

THE SCHOOL EQUIPMENT SHOW

Phoenix Convention Center

November 18-20, 2009



GENERAL INFORMATION INSTALLATION - MAINTENANCE - DISMANTLING AND EXHIBIT SPACE REGULATIONS

EXHIBIT MANAGEMENT - Exposition Management, Inc. (EMI), is the exhibit management for NSSEA. EMI will have an office and supervisors on the exhibit floor during installation, dismantle and all exhibit hours. All questions before move-in regarding rules, regulations, policy matters, and services for the Tradeshow should be addressed to them at 10425 Old Olive Street Road, Ste. 103, St. Louis, MO 63141-5940; TEL (877) 991-7711, FAX (314) 994-9650, e-mail: nssea@expomanage.net.

SMOKING - Smoking is prohibited in the convention center.

CHILDREN – No children under the age of 16, strollers or carriages are permitted in the exhibit hall or educational sessions at any time. Infants are permitted during exhibit hours, but must be carried at all times. A waiver, available at the NSSEA Registration Desk, must be signed by parents of infants attending the show.

INCLUDED IN COST OF EXHIBIT SPACE -

Booth equipment as described below	General security
Standard 7"x44" identification sign	General decorations
Plum Aisle carpet	General lighting
Sweeping and cleaning of aisles	

BOOTH EQUIPMENT AND GENERAL DECORATIONS - Standard booth equipment is furnished to each Linear Booth Exhibitor (not Island Spaces), and consists of plum, yellow and teal drapery backgrounds 8' high and plum side dividers 36" high. A standard identification sign, 7"x44", is furnished with the booth equipment, showing company name and booth number.

EXHIBIT SHIPMENTS - Shipping labels are enclosed (see tab "Shipping Instructions & Exhibit Material Handling"); additional labels, if needed, are available upon request. Shipping Instructions and Material Handling Rates are enclosed. Do not send advance exhibit shipments or packages to the Convention Center; they have no facilities to receive nor deliver them to your booth. Shipments to the Convention Center will be the Exhibitor's responsibility.

Exhibitor small parcel shipments by carriers not giving delivery receipts or freight bills, such as UPS and U.S. Postal Service, will be accepted by Freeman and delivered to your booth with no guarantee of piece count or condition, and no liability whatsoever will attach to Freeman for those shipments. There usually is a cost savings to you by sending those shipments to yourself at your hotel marked, "Hold for Arrival". *You may be able to eliminate expensive minimum charges by carrying those pieces from your hotel to the booth.* But always verify with your confirmed hotel about any charges they may have for the acceptance and holding of packages.

EXHIBIT HOURS -

Wednesday, November 18	NOON – 5:00 PM
Thursday, November 19	NOON – 5:00 PM
Friday, November 20	8:00 AM – NOON

(In-Booth Sales Meetings can be held from 8:00 AM – NOON on Wednesday and Thursday)

EXHIBITOR SCHEDULE OF HOURS FOR SHOW DAYS - Properly badged Exhibitor Personnel may enter the exhibit area at 7:30 AM on Wednesday, Thursday, and Friday. The exhibit area will remain open one hour after the exhibits close, except for the final closing.

Advance written permission is required to be in the exhibit area before or after these scheduled hours for whatever purpose. The names of the Exhibitor Personnel entering early must be listed on the Early Admittance form available at the EMI office and given to Security at the door. Exhibitors must remain within their booth during this time or they will be escorted from the exhibit area until the scheduled hours. Press, Dealers, and other non-Exhibitor personnel are not allowed in the exhibit area except during regular Tradeshow hours - - no exceptions.

OUTSIDE INDEPENDENT SERVICE CONTRACTORS - The names of any persons or firms, other than the designated official contractors, proposed for the performance of any services for the Exhibitor within the convention center, must be supplied to Exposition Management, Inc. for approval by October 16. Approval will not be granted if inconsistent with the commitments and obligations made by NSSEA in any contract with service contractors or the Convention Center. No outside independent contractor will be allowed on the show floor before 8 AM Monday, November 16.

