

GLOBALSHOP2015

SPONSORED BY: A-R-E

# Exhibitor A-Z Information

March 24 – 26, 2015 • Mandalay Bay Convention Center, Las Vegas, NV.

## Attendee Requirements

The Exposition & Conference is for the trade only. Qualified buyers may register online at [www.globalshop.org](http://www.globalshop.org) or onsite. NO ONE UNDER 16 YEARS OF AGE IS PERMITTED.

## Balloons

- The use of helium balloons smaller than 36 inches in diameter is not allowed.
- Smaller air-filled balloons may be used for decoration and/or handouts.
- Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. No helium balloons or blimps may be flown inside the building.
- Mylar balloons are not allowed anywhere on property.
- Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building are allowed.
- Balloons cannot be released out of doors due to airport flight patterns in the area. A cleaning fee will apply should the balloons be left on property after the event.

## Booth Catering Service

All exhibitors must utilize the exclusive catering services of the Mandalay Bay Convention Center. Outside food or beverage (including logo bottled water) is not permitted. A corkage fee will be charged by the Mandalay Bay Convention Center for any food or beverage not purchased through the catering departments. Contact the Mandalay Bay Convention Center catering group at 855.408.1349 for details. Menus can be found in the *Official Service Provider Order Forms* section of the GlobalShop Exhibitor Manual. **Popcorn and cotton candy are NOT permitted on the show floor or to be distributed from any exhibitor's booth.**

## Booth Cleaning

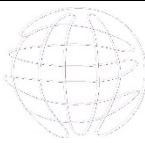
Booth cleaning (vacuuming booth carpet) is not provided with your booth space rental. Please arrange for cleaning services through Mandalay Bay Exhibitor Services, 855.408.1349, in advance of the show. Wastebaskets left at the front edge of your booth will be emptied during show days.

## Booth Construction

- GlobalShop is a “**CUBIC CONTENT SHOW**”. Cubic Content guidelines will be observed. Refer to the GlobalShop 2015 Booth Construction & Display Guidelines in the **SHOW RULES & REGULATIONS** section.
- All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics, artwork, or product if they adjoin a neighboring booth. Exhibitors using curved pop-up backdrops/displays may be required to provide side masking drape at their expense in the curvature exposes more than three feet of back scaffolding.
- Covered booths exceeding 1,000 square feet require an interior automatic sprinkler system. A separate permit application is required. Painting of signs, displays or other objects is strictly prohibited inside the facility or on the Mandalay Bay Convention Center grounds.
- When a multi-level enclosed exhibit is used in a show, a self-contained automatic fire extinguishing system may be required upon review by the CCFD.
- All booths must have carpet or some type of floor covering (i.e. wood flooring or tile); see the Freeman Order Form in the **SERVICE ORDER FORMS** section of this manual.
- Nothing may be stored behind your booth. The Fire Marshal of the City of Las Vegas and Mandalay Bay Convention Center strictly enforces this policy and fines will be imposed on violators.
- Booths not following guidelines may be subject to a fine of \$1,500 and a loss of priority points. All compliance corrections will be made at the exhibitors' expense.

## Coat & Baggage Check

The Mandalay Bay Convention Center Customer Service provides this service to attendees and exhibitors attending GlobalShop 2015. Exhibitors & Attendees using this service will be charged per-item, per day, at the time of item check-in. This service is located in the lower lobby of the Mandalay Bay Convention Center.



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## Clean Floor Policy

Help us help you have a successful show! In order to open the show at 9:30AM on Tuesday, March 24, it is imperative all exhibitors comply with the new clean floor policy. If your target date is Saturday, March 21, your crates and skids must be tagged with empty labels for removal from the hall on Sunday, March 22 at 8:00pm. Sunday, March 22 at 8pm and Monday, March 23, your crates and skids must be tagged with empty labels for removal from the hall on Sunday, Monday, March 23 at 5:00pm.

This will allow Freeman sufficient time to complete the laying of the aisle carpet and the Mandalay Bay Convention Center cleaning team time to properly clean the exhibit halls as well as provide exhibitors the space to complete their booth set up by keeping aisles clear. Exhibitors/display houses may continue working on product displays until show opening. Freight deliveries on Tuesday, March 24 will be limited to product and small packages only.

There will be no exceptions to this policy. Crates without empty or access storage stickers will be tagged by the area floor managers or Freeman and removed from the exhibit hall – whether full or empty. Exhibitors may request product to be returned to their booth at the exhibitor's expense. Depending on where the crates are located, it may not be possible to access the crates prior to move-out.

