

**SHOW MANAGEMENT**

All general questions regarding exposition operating procedures, contractors, display limitations, and exposition policies should be addressed to the following:

**Training 2008**

Nielsen Business Media  
14685 Avion Parkway, Suite 400  
Chantilly, VA 20151

**EXHIBITOR HOTLINE (703) 488-2944**

**BOOTH APPROVALS**

All booths must be in compliance with the IAEM Guidelines. All exhibitors occupying 400 or more square feet, those exhibitors with a Peninsula/End Cap booth and/or exhibitors requesting an exception to the IAEM Guidelines for Display Rules and Regulations, must complete a “**Booth Approval Request Form**” and return to Show Management by **January 7, 2008**. This form is located under the **RULES & REGULATIONS** section of this kit. A rendering/diagram outlining dimensions of your exhibit layout, structure walls, signage, towers, etc., must accompany your completed Booth Approval Request Form. All forms will be carefully reviewed by Show Management to ensure equal compliance with the rules & regulations of the show.

All Booth Approval Request Forms will be acknowledged in writing by fax within 10 business days of receipt of form. All requests should be faxed to (703) 488-2726 or mailed to show management. If you have any questions, please contact the Exhibitor Hotline at (703) 488-2944 or via email at trainingmagexpo@nielsen.com.

**BOOTH INSURANCE**

Each exhibiting company is required to carry liability insurance for damage, loss, theft or accident to their exhibit and/or company personnel. 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 our 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, fire, floods, war, riots, etc., If you need to purchase additional insurance coverage, Show Management recommends visiting [www.buttline.com](http://www.buttline.com) and clicking on the “online applications” tab. Additional insured’s should be listed as follows: The State of Georgia, the Georgia World Congress Center Authority, Freeman Companies, Nielsen, and Training 2008 and their respective officers and employees.

**BOOTH SPACE TERMS AND CONDITIONS**

Located under the **RULES & REGULATIONS** section is a copy of the Training 2008 Booth Space Terms and Conditions that will apply to **ALL** exhibitors throughout move-in, open show hours and move-out. If any of the Terms and Conditions are not entirely clear, or you feel that you will have difficulty in complying with any of them, please contact the Exhibitor Hotline at (703) 488-2944.

**SET-UP GUIDELINES**

Only exhibitor appointed contractors or exhibiting company personnel are permitted on the show floor during move-in and move-out. **NO one under the age of 18 is permitted in the exhibit hall during move-in and move-out.** Pets and strollers are prohibited at all times on the floor.

It is the responsibility of Show Management to ensure the overall appearance of the exhibit area. Please refer to the IAEM Booth Guidelines in the **RULES & REGULATIONS** section of the kit. These guidelines address height, depth, structural integrity, storage and important details on each booth configurations.

**Show Management complies and defers to any policy the Fire Marshal mandates. Should your exhibit layout, design, structure and/or electrical not conform you will be asked to modify it on-site at your expense.**

Please direct any questions concerning Booth Set-Up Guidelines and Regulations to the Exhibitor Hotline at (703) 488-2944 or trainingmagexpo@nielsen.com.

**CARPET/FLOOR COVERING**

In order to ensure that Training 2008 looks as attractive as possible, all visible booth space must be completely carpeted. Carpet/floor covering must be flush against the booth markings as indicated by Freeman. Exhibitors not complying with the guideline will be responsible for the cost incurred to fill the space with aisle carpet. **Aisles in the exhibit hall will be carpeted in red carpet.** Exhibitors shipping carpet/floor covering could incur special handling charges and should follow the guidelines established by Freeman. The guidelines can be found in the **SHIPPING** section of the service kit.

**CLEANING (booth and aisle areas)**

All aisles will be swept daily. Trash put out in the aisles after the close of the show each day will be removed. Vacuuming, scrubbing, waxing, dusting and polishing of your booth area can be ordered from Freeman by using the enclosed Cleaning Order Form located under the **FREEMAN FURNISHINGS** section of this kit.

Please note that the pre-show opening “initial vacuum” is not included in the rental of your booth carpet.

