











WELCOME TO IMAGING USA 2013 & THE IMAGING EXPO!

THIS MANUAL WILL HELP YOU GET WHAT YOU NEED, WHEN YOU NEED IT, WHERE YOU NEED IT.

It is filled with information from Show Management and Global Experience Specialists (GES), our official service contractor, along with order forms from other suppliers of services to the Imaging EXPO. That's why it is very important to review this material and familiarize yourself with the contents. In addition, GES Online is available 24 hours a day, and you can order all GES services via this user-friendly, secure website: www.ges.com.

It's also our goal to help you make the most of your presence at Imaging USA. So keep an eye out for a separate email regarding online entry for exhibitor badges, submitting product categories for the show guide, and customizing your online exhibitor profile for the interactive floor plan.

Thank you again for choosing to exhibit at Imaging USA! Should you have any questions, don't hesitate to contact Bill Ingwersen at 404.522.8600, ext. 239, or bingwersen@ppa.com. For questions pertaining to GES services, please call their National Service Center at 800.475.2098.









ACCESS TO PROGRAMMING

As an exhibitor, you are allowed up to two (2) complimentary full-convention registrations for the first 10'x10' booth, and one (1) registration for each additional 10'x10' booth that you have purchased. For example, if your company has reserved two 10'x10's, you are entitled to three (3) exhibitor full-convention badges at no charge. Any additional staff may register as Imaging EXPO Only. Pre-convention classes or workshops are an additional fee, even with your complimentary registrations. Additional full-convention registrations can be purchased at ImagingUSA.org, or by calling PPA's Service Center at 800.786.6277.

ATTENDEE MAILING ADDRESS LIST AVAILABLE AFTER SHOW

The post-convention attendee mailing list will automatically be emailed to you shortly after Imaging USA (complimentarily). This list will include postal addresses for each attendee.

If, instead, you would like to access the attendee email list, you will need to go through a third-party mail house. Mail house fees will apply. Instructions for accessing and utilizing the attendee email list will be provided when the list is released to exhibitors.



AUDIOVISUAL

Freeman AV is the official audiovisual company. Order forms are under the Additional Services section of this PDF.

BOOTH EQUIPMENT

Standard booth size is 10'x10'. Your booth comes with pipe and drape to separate you from your neighboring exhibitor, a 7"x44" identification sign, and aisle carpet. Booth drapes are red, silver and black. Aisle carpeting is black and silver. All extra services and equipment such as furniture, booth carpet, electricity, labor, etc., must be ordered and paid for by the exhibitor. Forms are enclosed if you want to add booth carpet, furniture, utilities, banners, etc.

BOOTH PAYMENTS

No exhibiting company will be given badges or be allowed to enter the exhibit hall to set up if there is a balance due on their booth space. Please ensure that your company has paid for its booth in full. Acceptable methods of payment are cash, certified or cashier's check, MasterCard, VISA or American Express. No personal or company checks will be accepted onsite.

BOOTH SALES OFFICE

We will be pre-selling booth space on-site at Imaging USA 2013 for Imaging USA 2014. (Imaging USA 2014 will held at the Phoenix Convention Center in Phoenix, Arizona, January 12-14). Based on a Priority Point Order, each exhibitor will be notified of their specific time and date to choose their space for next year. Look for more information in December!

IMAGING USA 2013 SERVICE MANUAL

Let us answer your questions!



DEADLINE DATES

www.ges.com

- ☐ October 1, 2012 FINAL BOOTH PAYMENT
- ☐ October 5, 2012 IMAGING USA SHOW GUIDE/ ONLINE PROOFING:
- □ December 15, 2012

 EXHIBITOR REGISTRATION

 (FOR BADGE PRE-MAILING):
- ☐ December 28, 2012 GES EARLY DISCOUNT RATE:
- □ December 28, 2012 INTERNET/TELECOMMUNICATIONS EARLY DISCOUNT RATE:
- ☐ January 1, 2013

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BUSINESS CENTER

The FedEx store and business center is located in the main lobby of the convention center. They may be contacted at 404.223.4660.

CARPET / FLOORING OF BOOTHS

Please note that all booths must include flooring. The convention center has concrete floors that must be covered. You may bring your own flooring or rent carpet from Global Experience Specialists (GES).

