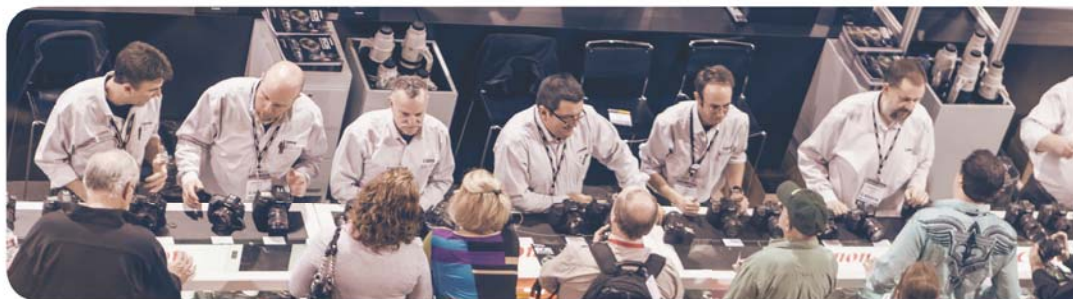




IMAGINGUSA

February 1-3, 2015 | Nashville, TN

2015 SERVICE MANUAL



WELCOME TO IMAGING USA 2015 & THE IMAGING EXPO!

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

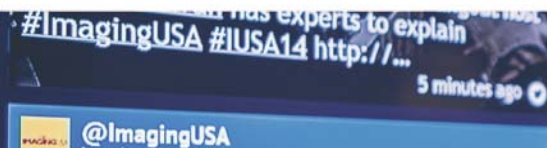
This manual is filled with information from Show Management (PPA's Imaging USA team) and Global Experience Specialists (GES), our official service contractor, along with order forms from other suppliers of services to the Imaging USA Expo. That's why it is very important that you review this document and familiarize yourself with the contents. In addition, GES Online is available 24/7, and you can order all GES services via their secure website: ges.com.

It is also our goal to help you make the most of your time 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 exhibitor profile for the interactive floor plan.

Thank you again for choosing to exhibit at Imaging USA! Should you have any questions, please contact Bill Ingwersen at [404.522.8600](tel:404.522.8600), ext. 239, or bingwersen@ppa.com. For questions pertaining to GES services, please call 800.475.2098.



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ACCESS TO PROGRAMMING

As an exhibitor, you are allowed up to two (2) complimentary full-convention registrations for your 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 in the Imaging Expo Only category at no charge. 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 BEFORE & AFTER SHOW

An attendee mailing list will be available to you in the weeks leading up to the show. Contact your sales rep! The post-convention attendee mailing list will be automatically emailed to you shortly after Imaging USA. This complimentary list will include postal addresses for each attendee. If you would like to access the attendee email list instead, 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.



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AUDIOVISUAL

Freeman AV is the official audiovisual company at Imaging USA in Nashville. 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 silver/gray. 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 on-site.

BOOTH SALES OFFICE

We will be pre-selling booth space on-site at Imaging USA 2015 for the Imaging USA 2016 Expo. Imaging USA 2016 will be held at the Georgia World Congress Center in Atlanta, GA, January 10-12, 2016. 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 2014!

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Let us answer your questions!

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Imaging USA Exposition Manager
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DEADLINES

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BUSINESS CENTER

FedEx Office is centrally located next to the Presidential Ballroom in the convention center. For more information see the flyer at the back of this manual, or contact Tracey Kennedy at (615) 391-0381 or by email at tracey.kennedy@fedex.com.

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 GES. Order forms can be found under the Additional Services section of this PDF.

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 Expo floor. Once on-site, please stop by the registration desk located on the lower level of the North Building 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, February 1, 2015.

HALL ACCESS

All individuals, whether employed by an exhibitor or in charge of booth, must be registered and wear an official badge for admission to the exhibit hall. Security officers will be stationed at the entrance and exit doors to check badges. 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 will need to be present in order to authorize such addition(s).

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 30	12 pm – 5 pm
Saturday, January 31	8 am – 5 pm
Sunday, February 1	9:30 am – 11:30 am

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.