**LABOR**

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks, bellman carts, and other mechanical equipment, however, is not permitted. FREEMAN will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full time employees of the exhibiting company will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by FREEMAN. Please refer to “**Union Jurisdictions**” listed under the **RULES & REGULATIONS** section of this kit. Please contact Freeman Exhibitor Services at (407) 816-7900 should you need clarification of the union guidelines.

## **EXPOSITION TERMS AND CONDITIONS**

Enclosed is a copy of the Exposition Terms and Conditions under the **RULES & REGULATIONS** section that will apply to all participants throughout move-in, show hours and move-out. If any of the Terms and Conditions are not entirely clear, or you feel that you will have difficulty in complying with any of them, please notify Show Management immediately at (703) 488-2944.

## **CRATE/CARTON REMOVAL, STORAGE AND RETURN**

Freeman is the EXCLUSIVE contractor for crate and carton removal and storage. By order of the Fire Marshal, exhibitors will NOT be permitted to store empty crates, containers, or boxes in their booth during the event. However, empty crates and boxes, when identified and properly marked by the exhibitor, will be removed, stored and returned to the booth at the conclusion of the show at no additional charge. For accessible storage arrangements, please contact Freeman at (404) 253-6494.

Once a crate/container has been removed from the show floor and stored, exhibitors will **NOT** have access to this crate once it is removed from the premises. Do not store any items in empty crates that you will need during the event. Once the show closes on Tuesday, February 5 at 5:30pm, crate return will not begin until all aisle carpet has been rolled up and removed. It will take approximately two (2) hours for all empty crates to be returned. Please plan your travel arrangements accordingly. **All Exhibitors must be out of the Exhibit Hall by 12:00 PM Wednesday, February 6, 2008.**

## **CATERING POLICIES**

### **Catered Functions in Your Booth:**

Exhibitors are welcome to host catered functions in their booth space during show hours. You may place your order through Levy Restaurants, the exclusive caterer at the Georgia World Congress Center. Menus and an order form are located under the **CONVENTION CENTER ORDER FORMS** section. You may also contact them directly at (404) 223-4500.

### **Popcorn & Chips:**

Popcorn, popcorn machines and chips are not permitted in the Exhibit Hall.

### **Hosted Hospitality Events:**

Exhibitors are welcome to hold hospitality events during Training 2008. However, you may only conduct these events if they do not overlap with the Educational Program, Exhibit Hall open hours and the Expo Breaks. Show Management must be informed of all hospitality events. Please contact Angela Talbot at (703) 488-2766 with the date and time of your event. We appreciate your cooperation.

## **CONVENTION CENTER INFORMATION**

- Georgia World Congress Center – Building C  
285 Andrew Young International Blvd., NW  
Atlanta, GA 30313
- Phone (404) 223-4200.
- Freeman will control the dock areas as well as access to the dock. See Marshalling Yard and Parking Facility Information listed under the **SHIPPING** section of this kit.

