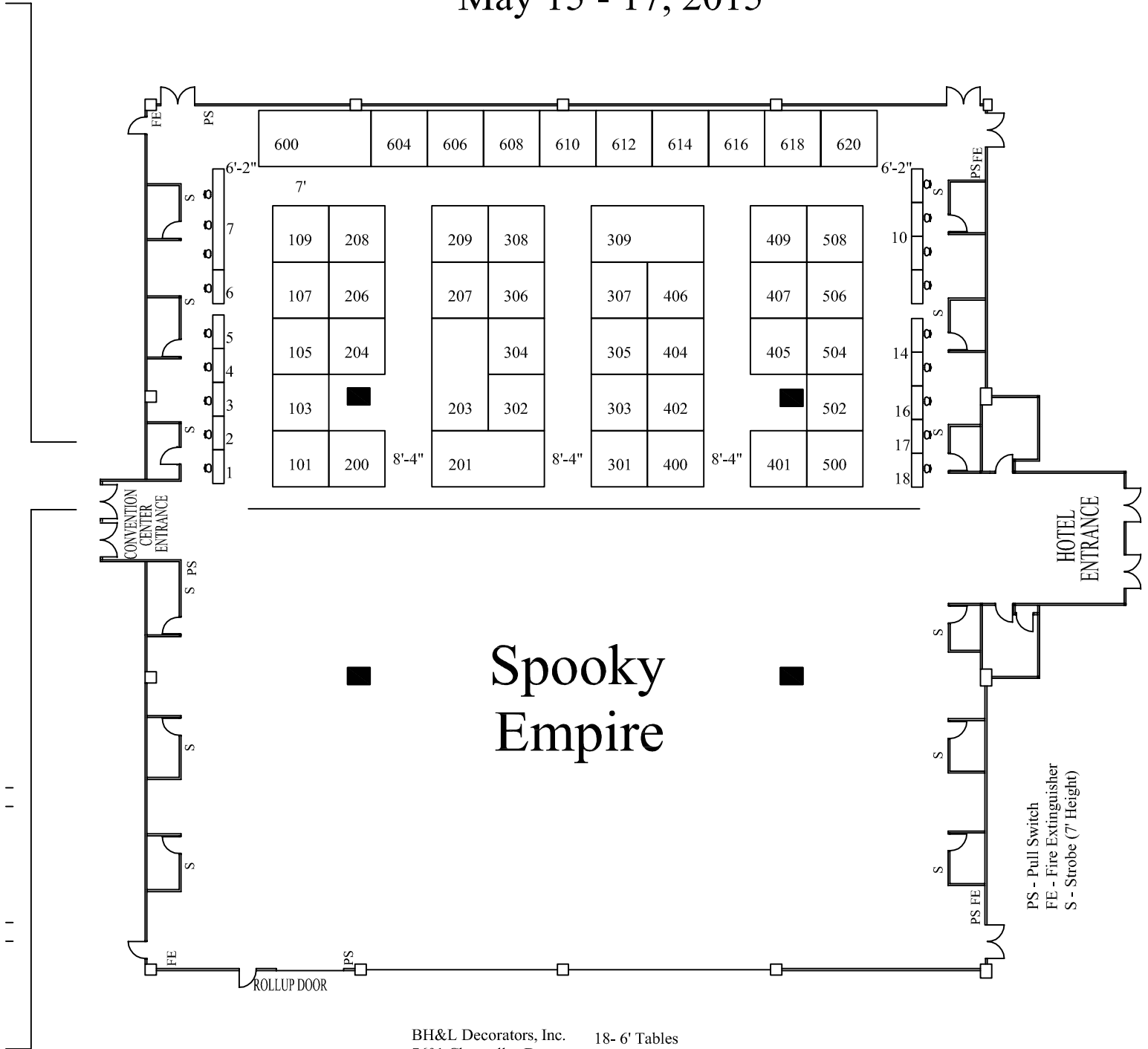
OPTION 3: Freight That Exceeds 200 Pounds In Weight

Freight that exceeds 200 pounds in weight must be handled by BH&L and published material handling rates will apply. The rates are \$35.00/100 pounds each way, inclusive of overtime, with a 200 pound minimum. Round trip rates are based upon incoming weight, but freight may be reweighed on the outbound trip for a fee of \$50.00 plus tax.

Please refer to the BH&L “Material Handling Assistance” page in the document **BH&L Decorators Exhibitor Service Manual*** for further information and to order any of the above-described services.

*Available at <http://www.halloweenextreme.com/exhibitors/exhibitor-manuals-forms/>

Spooky Empire and Halloween Extreme DoubleTree Hotel Universal Ballroom May 15 - 17, 2015



BH&L Decorators, Inc.
7601 Chancellor Dr.
Orlando, FL 32809
P: 407-851-9080
F: 407-851-3090

18- 6' Tables
41- 10x10 booths
4- 10x20 booths

Plan current 3.24.15

PS - Pull Switch
FE - Fire Extinguisher
S - Strobe (7' Height)

DIRECTORY, ONLINE DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

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The online forms must be completed by April 22, 2015

Each exhibitor will receive a unique URL via email that will direct you to the Online Directory form. Please fill out your company information, staff badge names and upload your Certificate of Insurance form to the Exhibitor Directory online form. This information will be used for the official HE Show Directory and to issue staff badges for your company. As a reminder, badges must be picked up on-site at the Exhibitor Registration counter; they will not be mailed to you. Each exhibitor must present their ID to pick up their badge as well as staff badges for their employees. Online Directory forms must be completed by **April 22, 2015** and you will receive a reminder email periodically until you complete the Directory and check the box labeled "I confirm that my Directory information is now complete." Once you have completed all sections in the Online Directory form you will receive an email letting you know that this form has been completed and submitted.

