



REFERENCE & GENERAL GUIDELINES

Age Limit in Exhibit Hall

No one under 18 years of age is allowed into **CVC San Diego** during set-up. During regular trade show hours, there is no age limit – all family members are welcome.

Announcements

Public address announcements in the Exhibit Hall will only be made for Show Management information. General announcements cannot be made. Winners to drawings can be announced during the last 15 minutes of each day. To have a drawing announcement made, submit a written request to the registration desk one hour prior to the exhibit hall close. Show management reserves the right to deny, restrict, or edit any announcement.

Badges

A company badge list should be submitted online at www.thecvc.com/badgesSD under the Exhibitors tab by **November 4, 2015**. An exhibitor is any employee of an exhibiting company. Any changes to a company badge list can be submitted online as an updated full badge list prior to **November 4, 2015**. November 4, 2015, any changes to the company badge list must be done onsite at the convention. Company representatives who are qualified to answer questions about displayed products and services must be present in booths continuously during official exhibit hours. **Exhibitors may NOT share badges under any circumstances.** Companies are allotted 4 badges per 10x10 booth space at CVC San Diego. If you are a CVC multi-show exhibitor, your company receives 2 additional badges per CVC show you exhibit at. (Example: if you have a 10x20 booth at CVC San Diego and also exhibited at CVC in Kansas City, your company would receive an allotment of 10 badges to use at CVC San Diego.) Additional badges (more than allotted for the contracted booth space(s)) are \$150 each if purchased by **November 4, 2015**. After **November 4, 2015** additional badges cost \$200 and must be obtained on-site. Exhibitor guest passes are issued only for immediate family members that are not connected to the veterinary industry and are not allowed to work in the booth. They are \$10 each on-site. **BADGES ARE REQUIRED AT ALL TIMES!**

Booth Changes

Booth location may be subject to change at any time from the initial assignment through move out. Modifications to an exhibitor's display, including, but not limited to, fixture placement, material display, material distribution, and noise levels may be made by Show Management at any time. Exhibitor's Booth space unoccupied by 5 p.m. on Thursday, **December 3** is subject to reassignment without notification.

Booth Cleaning

In order for individual exhibit booths to be cleaned, exhibitors must order cleaning service directly from Fern. To order, fill out the cleaning form found under Show Service Forms and mail or fax Fern before the cutoff date of **November 11, 2015** to receive the discount pricing.

Carpet

The San Diego Convention Center Exhibit Hall is not carpeted. **Carpet or floor covering is required** in each exhibitor's booth. Companies may provide their own floor covering or it may be rented from Fern. For carpet color options, please see the carpet rental order form under Show Service Forms of this kit. Be sure to order by **November 11, 2015** to get discount pricing. Aisle carpet color will be **Madison**.

Company Sign

Fern will provide a FREE 7" x 44" company booth identification sign for all exhibiting companies.

Contests

Drawings are permitted in the exhibit hall. Show Management must approve drawing of any kind in writing. If you plan any kind of drawing please let us know by submitting a written description to Show Management on how names will be collected, what prize(s) will be awarded, when they will be awarded and how winners will be contacted. Please email request to: margaret.peterson@ubm.com for approval.

Contractors and Show Services

Forms for a variety of services are included in this Exhibitor Service Kit. These forms should be completed and forwarded directly to the vendor specified on the form. We feel we have selected the best service vendors available for the CVC San Diego and encourage all exhibitors to make use of their services.

Decorations

Decorations are not permitted on ceilings, painted surfaces, columns, fabric and decorative walls of the San Diego Convention Center. All decorative materials must be flameproof and are limited to the confines of your exhibit space.

Decorator

Fern Exposition & Event Services (Fern) has been selected as the official decorator (service contractor) for **CVC San Diego**. The forms for labor, furniture, fixtures, booth cleaning, etc. can be found under Show Service Forms and Shipping Information of this kit. Take advantage of pre-show discounts and return completed forms via mail or fax prior to the **deadline date of November 11, 2015**.

Demonstrations

Demonstrations must be located so that crowds will comfortably be contained within the confines of an exhibitor's space and not blocking the aisles. Sound levels, glaring or flashing lights or other distracting demonstrations are subject to adjacent exhibitor and Show Management approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business. No live animal demonstrations are allowed on the Exhibit Hall floor. Please contact the CVC Group if you have questions.

Distribution of Promotional Items

You are allowed to attract attendees to your booth and work with them in your area; **however, you are not allowed to pass out brochures and information in areas other than your booth or lay information on hospitality tables**. Working in the aisles or approaching attendees outside your booth space is not allowed. The aisles are common property of all exhibitors and must not be obstructed at any time. Fire code regulations prohibit exhibits from extending into the aisles.

These areas are defined as the registration area, common aisles, conference rooms and every area other than your booth. Solicitation of business or distribution of promotional materials from booth space is prohibited by anyone other than the contracted company.

Drapes

Your booth consists of 8' high Black back drape and 36" high side drape. Corner booths will have only one side drape. *Note: Island exhibits will not be draped unless requested by exhibitor.*

Electrical Service

5 Amp/10 Amp/500 Watts or 1000 Watts?!? Confused? Edlen provides electrical services for the San Diego Convention Center and will be happy to assist in ordering the correct amount of power for your exhibit. Forms are found under Show Service Forms.