## Exhibitor Appointed Contractor (EAC)

If you are planning to use an outside contractor to install/dismantle your display, complete and return the Intent to Use an [Exhibitor Appointed Contractor Form](#) along with a copy of your Exhibitor Appointed Contract [General Liability Insurance Certificate](#) or they will not be permitted on the show floor to service your exhibit. Both of these forms must be received by March 10, 2015.

**The Certificate of Insurance must include coverage in the amount of 2,000,000.00 combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability. The following must be included or additionally insured:** "GlobalShop 2015, Mandalay Corp., Mandalay Bay Resort & Casino, its parent company, subsidiaries and affiliates are named as additional insured, Freeman and Emerald Expositions" and the certificate must cover the show dates including exhibitor move-in and move-out (March 21-28, 2015), along with the exhibiting company's name and booth number.

## Exhibitor Unloading

Freeman will handle and control the unloading and loading of all vehicles at the loading dock. For additional information, please refer to the "Freeman Show Site Work Rules" located within this manual.

Full-time exhibitor personnel shall have the right to unload personal vehicles and hand carry exhibit material provided:

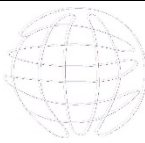
- They utilize the unloading space designated by the service contractor and the facility.
- The vehicle is a Privately Owned Vehicle (POV) and is no larger than a panel van.
- They do NOT use hand-trucks, pallet jacks, or 4-wheel dollies.
- They utilize no motorized lift equipment.
- The vehicle is NOT left unattended at any time and is removed once it has been unloaded.

## Facility

Mandalay Bay Resort & Casino  
3970 Las Vegas Boulevard South  
Las Vegas, NV 89119  
P 855.408.1349  
<http://www.mandalaybay.com>

## First Aid

The first aid office is located on Level 1 of the South Convention Center, near to the Business Center.



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## Freight Free Aisles

The floor of the Exhibit Hall will be marked to indicate all "Freight Free Aisles". If your booth borders one of these aisles, please keep your crates and materials out of these aisles so that they remain clear for the free movement of freight.

## Freight Handling

Based on Union Regulations, Freeman personnel must perform the following in terms of freight handling:

- Unloading of all exhibits and exhibit materials arriving at the Mandalay Bay via union carriers, company-owned and operated trucks, cars, vans and station wagons.
- Delivery of all such materials to exhibitors' booths.
- Removal of exhibitors' empty cartons and crates for storage during the show.
- Return of empty carton and crates to the exhibitors' booth at the conclusion of the show.
- Removal of all packed cartons and crates from exhibitors' booths, and the reloading onto union carriers, company-owned and operated trucks, cars, vans and station wagons at the Mandalay Bay shipping platform.

## General Service Contractor

Freeman is the official service contractor for GlobalShop 2015 and can provide the following services to exhibitors: booth furnishings, carpet, decorations, display rental, labor, material handling, signs, etc. You may place orders using their online ordering service. Freeman show services can be ordered any time, 24 hours a day, from anywhere you have access to the Internet. Please refer to the Freeman Online form for instructions under the **FORMS & BROCHURES** tab or visit [www.freemanco.com/store](http://www.freemanco.com/store) and click on the "Login" link in the top right corner. If you need assistance with Freeman Online, call the Customer Support Center at 888-508-5054.

## Freeman Service Desk Hours

Saturday, March 21	8:00AM – 5:00PM
Sunday, March 22	8:00AM – 5:00PM
Monday, March 23	8:00AM – 5:00PM
Tuesday, March 24	8:00AM – 5:00PM
Wednesday, March 25	8:00AM – 5:00PM
Thursday, March 26	8:00AM – 8:00PM
Friday, March 27	8:00AM – 5:00PM
Saturday, March 28	8:00AM – 12:00 Noon

## GlobalShop Approved Vendors

Only those companies listed within the Exhibitor Service Manual are approved by show management to provide exhibitors with products and service for the upcoming show. Show management is aware that many of our exhibitors have been solicited by outside vendors not affiliated and/or endorsed either by Emerald Expositions or DDI Magazine.

## Hand Carry Material Guidelines

As defined under the Las Vegas Show site Work Rules, an exhibitor may "hand carry" material provided they do not use material handling equipment to assist them. When exhibitors choose to "hand carry" material, they may not be permitted access to the loading dock/freight door areas. Please refer to all the Union Rules & Regulations for Las Vegas. If you have any questions, please contact Freeman at 1-888-508-5054.

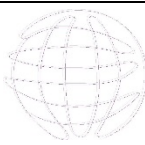
## Hotel Arrangements

Travel Planners is GlobalShop's official hotel agency and the best way to book. Hotel arrangements can be made through the [Housing & Travel section of the GlobalShop website](#).