CHILDREN IN HALL

Parents/Guardians of children under the age of 16 will be required to sign a liability waiver in order for the minor(s) to gain entry to the exhibit hall. Anyone under the age of 16 will also be required to wear a wristband at all times on the exhibition floor. Once on-site, please stop by the registration desk located across from room A311 to fill out the appropriate paperwork.

COMPUTER & OFFICE EQUIPMENT RENTALS

Freeman is the official computer and office equipment provider. Order forms can be found under the Additional Services section of this PDF.



EQUIPMENT / MERCHANDISE REMOVAL FROM EXPO FLOOR

Customers leaving the exhibit hall with merchandise must present to Security either an Equipment Removal Pass or a receipt of purchase. Please ensure that anyone planning to leave the exhibit hall with your equipment has one of these documents. Equipment Removal Passes will be available at the Show Office and from Security on Imaging EXPO's opening day, January 20, 2013.

HALL ACCESS

All individuals, whether employed by an exhibitor or in charge of any booth, must be registered and have a proper badge for admission to the exhibit hall. Security officers will be stationed at the entrance and exit doors to enforce this regulation. If you have a last-minute addition to your team, you can sign them up for a badge at the Exhibitor Registration Desk—a registered person from your booth must be present to authorize the addition.

SPECIAL NOTE: Neither the Show Management Office nor Exhibitor Registration Desk will have complimentary show passes on-site. Please distribute any EXPO passes you receive to your customers prior to the show; otherwise, they will need to pay the EXPO entrance fee of \$35/each.

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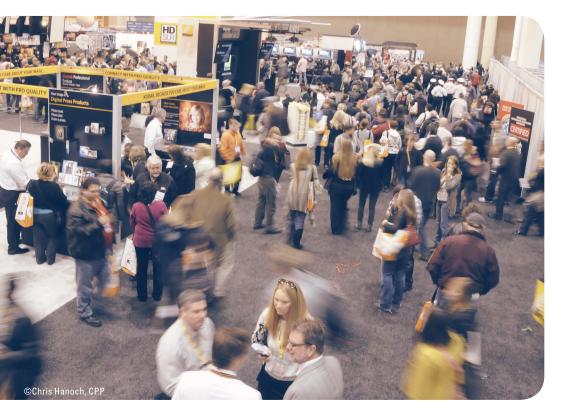
INSTALLATION (MOVE-IN)

Friday, January 18 12:00 p.m. – 5:00 p.m.
Saturday, January 19 8:00 a.m. – 5:00 p.m.
Sunday, January 20 7:00 a.m. – 9:00 a.m.

NOTE: As long as you have picked up your exhibitor badge before the Exhibitor Registration Desk closes and you are in the hall by that time, you may remain in the hall for setup as late as you wish. Again, you must have a proper badge for admission to the hall.

EXHIBIT SHOW HOURS

Sunday, January 20 11:30 a.m. – 5:00 p.m. Monday, January 21 11:30 a.m. – 5:00 p.m. Tuesday, January 22 11:30 a.m. – 3:30 p.m.



DISMANTLE (MOVE-OUT)

Tuesday, January 22 3:30 p.m. – 8:00 p.m. Wednesday, January 23 8:00 a.m. – 12:00 p.m.

All booths must remain intact until the show closes and move-out begins at 3:30 p.m. on Tuesday, January 22. Crates will not be delivered to the booths prior to that time. If you are wearing your exhibitor badge, you may remain in the hall for move-out as long as you wish on Tuesday—keep in mind that the GES desk closes at 8:00 p.m. that night. Move-out continues on Wednesday, January 23 at 8:00 a.m. and must be completed by 12:00 p.m. Bills of lading for outbound shipments must be turned in at the GES Service Desk no later than 12:00 p.m. on January 23. Security will not be available after 12:00 p.m. on January 23 or when the hall is empty of product, whichever is earlier.

SPECIAL NOTE: In order to expedite the removal of exhibitor materials, GES has the authority to change the exhibitor's designated carriers, without further clearance from the exhibitor, if the exhibitor's carrier does not pick up on time. Where necessary to reroute shipments via car loading companies, trucking charges will be made to exhibitors and GES is relieved of all responsibility for taking such action. Where no disposition is made, materials will be taken to the GES warehouse to await exhibitor's shipping instructions and charged accordingly.