NSSEA must have proof of insurance for all independent contractors. Independent contractors without an original insurance certificate on file prior to November, will be prohibited from working on the exhibit floor. These regulations are listed in the “Area Work Rules, Independent Contractors” section of this manual.

EXHIBIT INSTALLATION - Exhibits may be set up from 8 AM to 5 PM, Monday & Tuesday. No setup is allowed on Wednesday morning as In-booth Sales Meetings begin at 8 AM on Wednesday. ***Plan your travel schedule to conform with the set-up days!*** Exhibitors will not be allowed in the exhibit area before that time except by advance arrangement. Be sure to read the NSSEA Exhibit Space Regulations which follow, particularly Sections 10 & 11, “Exhibit Construction/Arrangements” and “Use of Space” respectively. All displays must conform to these specifications.

Booth construction and arrangement should be checked against the floorplan to be certain display conforms to size of booth. **No special signs, booth construction, apparatus, lighting fixtures, etc. will be permitted above 8 ft. in height in Standard (linear) Booths**, and the maximum height along side rail dividers for the front 5 ft. of your booth (5 ft. in from the numbered aisle) cannot exceed 4 ft. in height. Note the following Exhibit Planning Aids which show in detail how the booth exhibit space can be utilized. No interference with the light or space of other exhibitors will be allowed, nor will noisy or objectionable devices, such as flashing lights. Helium inflated balloons are prohibited. Bridging floor surfaces or roof structures across aisles is prohibited.

All boxes and crates must be emptied and skids removed from skidded material and/or equipment in sufficient time for them to be placed in storage by 1 PM on Tuesday. Boxes, crates, and skids not emptied by 1 PM will be placed in storage at the Exhibitor's expense; empty containers not labeled for storage will be discarded as trash. All booths must be completely installed by 5 PM, at which time the exhibit area will be closed until 7:30 AM Wednesday. Nothing may be stored behind booths, for that is a fire hazard prohibited by the Fire Department.

Exhibitors finding it necessary to work beyond the scheduled set-up hours may do so by obtaining advance permission. Exhibitors working after the aisle carpeting has been installed and cleaned on Tuesday night, causing re-cleaning to be necessary, will be responsible for the cost of re-cleaning.

HANDLING EXHIBIT FREIGHT YOURSELF - - For the safety of personnel and exhibit material of others, neither personal nor company vehicles will be allowed in the building. An area will be provided for those unloading their exhibit material themselves, by hand, without the use of material handling equipment. *Please note that dock space is extremely limited at the Phoenix Convention Center and there can be longer than normal wait times for space to unload your vehicle.* Vehicles must be totally unloaded immediately so they can be quickly removed to allow access by others. *An Exhibitor vehicle allowed in the dock area for self-unloading is defined as a car, personal van, small pickup truck, or a trailer not longer than 12 feet. All larger vehicles must be unloaded by Freeman.* No material handling equipment will be loaned to you. You may not leave your vehicle at the freight door or dock to make multiple trips delivering exhibit material from your vehicle to the booth. During move-out, you must have all material at the dock or door before your vehicle will be allowed there, so that you can quickly load and remove your vehicle for the next person. NSSEA will provide security for these areas which will be controlled by first-come, first-served.

FREIGHT-FREE AISLES - Certain "exit access" aisles have been specified by the Fire Marshal as "freight free" for life/safety reasons. These aisles are not to be blocked with crates and cartons during set-up. These designated aisles will be marked on the exhibit floor.

BOOTH CANOPIES AND CEILINGS; ENCLOSED AREAS - Overhead surfaces, 100 square feet or larger, whether for display purposes or an Exhibitor's product in a normal operating position, must be equipped with the required smoke detector with audible alarm plus 2A-10BC fire extinguisher as specified in the Fire & Safety Regulations section which follows. Areas enclosed by four walls and ceilings must also include external venting.