Travel Planners

Phone: 800-221-3531

Online: [www.globalshop.org](http://www.globalshop.org)



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## Installation & Dismantle of Booths

- Las Vegas has strict work rules and union jurisdictions, please refer to the Show Site Work Rules located in the **SHOW RULES & REGULATIONS** Section of this manual.
- All booths must be completely set-up by 5:00 pm on Monday, March 23, 2015.
- All booths must remain completely set until 2:00 pm on Thursday, March 26, 2015.
- All Exhibitors in must be completely removed by 11:45 AM on Saturday, March 28, 2015.
- Outbound Carriers for exhibitors *must arrive & check-in* by 10:00 am on Saturday, March 28.
- Material Handling Agreement (MHA) must be turned into Freeman by 10:00 AM on Saturday, March 28, 2015.
- Freight will be rerouted beginning at 10:00 AM on Saturday, March 28, 2015.

**Overtime will be charged on all shipments all day on Saturday, March 21, Sunday, March 22, 2015 and all day on Saturday, March 28, 2015.**

## Insurance

It is **mandatory** that each exhibiting company carries liability insurance for damage, loss, theft, or accident to their exhibit and/or company personnel. [Click here](#) to upload your Certificate of Insurance. This insurance should be maintained through your company. Coverage provides for your physical booth and any materials shipped – NOT for services ordered or delivered by official service providers. Exhibitors are responsible for payment of all services ordered and delivered by contractors should the event be cancelled for any reason – i.e. 'acts of God', blizzards, strikes, terrorism, earthquakes, floods, war, riots, etc. Insurance for purchase is offered by Marsh/Total Event Insurance. [Click here](#) to purchase insurance for GlobalShop 2015.

## Lead Retrieval Units

Lead Retrieval Units may be rented from Experient using the link or form provided in the *Official Service Provider Order Forms* section of the GlobalShop Exhibitor Manual. On-site, Lead Retrieval Units can be picked up from and returned to the Lead Retrieval counters at the Exhibitor Service Center.

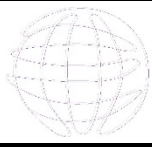
## Marshaling Yard

All delivering carriers must check in at the Freeman Marshaling Yard prior to show-site delivery. Carriers will be assigned an unloading number according to driver check-in time. All shipments must be accompanied by a certified lightweight & heavy weight ticket. **NO EXCEPTIONS!** For your convenience, Freeman has available a full size certified scale at the Marshaling Yard. **The Marshaling Yard is located at 8801 Las Vegas Boulevard South, Las Vegas, NV 89123.**

All POV (Personally Operated Vehicles) and vehicles utilizing Caddie Service must check in. Privately Owned Vehicles are defined as cars, pick-up trucks, vans and other trucks primarily designed for passenger use, not cargo or freight. Vehicles that do not qualify for this service, or that have material that requires mechanical assistance to unload, will be directed to the Freeman Marshaling Yard. POV Check-In area (see map) for staging, checking in, processing paperwork and determining if vehicles are qualified for Caddie Service

## Move-in (Targeted)

All exhibitors are assigned a target move-in date, which is the date you freight must arrive at the Mandalay Bay Convention Center. Exhibitor personnel are not required to be present on the target move-in date but may begin set-up of their exhibit upon delivery of their freight to their booth. Refer to the color-coded Target Floor Plan to determine your target freight move-in date/time. The target freight floor plan is a necessary component of GlobalShop. Without a target freight floor plan, it would be impossible to move this show in and open on time because 79% of all exhibitor freight for GlobalShop comes directly to show site as opposed to the advance warehouse. Missing your target freight deadline means you will be assessed a 25% penalty (based on your freight charges)!



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As an exhibitor, you are responsible for alerting your carrier of this target date and holding them responsible for meeting it.

Saturday	March 21	8:00 am - 5:00 pm	Targeted Exhibitors/ Freeman
Sunday	March 22	8:00 am - 5:00 pm	Targeted Exhibitors
Monday	March 23	8:00 am - 5:00 pm	Targeted Exhibitors

**\* All exhibits must be fully installed and crates removed by Monday, March 23 at 5:00pm.**

Questions regarding the target freight move-in should be addressed to Freeman at 1-888-508-5054.