EXPO HOURS

Sunday, February 1	11:30 am – 5 pm
Monday, February 2	11:30 am – 5 pm
Tuesday, February 3	11:30 am – 3:30 pm



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DISMANTLE (MOVE-OUT)

Tuesday, February 3	3:30 pm – 8 pm
Wednesday, February 4	8 am – 12 pm

All booths must remain intact until the show closes and move-out begins at 3:30 pm on Tuesday, February 3. Crates will not be delivered to your booth 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— but please keep in mind that the GES desk closes at 8 pm that night. Move-out continues on Wednesday, February 4 at 8 am and must be completed by 12 pm. Bills of lading for outbound shipments must be turned in at the GES service desk no later than 12 pm on February 3. Security will not be available after 12 pm on February 3 or when the hall is empty of product, whichever comes first.

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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The Exhibitor registration desk will be open the following hours:

Friday, January 30	12 pm – 5 pm
Saturday, January 31	8 am – 5 pm
Sunday, February 1	8 am – 5 pm
Monday, February 2	8 am – 5 pm
Tuesday, February 3	8 am – 2 pm



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FOOD & BEVERAGE

Gaylord Opryland Catering is the sole provider of food and beverages at Gaylord Opryland. No one is allowed to bring food or beverages onto the premises to be sold, given away or used without the consent of Gaylord Opryland.

For information on distributing food and beverages within the convention center, contact Lindsay Jerndt at 615-458-1370.

HOTEL RESERVATIONS

Please check ImagingUSA.org/Hotel for information on discounted hotel rooms within the Nashville area. If you're booking 10 or more rooms, be sure to take advantage of Opryland's group housing manager Lisa Hejazi at 615-458-2555. She'll be able to personally help you manage your staff rooms and reservations. Hotel space is still available, but it's going fast!

INSURANCE CLAIMS

All exhibitors must 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

Badge scanning devices, called lead retrieval, are available through Convention Data Services' X-Press Leads. Order forms are under the Additional Services section of this PDF. For questions please contact CDS at 800-746-9734 or email nhutchison@cdsreg.com.

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

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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, 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 HANDLING

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 on or between January 2 and January 27. Shipments received in the advance warehouse are generally less expensive to deliver to your booth. Shipments received at the advance warehouse after January 27 will be subject to late fees.

Please use the following address and label format when shipping to the warehouse:

To: Imaging USA
(Your Company Name & Booth Number)
GES c/o UPS Freight
45 Teledyne PL
LaVergne, TN 37086

SHIPPING TO SHOW SITE:

GES CANNOT accept show-site freight prior to noon on Thursday, January 29, 2015.

When shipping directly to the show site on or between January 29, 2015 and January 31, 2015, use the following address and label format:

To: Imaging USA
c/o GES
(Your Company Name & Booth Number)
Gaylord Opryland Convention Center East, Hall C1 & C2
2815 Opryland Drive
Nashville, TN 37214

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 at bingwersen@ppa.com.

OFFICIAL SERVICE CONTRACTOR

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

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ORDER FORMS FOR GES

In order to properly service the exhibition, GES must receive your orders by January 9 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 2015 logo and web buttons, a press release about your participation at Imaging USA and more at ImagingUSA.org/Exhibitor-RSC.

SALES TAXES

If you are selling products on the show floor, the state of Tennessee requires that you register for a tax license. Find more information on filing here: tn.gov/revenue.

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 Tennessee Department of Revenue. Find more information on filing here: tn.gov/revenue.

SHOW GUIDE LISTINGS

To ensure your contact information and product categories are accurate for our printing in the Imaging USA show guide, please log in and proof your information. Details on how to log in to your online profile will be coming soon. You will have until October 6, 2014 to proof your information by email.

SHOW LOCATION

Imaging USA 2015 will be held at the Gaylord Opryland Resort & Convention Center, 2800 Opryland Drive, Nashville, TN 37214. Phone: 615-889-1000.

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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, there's a \$40 charge per event. Tickets will only be sold on-site at registration and directly outside the party venues.

- **SUNDAY, FEBRUARY 1**
Imaging USA Opening Night Party
5:30 pm – 10 pm
- **TUESDAY, FEBRUARY 2**
PPA's Award & Degree Ceremony (complimentary)
7 pm – 8 pm
- **TUESDAY, FEBRUARY 3**
Imaging USA closing night party
8 pm – 11 pm



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