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404.522.8600 ext. 239 bingwersen@ppa.com

GES NATIONAL SERVICE CENTER

800.475.2098 www.ges.com

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EXHIBITOR LISTING & PRODUCT DIRECTORY

Your company information will be published in the Imaging USA Show Guide under the Exhibitor Listing if you book your booth by **OCTOBER 5**. The following information automatically appears:

Company Name Booth Number City, State Telephone Email Website

If you update your Imaging USA Exhibitor online profile by October 5 (using the user ID and password emailed to you) and choose your product categories, you will also appear in the show guide's Product Directory section. If you book after October 5, your company contact information will be in an addendum to the show guide; however, it will not contain the product categories. The 50-word company description will appear online only (if you add it to your online profile) and will appear in real time.



EXHIBITOR APPRECIATION RECEPTION

Sunday, January 20 5:00 p.m. – 6:00 p.m.

We want to thank you, the exhibitors, for making Imaging EXPO a success year after year. Please join us for an Exhibitor Appreciation Reception on Sunday (directly following EXPO hours). This will be a good opportunity to ask our staff questions, offer suggestions or voice concerns. There is no speaker at the reception. Please wear your exhibitor badge for admission.

EXHIBITOR LOUNGE

An Exhibitor Lounge will be available inside the exhibit hall during the following hours:

 Sunday, January 20
 10:00 a.m. - 4:30 p.m.

 Monday, January 21
 10:00 a.m. - 4:30 p.m.

 Tuesday, January 22
 10:00 a.m. - 2:30 p.m.

Feel free to stop in and catch your breath! Some refreshments will be available. The Lounge will be open only to exhibitors, so it's the perfect place to relax.

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EXHIBITOR MARKETING

Exhibitors or exhibitor representatives must conduct all marketing and promotional activity within their contracted exhibit space. Placement of signs, promotional materials, or canvassing in any part of the convention center outside of your booth is prohibited.

EXHIBITOR REGISTRATION / BADGE PICKUP

Avoid waiting in registration lines by completing the online badge registration by December 15. If you have not received the email requesting you to log on to the PPA Exhibitor Badge site, please contact Bill Ingwersen at bingwersen@ppa.com. Additional full access convention registrations can be purchased at ImagingUSA.org, or by calling PPA's Service Center at 800.786.6277.

Badges will be mailed to you if you pre-register (they will be sent with your confirmation letters). When you arrive at the exhibit hall, simply pick up your lanyard, and you are on your way.

The Exhibitor Registration Desk will be open the following hours:

Friday, January 18 12:00 p.m. – 5:00 p.m.

Saturday, January 19 8:00 a.m. – 5:00 p.m.

Sunday, January 20 8:00 a.m. – 5:00 p.m.

Monday, January 21 8:00 a.m. – 5:00 p.m.

Tuesday, January 22 8:00 a.m. – 2:00 p.m.



FOOD & BEVERAGE

Levy Restaurants is the sole provider of food and beverages at the Georgia World Congress Center. No one is allowed to bring food or beverages onto the premises to be sold, given away or used without the consent of Levy Restaurants. For information on distributing food and beverages within the convention center, contact the Levy Restaurants at 404.223.4500.

HOTEL RESERVATIONS

Please check ImagingUSA.org/hotels-travel for information on discounted hotel rooms within the Georgia World Congress Center area. Imaging USA has selected the Omni Hotel at CNN Center as its headquarters hotel. Hotel space is still available, but it's going fast!

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INSURANCE CLAIMS

All exhibitors are strongly urged to secure their own insurance in the case of exhibit damage, personal injury, fire, theft, etc. PPA and Imaging USA assume NO responsibility whatsoever pursuant to such insurance claims.

LEAD RETRIEVAL

Please look for more information to be emailed at a later date regarding lead retrieval services.

LOAN / REMOVAL OF EQUIPMENT FROM EXPO FLOOR

We appreciate the fact that many exhibitors assist PPA by loaning equipment for use at convention programs. To ensure that equipment is returned to you in a timely fashion, please be advised of the following procedure: Only PPA convention staff (wearing staff ribbons) are authorized to remove equipment from the EXPO floor for use in the program rooms. In this case, staff will provide you with a "Property Removal Form," which should be signed by you upon equipment removal and return. Upon your request, a copy of the signed form will be provided to you.

If your equipment is not returned in a timely matter, please see Bill Ingwersen, Exposition Manager, as soon as possible!

NOTE: If your company (or booth personnel) does not follow the above procedure and lends equipment to a program speaker directly, the speaker will be responsible for the safe return of said equipment. PPA and Imaging USA will not be responsible for it in any way.