- The floor load capacity is 350 pounds per square foot. All materials will reach the show floor via freight elevators.
- Lighting is with metal halide high intensity (1000 watts) (similar to mercury vapor lights) located approximately 40' from the floor. Lights will operate at approximately 50% during move-in and move-out. Full exhibit floor lighting will be provided up to 2 hours prior to opening and 1 hour following closing.
- The ceiling height in the Exhibit Hall is 35-40 feet. **The maximum booth height (including hanging signs) for Training is 20 feet.**
- All hanging signs must be approved by Freeman and Show Management. Exhibitors must submit a stamped engineer drawing for all hanging structures. The maximum height for all hanging signs is 20 feet from the top of the sign to the floor. For more information, please refer to the "**Guidelines for Hanging Signs & Truss**" located under the **FURNISHINGS** section.
- All plans for multi-story booths must be submitted to the Georgia World Congress Center/Georgia Dome Event Services Department for review a minimum of 60 days prior to move-in. There must be a licensed structural engineer's stamp of certification on all plans. Additionally see the page in this section for "Multi-Story Exhibit Booth Guidelines."
- All fully enclosed exhibit spaces with a temporary ceiling structure must be served by an emergency lighting source (i.e. battery powered).
- Helium-filled balloons may not be distributed within the Georgia World Congress Center, but may be pre-approved by Show Management and the facility provided they are permanent fixtures on authorized event displays. If they flow to the ceiling there will be a cost from Freeman to have them removed. If left behind, Georgia World Congress Center will have them removed and there is a charge for the lift and the engineer's time.
- Utility service access plates are located throughout the Exhibit Hall. In order to utilize any utility (electrical, internet, telecommunications, water, drain, air, etc.) it will be necessary to complete the appropriate form in the information under the **VENDOR FORMS** section of this kit.
- It is the financial obligation of each exhibitor to leave the facility, floor, and walls in the same condition.
- Fire Marshal regulations prohibit exhibitors from storing empty crates and boxes in their booth areas during the show period. However, empty crates and boxes, when properly marked and identified by the exhibitor will be removed, stored and returned to the booth at no additional charge, if the exhibitor uses Freeman to handle the freight during move-in.
- All adhesive giveaways or decals are strictly prohibited as materials for distribution.
- Electrical service will be provided one hour before show opening and closing each day. Show management does not provide 24-hour electrical service. Exhibitors must order electrical services through the Georgia World Congress Center.
- There is an exclusive contractor for catering services at Georgia World Congress Center. This company is Levey. Please refer to the **VENDOR FORMS** section of this service kit.

## **SHOW POLICIES:**

### **Children Under the Age of 18:**

Children under the age of 18 are not permitted on the exhibit hall floor anytime during exhibitor set-up and tear-down. During show hours, children under the age of 18 are permitted on the floor when properly badged and escorted by an adult. Guardians of the child will need to complete a Child Waiver Form at the Registration Desk before a badge will be issued to the child. **Baby strollers are not permitted in the Exhibit Hall at any time.**

### **No Smoking:**

Smoking is not permitted at anytime on the exhibit hall floor or in any other area inside the Georgia World Congress Center.

### **Sound Levels:**

The tradeshow floor is shared by EVERY exhibitor, please be aware that exhibits with sound systems or live presentations MUST maintain a 70 decibel level.

### **Video Taping and Photography:**

Exhibitors are permitted to videotape and photograph their own booth space. Permission from the exhibitor must be obtained prior to photographing or videotaping other booths. For more information regarding photography and video taping services, please refer to the **VENDOR FORMS** section.

### **Demonstrations/Distributions:**

All demonstrations or other promotional activities must be confined to your exhibit space. Booth personnel, including models, hostesses, and contractors are NOT allowed to distribute any literature or promotional items of any kind outside the confines of the contracted exhibit space. Distribution of adhesive backed materials (stickers), of any kind, in any location, is strictly prohibited.

**Any unauthorized booth personnel handing out literature or promotional items outside their contracted exhibit space will be instructed to stop and their booth may be shut down.**

### **Selling on the Exhibit Hall Floor:**

**ORDER TAKING ONLY** is the recommended policy during show hours for all three show days. It is the sole responsibility of the exhibitor that sells off the show floor to report the appropriate amount of sales tax due to the Florida Department of Taxation. You must have a current seller's license or permit to engage in sales from the show floor. You can contact the Georgia Department of Revenue at 404-417-6601.

### **EXHIBITOR APPOINTED CONTRACTORS (EAC)**

An Exhibitor Appointed Contractor is any individual who is not a full-time permanent employee of an exhibiting company, who is providing a service to an exhibitor on-site at the Georgia World Congress Center and does not represent

one or more of the official contractors as designated in the Key Contacts page of this kit. If your company plans to use an EAC, please complete and fax the enclosed **Intent to use an Exhibitor Appointed Contractor Form** located under the **GENERAL INFORMATION** section of this kit by **January 7, 2008**. Refer to Key Contacts page of this Service Kit for Official Service Contractor contact information.