### Occupancy

- Exhibit displays must be set by 5:00pm on Monday, March 23. Should any space (for which a signed contract has been received and rental payment made) remain unoccupied after this time, show management reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.
- Every exhibit must be fully staffed and operational during the entire exhibition.
- Exhibitor's displays must not be dismantled or packed in preparation for removal prior to 2:00pm on Thursday, March 26. The dismantling of displays begins at 2:00pm on Thursday, March 26, 2015.
- All move-out must be completed by (TARGETED FLOOR PLAN ONLINE) schedule. Exhibitors and display houses are requested to meet this deadline or Show Management will have any remaining displays dismantled, packed, and shipped at the exhibitor's or display house's expense and risk.

### Paging/Announcements

Show Management will restrict announcements to general show information. We will not make announcements regarding exhibitor drawings, lost persons or articles.

### Parking

The Mandalay Bay Convention Center parking spaces are located on the south end of the building and can be accessed via Las Vegas Boulevard or Russell Road.

- Any vehicle parking in a red zone or in any zone labeled "No Parking" will be towed at the owner's expense without notice.
- Privately owned vehicles (POV) will be allowed limited time to load and unload in designated areas as long as there is someone with the vehicle at all times.
- Should you require overnight parking for any large vehicles, please consult your CSM.

### Personally Operated Vehicles (POV's)

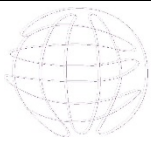
- POV's are vehicles primarily designed for passenger use, such as a car, pickup, small mini-van or SUV.
- POV's are not closed body trucks with dual wheels, trucks, utility vans, or trailers pulled by another vehicle. Personal vans filled with exhibit materials will be required to utilize handling services provided by Freeman.
- POV's can be unloaded and/or loaded by hand or apparel rack. Wheeled carts are not permitted.

### Photography & Filming

- Photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an *approved* Exhibitor Appointed Photographer. A security hot line will be provided to report violators.
- Exhibitors and/or approved Exhibitor Appointed Contractors may photograph or record their own exhibits during show days ONLY.
- Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, General Sessions, and Meeting Rooms) is prohibited.
- If planning to use an *approved* Exhibitor Appointed Photographer, please complete and submit the electronic Exhibitor Appointed Photographer Approval Form. [Click here to complete this required form.](#)
- Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth.
- If you need to take picture of booth after hours, please contact the Mandalay Bay (Edlen Electrical at PH: 855.408.1349. There will be a charge for turning the lights on.

### Press Room

The Press Room will be located on the 2<sup>nd</sup> level of Mandalay Bay – Meeting Room Reef C in the Mandalay Bay Convention Center. Press kits may be dropped off starting Monday March 23 at 12:00pm.



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### Property Passes

Exhibitors and Attendees are required to have a completed Property Pass for all merchandise leaving the hall during move-in, show days, and move-out. Property Passes may be picked up at the Freeman Service Desk. Please note that attendees are still required to have a completed Property Pass to remove any goods during move-out. Any merchandise the customer will pick-up or remove from the hall at the close of the show, via the loading dock, must have a completed bill of lading naming the customer as purchaser. Both the Exhibitor AND Customer must have a copy of this bill of lading in order to gain admittance to the exhibit hall dock area to remove items from the hall. The Customer will be required to check-in with their vehicle at the designated check-in area in order to be dispatched to available dock space.

### Registration

**NEW POLICY** ~ Each exhibiting company may register 5 staff members per 100 net sq. ft. of exhibit space at no charge. Additional staff may be registered for an additional per person charge. There is a limit of 25 exhibitor badges per booth. Buyers and/or customers are **not** to be registered as exhibitors.

Booth personnel may be registered on-line at [www.globalshop.org](http://www.globalshop.org).

### Sales Office

An on-site Sales Office will be in operation during show days. Please make sure to come by at your scheduled time to select your booth and sign up for future GlobalShop events and sponsorship opportunities.

### Security

Show Management provides adequate perimeter security on-site. However, it is the exhibitor's responsibility to ensure the security of their exhibit and products. To order in-booth security services for your exhibit, use the Security Services Order Form found within this manual. **Security is required for any before or after hours function within your booth.**

### Shipments

Freeman has the responsibility of receiving and handling all exhibit materials and empty crates. No direct shipments (**prior to 8:00 am on Saturday, March 21**) will be accepted at the Mandalay Bay Convention Center and must correspond with your assigned target freight move-in time. Contact Freeman at 1-888-508-5054 if you have shipping questions. Regardless of which shipping method you use, all freight and bills of lading must be clearly marked with your designated freight move-in date.