MATERIAL HANDELING

ADVANCE SHIPPING: Pay close attention to the Shipping Instructions and Material Handling Order Form in the GES section of this manual. Exhibitors are strongly urged to ship all freight to the advance warehouse if it will arrive on or between December 17, 2012 and January 15, 2013. Shipments that are received in the advance warehouse are generally less expensive to deliver to your booth. Shipments received at the advance warehouse after January 15 are subject to late fees. Please use the following address and label format when shipping to the warehouse:

TO: Imaging USA c/o GES (Your Company Name & Booth Number) 4145 Thurman Road Conley, GA 30288 USA

NOTE: Due to the holidays, the GES warehouse will be closed Monday, December 24; Tuesday, December 25; and Tuesday, January 1.

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SHIPPING TO SHOW SITE:

GES CANNOT accept show-site freight prior to noon on Friday, January 18, 2013. When shipping directly to the show site on or between January 18, 2013 and January 20, 2013, use the following address and label format:

TO: Imaging USA c/o GES (Your Company Name & Booth Number) Georgia World Congress Center 285 Andrew Young Intl Blvd. NW Atlanta, GA 30313 USA

SPECIAL NOTE: Exhibit personnel in charge of setting up your booth should be aware of how and when all freight was shipped, tracking/pro numbers and the carrier. This information is extremely important when trying to locate missing freight. Tracking numbers will be the best/most timely way to locate shipments that have not been delivered to your booth. Any freight accepted during show hours will not be delivered until after the show closes for the day.

MUSIC LICENSE

Exhibitors who intend to use copyrighted music in their booth during EXPO hours must obtain a music license. For more information, contact Bill Ingwersen, Exposition Manager, at bingwersen@ppa.com.



OFFICIAL SERVICE CONTRACTOR

Global Experience Specialists (GES) is the official service contractor for Imaging USA. GES must perform all on-site material handling and rigging.

ORDER FORMS FOR GES

In order to properly service the exhibition, GES, our official service contractor, must receive your orders by December 28 for you to receive the early order discount (unless indicated otherwise on the form). All order forms are in this manual.

PROMOTE IMAGING USA TO YOUR CUSTOMERS

Encourage users and prospective buyers of your products to attend Imaging USA and visit your booth! Take advantage of several promotional items available at no charge, including complimentary EXPO passes, Imaging USA 2013 logo and web buttons, a press release about your participation at Imaging USA, and more at ImagingUSA.org/exhibitor-resources.

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SALES TAXES

If you are selling products on the show floor, the state of Georgia requires that you register for a tax license. Form FS-32 can be found in the last section of this service manual.

SECURITY

Each exhibitor is responsible for safeguarding one's own goods, materials, equipment, and exhibit at all times. Show Management provides a 24-hour security guard service for the perimeter of the exhibit hall; however, neither Show Management, the contracted security service, nor their corporate entities will be responsible for loss of or damage to any property.

SELLING PRODUCTS OR SERVICES

Show Management does allow exhibitors to sell products and services on the show floor. Exhibitors that sell taxable goods or services on-site are responsible for registering as a dealer with the Georgia Department of Revenue.

SHOW GUIDE LISTINGS

To ensure your contact information and product categories are accurate for our printing of the Imaging USA Show Guide, please be sure to log in and proof your information. Information on logging in to your online profile will be coming soon (we will email you), and the deadline to submit such information is October 5, 2012.



SHOW LOCATION

Imaging USA 2013 will be held at the Georgia World Congress Center, Building A, Halls 1 & 2, 285 Andrew Young Blvd., Atlanta, GA 30313.

SPECIAL EVENTS

All special events are free of charge to exhibitors with full-convention badges. If exhibitors with "EXPO Only" badges wish to attend these events, the charge is \$40 per event. Tickets will only be sold on-site at Registration and directly outside the party venues.

• SUNDAY, JANUARY 20

Imaging USA Opening Night Party 8:00 p.m. – 11:00 p.m.

MONDAY, JANUARY 21

Grand Imaging Awards (complimentary) 5:30 p.m. – 6:30 p.m.

• TUESDAY, JANUARY 22

PPA's Awards & Degree Ceremony (complimentary) 7:00 p.m. – 8:00 p.m.

• TUESDAY, JANUARY 22

Imaging USA Closing Night Party 8:00 p.m. – 11:00 p.m.

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