Exhibitor Appointed Contractor (EAC)

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and EAC comply with the requirements as set forth under General Information.

Exhibit Construction

Exhibit booths must be confined to the rented space(s). The maximum height of an in-line display is 10 ft. at the back and cannot exceed the height of 4 ft. in the front one-half of the booth space, nor exceed a height of 4 ft. on each side of the booth. Exhibits with back lights must be equipped with a back shield to prevent light interference with the booth behind. The aisles are common property of all exhibitors and must not be obstructed at any time. Fire code regulations prohibit exhibits from extending into the aisles.

Exhibitor Service Desk

A service desk staffed by the official show vendors will be open during move in, show hours and move out. **Orders for all services should be placed in advance to take advantage of pre-show pricing.** On-site orders may entail delays and higher costs!

Note: Exhibitors should check directly with show suppliers for status of pre-show and on-site orders in addition to any changes and/or additions to orders. **TIP: Make sure to keep and bring with you copies of all orders placed.**

Insurance

Exhibitors must carry worker's compensation, commercial general liability, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. The certificate must name Advanstar Communications, Inc. and The CVC Group as additional insureds and be provided to The CVC Group show management at least 30 days before the proposed exhibit date. Please mail to the attention of The CVC Group-CVC San Diego, 8033 Flint, Lenexa, KS, 66214. Phone: (800) 255-6864 or fax (913) 871-3908. You may also email an attachment to cvc@advanstar.com.

It is also strongly recommended that exhibitors carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site. Advanstar Communications, Inc. assumes no liability for any loss, damage or injury to any property or the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other causes whatsoever.

Note: While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to save and hold harmless Advanstar Communications, Inc. their management, agents, and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of Advanstar Communications, Inc.

Labor

Labor includes all people who install and dismantle your exhibit booth, carpet layers and carpenters. Labor does not include the people who handle your freight (drayage). Remember that drayage service is the movement of your exhibit materials and the cost includes the labor to move it only, not set it up. Please be aware of all labor union rules.

Material Display and Distribution

Items displayed in your booth must be your product or your promotional material only: No second or third party displaying of materials is allowed. Working in the aisles, or approaching attendees outside of your booth, is not allowed. This includes the registration area, common aisles, conference rooms and every other area other than your booth. The aisles are common property of all exhibitors and must not be obstructed at any time. Fire code regulations prohibit exhibits from extending into the aisles.

Music and Other Copyrighted Material

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the exhibitor's booth or display. Show Management reserves the right to remove from the exhibit all or any part of any booth or display, which incorporates copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

Photography & Video Recordings

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their **own exhibits only**.

Plants & Floral

Nothing spruces up an exhibit like a few well-placed plants and floral arrangements. This is an easy, cost-effective way to make your exhibit look warm and inviting. To order plants and floral arrangements see the order form under Show Service Forms.

POV – Personal Operated Vehicle/"Hand Carry Items"

As you approach the dock area security will direct you to the POV unload dock. Due to union rules one individual from each exhibiting company is permitted one trip to hand-carry items into the exhibit facility. The exhibitor use of dollies, hotel baggage carts, flat trucks and other mechanical equipment is **not** permitted. Fern will control access to the trade show floor with includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading or any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled by Fern. Rates for material handling services are enclosed in this exhibitor service manual. Refer to the Shipping Section for more information.

Sharing Booths

Sub-leasing or multiple companies sharing of exhibit space is **strictly prohibited**. (Please contact your Show Management with any questions regarding booth sharing.)

Security

Most thefts occur during the move in and move out process; especially the first hour after the show closes. Taking these precautions will help prevent a loss from your booth.

- After setting up your exhibit and at the end of the show each night, cover your materials with a sheet or some type of cover (it pays to follow the old saying "Out of sight, out of mind.")
- Do not leave valuables unattended in your booth such as purses, laptops, cell phones, etc.
- Make sure you put valuable materials away at night before you leave your booth.
- Hire specific booth security to guard your exhibit and materials.
- At the close of the show, pack your valuables first and do not leave them unattended.
- Do not indicate the contents of your boxes i.e.; DVD player, computer, laptop, etc.
- Make sure all arrangements to have booth and equipment shipped out have been made.

Shipping

In order to have your booth/exhibit ready to set up when you arrive, we encourage you to ship your exhibit and materials in advance to the advance warehouse. Shipments may arrive at the advance warehouse **beginning November 4, 2015, but not after November 25, 2015**. If it arrives by this time, Fern will have your shipment waiting for you in your booth. This information along with information on labels is located under Shipping Information, Handling and Labor.

Note: *If providing lab materials, DO NOT ship them with your booth materials.*

Note: *Make sure you keep all shipping information at your fingertips in case you need to track your shipment. (Knowing tracking numbers will expedite the process when looking for a lost shipment.)*

Suitcasing

The CVC has a strict policy on suitcasing, which is any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or an event without a booth or other proper authorization from the event management. All registered conference attendees are invited to the Exhibit Hall; however, any conference attendee who is observed to be soliciting commercial business in the aisles, other public spaces, or in another company's booth will be asked to leave immediately.

Telephone/Internet Services

Smart City will provide telephone and Internet service. Forms are found under Show Service Forms. Please call (888) 446-6911 with any questions regarding Telephone and Internet Services.