**Warehouse Receiving Hours: 8:00am – 3:30pm\* Monday – Friday**  
**(\* Drivers must check in no later than 3:00 pm in order to be off-loaded on arrival date.)**

### Advance Shipping Address:

Exhibiting Company Name/Booth #  
GlobalShop 2015  
c/o Freeman  
6675 West Sunset Road (215 & Rainbow)  
Las Vegas, NV 89118

### Direct/On-site Shipping Address:

Exhibiting Company Name/Booth #  
GlobalShop 2015  
c/o Freeman  
Mandalay Bay Convention Center  
3970 Las Vegas Blvd South  
Las Vegas, NV 89119

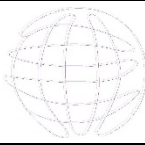
**(Must be delivered between Thursday, February 19, 2015 and Tuesday, March 17, 2015)**

**\*\*All shipments arriving after deadline date will incur a 25% surcharge.**

**(Cannot be delivered prior to 8:00AM, Saturday, March 21, 2015 and must arrive according to your targeted freight move-in schedule)**

### Show Colors

GlobalShop Pavilion	Booth Equipment	Aisle Carpet	Drive (Main) Aisles
All Pavilions	Grey	Grey	Plum



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## Show Directory

[Click here](#) to complete your Company Profile and Product Category Listing for the Official GlobalShop Show Directory. The deadline for submitting your information is Monday, February 23, 2015.

## Show Office

An on-site Show Office will be in operation during move-in, show days and move-out.

## Shuttle Service

Shuttle bus service is not provided during GlobalShop.

## Smoking Policy

No smoking will be allowed in the Exhibit Hall. Please look for designated areas where smoking is allowed.

## Sound/copyrighted material

All broadcasting of music in an exhibitor's booth, either live or by mechanical means, is subject to copyright laws. Exhibitors must obtain licenses and pay appropriate fees for copyrighted material before broadcasting music in conjunction with this event. For more information regarding copyrighted material contact: ASCAP (American Society of Composers, Authors, & Publishers) at 800.652.7227, BMI (Broadcast Music Inc.) at 800.925.8451 or SESAC at 800.826.9996.

## Sponsorship Opportunities

For available opportunities, refer to the 2015 GlobalShop Sponsorship Menu on our website at [www.globalshop.org](http://www.globalshop.org) and click on "Sponsor" tab or contact your GlobalShop Account Manager for more information.

## Standard Booth Equipment

All booths will be supplied with the following equipment. Please refer to the "**Emerald Expositions Booth Construction & Display Guidelines**" in the **Show Rules & Regulations** section of this manual for more details and booth diagrams.

### Linear, Corner and Perimeter booths

- 8' high pipe and drape back wall.
- 3' high pipe and drape side rails.
- 7" x 44" booth identification sign with company name and booth number.

### Peninsula and End-Cap booths

- 8' high pipe and drape back wall for 10' in center.
- 3' high pipe and drape back wall for 5' on each end.

### Split Island booths

- 8' high pipe and drape back wall.

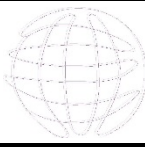
Island booths do not come with back drape. If it is desired, it may be ordered from Freeman.

All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located in the *Freeman Information & Order Forms* and *Official Service Provider Order Forms* section of this Exhibitor Service Manual.

***This is a No Concrete Show - all booths must order or supply their own carpet.***

## Storage and Handling

Freeman (official material handling contractor) will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return property marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded. Fire regulations in the Mandalay Bay Convention Center prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the exhibit space area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.



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## Targeted Move-In

Exhibitors for this event will be moving in at a scheduled time based on the location and size of their booth. Avoid penalties by having your freight arrive at the targeted time. Please refer to the color-coded floor plan that is included in the *Shipping & Material Handling* section of this manual to determine your scheduled move-in time and date.

## Trash

Any exhibitors promoting giveaways from their booths, which generate additional trash, are required to order porter service for their booth. Please review the cleaning order form for this type of service. Any wooden crates, exhibit structure and/or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling or disposal.

## Union Rules

Please refer to the Show Site Work Rules which are located in the *Show Rules & Regulations* section of this GlobalShop Exhibitor Manual.

## Utilities: Electrical/Plumbing/Telecommunications/Internet (Mandalay Bay)

Online ordering forms for Mandalay Bay utilities are located in the *Official Service Provider Order Forms* section of this manual.

## Website

Please visit [www.globalshop.org](http://www.globalshop.org) for information on Schedule of Events, Networking Events, Exhibitor Registration, Hotel Information, Sponsorship and Promotional Opportunities, Exhibitor Services, Exhibitor Listings and Conference Information.

## Wheelchair & Scooter Rental

Dessert Medical is Mandalay Bay's official Wheelchair & Scooter Rental vendor. Please call Dessert Medical for more information on wheelchairs rentals information. Phone: 866-711-9171.