By **January 7, 2008**, each Exhibitor Appointed Contractor **MUST** supply to Show Management a liability Certificate of Insurance. **The Certificate of Insurance must be in the amount of \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, naming the The State of Georgia, the Georgia World Congress Center Authority, and their respective officers and employees, Freeman Companies, Nielsen, and Training 2008 as additional insured and covering the show dates, including exhibitor move-in and move-out of February 1-6, 2008.**

Exhibitor Appointed Contractors **WILL NOT** be permitted to set-up any service desk on the show floor nor display any signage with the name of their firm. They will NOT be permitted to actively solicit any exhibitors on the show floor.

Installation and Dismantle badges and wrist bands will be provided for Exhibitor Appointed Contractors and may be picked up at the Exhibitor Registration Desk.

Note: For more information on Exhibitor Appointed Contractors, please refer to the informational sheet listed in the **LABOR** section of this kit.

### **Move-out hours and procedures:**

Exhibitors are to begin dismantling their displays at 5:30PM, Tuesday, February 5, 2008. The return of empty containers will begin immediately after the aisle carpet and vehicles are removed from the Exhibit Hall. In agreement with the Exposition Terms and Conditions, exhibitors may not dismantle or remove any portion of their exhibit prior to closing time at 5:30PM, Tuesday, February 5, 2008. **This rule will be strictly enforced. All Exhibitors must be out of the Hall by 12:00PM on Wednesday, February 6, 2008.**

**SPECIAL NOTES:** Upon commencement of move-out, all aisles are to be kept entirely clear of exhibit material so that all aisle carpet may be removed. No empty crates will be returned until **ALL** aisle carpet has been removed. It will take approximately two (2) hours for all of the empty crates and boxes to be returned. Please be patient during this process and schedule your travel departures accordingly. In order to assure all exhibitors of an expedient move-out, complete cooperation is required between exhibitors and Freeman. All vehicular movement at the Georgia World Congress Center loading docks must be coordinated and approved by Freeman in advance.

Fire Marshal regulations prohibit exhibitors from storing empty crates and boxes in their booth areas during the show period. However, empty crates and boxes, when properly marked and identified by the exhibitor will be removed, stored and returned to the booth at no additional charge, if the exhibitor uses Freeman to handle the freight during move-in.

All plans for multi-story booths must be submitted to the Georgia World Congress Center/Georgia Dome Event Services Department for review a minimum of 60 days before move-in. There must be a licensed engineer's stamp of certification on all plans.

All fully enclosed exhibit spaces with a temporary ceiling structure must be approved by the Georgia World Congress Center/Georgia Dome Event Services Department for review a minimum of 60 days before move-in.

#### **FIRE REGULATIONS**

- All draperies, backdrops, bunting and other decorations must be flameproof.
- All Exits and Exit Aisles must be kept clear and unobstructed.
- All fire hose racks, fire extinguishers and emergency exits must be visible and accessible at all time.
- When displaying a flammable or combustible product, the display container must be empty.
- Painting or spraying of toxic or flammable materials is prohibited.
- Smoking is prohibited throughout the Convention Complex of the resort.
- Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering, batteries must be disconnected and covered with electrical tape or other similar insulating material. Gas tanks must be no more than one quarter full.
- Combustible materials must not be stored beneath display vehicles.
- Vehicles in the building for unloading must not be left with engine idling.
- Compressed Air Cylinders, including LPG, are prohibited unless approved by fire safety office.
- All 110 volt extension cords shall be three-wire (grounded), #14 or large AWG, Copper wire connectors must not be supported by cords.
- Cube tap adapters are prohibited (uniform fire code 85.107) Multi-plug adapters must be UL approved and have built-in overload protection.
- Electrical work under carpets must be done, or supervised by the official electrical contractor.
- All temporary wiring must be accessible and free from debris and storage materials
- No storage of any kind is allowed behind booths or near electrical service
- Areas enclosed by solid walls and ceilings must be equipped with approved smoke detectors.
- All empty cartons or crates must be labeled and removed for storage or they will be removed as trash.
- Materials for handouts must be limited to one day supply and must be stored neatly within the booth.
- Flammable or combustible liquids are prohibited inside of buildings except as approved by the fire safety office.