BADGES

Badges will be required to access the show floor at all times. Temporary staff badges will be available inside the doors; you may wear these temporary badges until you come up to the registration counter to pick up your permanent badges.

- 4 Exhibitor Badges will be issued per FIRST 10' x 10' booth reserved
- 1 Exhibitor Badge will be issued per each additional 10' x 10' booth reserved
- 3 Exhibitor Badges will be issued per table top reserved
- 1 Exhibitor Badge will be issued per each additional table top reserved
- Up to 2 more additional Exhibitor Badges may be purchased for \$25 each via the credit card form at the end of this kit. This form must be completed by April 22, 2015.

You may pick up your Exhibitor Badges on site at the Exhibitor Registration Counter starting Thursday, May 14th at 12:00 pm. **A photo ID must be presented for each badge pickup.**

Please Note: If your company fails to fill out the online directory form your company information will be pulled from our database for the HE show directory only. TransWorld Trade Shows and the Halloween Extreme will not be responsible for errors or omissions in the Show Directory.

Certificate of Insurance information can be found on Page 2 of this Exhibitor Kit. All exhibitors at any TransWorld Trade Shows are now required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a COI has been presented to TransWorld.

If you would prefer to physically mail in your forms and Certificate of Insurance, please send them to:
TransWorld Trade Shows LLC
1001 Green Bay Rd.
Suite 308
Winnetka, IL 60093

DIRECTORY, ONLINE DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

Below is a sample screenshot of the form you'll see at your custom URL:

If you are exhibiting in more than one TransWorld show, please select it from the dropdown below:

Select Directory: Halloween Extreme, May 2015

TransWorld Online Directory Form

Halloween Extreme, May 2015

▼ Directory Information - please complete by April 22, 2015

Primary Contact	<input type="text"/>	Website	<input type="text"/>
Directory Email	<input type="text"/>	Directory Name (if different than exhibiting company name)	<input type="text"/>
Directory Address	<input type="text"/>	Directory City	<input type="text"/>
Directory State	<input type="text"/>	Directory Postal Code	<input type="text"/>
Directory Country	<input type="text"/>	Directory Phone	<input type="text"/>
Directory Fax	<input type="text"/>	Directory Toll Free	<input type="text"/>

▼ Exhibitor Badges - This form is for employees working the Booth only. Your Badges can be picked up at the registration counter during move-in. Please note that you will need to show your ID to pick up your badge. Badges will not be mailed. Please complete by April 22, 2015

Exhibitor Badges #1	<input type="text"/>	Exhibitor Badges #2	<input type="text"/>
Exhibitor Badges #3	<input type="text"/>	Exhibitor Badges #4	<input type="text"/>
Exhibitor Badges #5	<input type="text"/>	Exhibitor Badges #6	<input type="text"/>
Exhibitor Badges #7	<input type="text"/>	Exhibitor Badges #8	<input type="text"/>
Exhibitor Badges #9	<input type="text"/>	Exhibitor Badges #10	<input type="text"/>
Exhibitor Badges #11	<input type="text"/>	Exhibitor Badges #12	<input type="text"/>
Exhibitor Badges #13	<input type="text"/>	Exhibitor Badges #14	<input type="text"/>
Exhibitor Badges #15	<input type="text"/>	Exhibitor Badges #16	<input type="text"/>

▼ Upload Exhibitor Forms - The Certificate of Insurance Form is Mandatory for all Exhibitors - please complete by April 22, 2015

Upload Insurance Certificate: No file selected.

▼ This section required to complete Directory - due by April 22, 2015

I confirm that all of the Online Directory Form information is complete

credit card authorization for extra exhibitor badges only

HALLOWEEN EXTREME
A Halloween & Horror Explosion

Rosen Centre
Orlando, FL

May 15-17, 2015

P: (847) 453-428 F: (847) 453-9472 E: stephanie@haashow.com



Select method of payment	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express
Credit card number			
Expiration date			
Cardholder's name (as it appears on card)			
Billing Address of cardholder	Address: _____ City: _____ State: _____ Zip: _____		
Telephone Number of cardholder			
Exhibitor Company Name (For whom card is being used)			
Address of Exhibitor	Address: _____ City: _____ State: _____ Zip: _____		
Telephone of Exhibitor			
NAME THAT SHOULD APPEAR ON BADGE #1		NAME THAT SHOULD APPEAR ON BADGE #2	

The undersigned hereby authorizes TransWorld Trade Shows, LLC. ("TTS") to charge the following amounts on the above referenced credit card to satisfy payments due by Exhibitor to TTS:

Additional badges (if any) \$ _____
(@ \$25 each, 2 Max):

TOTAL: \$ _____

- This credit card authorization is valid until the expiration date noted on the face of the credit card.
- In the event a charge is not honored, the undersigned personally guarantees payments of the above amounts due by Exhibitor.
- A facsimile of this credit card authorization shall be regarded, and have the same force and effect, as an original.

4. NO REFUNDS. The undersigned understand and agree that by contracting with TTS, certain exhibit/advertising space and/or services have been reserved solely for Exhibitor, and thus, are no longer available to TTS's other customers. Therefore, the undersigned understand and agree that all amounts charged to the credit card are nonrefundable.

The undersigned further agree: a) to waive any right to any charge back, b) that any dispute will be taken up directly with TTS, and c) that any claim with the entity issuing the card resulting in a charge back to TTS shall constitute a breach of contract.

CARDHOLDER

AUTHORIZED REPRESENTATIVE OF EXHIBITOR

DATE

DATE