FOOD/BEVERAGE DISPENSING - Exhibitors may not dispense food and/or beverages without written permission from the Convention Center and its exclusive provider of this service. Alcoholic beverages are not permitted in the exhibit booths. The address and telephone number of the food service supplier are shown on the list of Official Service Suppliers which follows in this section.

PHOTOGRAPHY/FILMING - Photography and/or filming of any display or product other than the exhibitor's own material is strictly prohibited without permission from Show Management and the firm whose booth is being photographed/filmed. Violation may result in the confiscation of the camera or other media and/or the violators removal from the exhibit hall and confiscation of badge.

CRATE REMOVAL, STORAGE AND RETURN - Crates, boxes and packaging materials must be removed from the exhibit floor no later than 1 PM Tuesday. They will be taken from the exhibit booths by Freeman personnel and stored during the Show. Empty cartons are returned only if they are labeled for storage. Storage tags are available from the Service Desk. Boxes, crates, and skids not emptied by 1 PM will be placed in storage at the Exhibitor's expense; empty containers not labeled for storage will be discarded as trash.

After the final closing of exhibits, crates will be returned after all of the aisle carpet is removed. Aisle carpet removal should be completed by 1:00 PM. Please remember, all crates cannot be returned immediately at the close of the Show; approximately four to six hours will be required for the complete process with some crates returned first and some last. All crates will be removed from the building.

EXHIBIT REMOVAL - Goods and materials used in any exhibit (except bona fide samples) shall not be removed from the exhibit area until the Tradeshow is officially closed. All displays must remain intact until the official close of the show. ***No exhibitor may begin dismantling, packing or move-out prior to the close of the show at Noon Friday, November 20.*** Any exception must have the approval of Exhibit Management. Early dismantling, packing or move-out will result in the loss of priority points for assignment.

At dismantle time, immediately pack all small items of value in unmarked cartons and have them properly labeled for the outbound shipment. Remove all samples that you want to retain to minimize pilferage of these products. Exhibitors have from NOON to 8 PM on Friday and 8 AM to NOON on Saturday to dismantle and pack exhibits. Everything must be dismantled, packed, and ready for removal from the convention center by NOON on Saturday.

During dismantle, only badged Exhibitor and authorized contractor personnel are permitted to be on the exhibit floor. For security reasons the pickup and removal through the freight doors of your exhibit material from your booth by anyone other than your own badged employees or Freeman must have a standard Material Handling Agreement on file with Freeman authorizing a Third Party Removal.

Please see that each piece of your outbound shipment is properly labeled with complete shipping address, commodity description, and number of pieces making up the lot. Exhibitors must make all arrangements for pick-up and removal of their outbound shipments with Freeman at the Freight Service Desk. If you designate a carrier other than the official carrier, you must arrange for that carrier to pick up your freight, and you must specify that carrier on your outbound Bill of Lading/Material Handling Agreement. While making your arrangements, be sure to tell your carrier they must check in by 10 AM Saturday. ***If your designated carrier fails to check in by 10 AM Saturday, November 21, Freeman is authorized to re-route that freight to another carrier.***

PROTECTION OF PROPERTY – Show Management will provide general perimeter security. Each exhibitor must make provisions for the safekeeping of his goods before the opening, during and after the closing of the show. No responsibility is assumed by Show Management or any of its contractors for merchandise lost or damaged. The exhibitor must insure goods at his own expense. Information on hiring additional security is included in the “Additional Services” section.

To stay within the character of the School Equipment Show and to maintain reasonable exhibit hall security, any product sold or given away will not be allowed to be carried out of the exhibit area until after the final, official closing of the show. Prior to closing, nothing can be removed without written approval of Show Management.

CARE OF BUILDING AND EQUIPMENT - Exhibitors or their agents must not injure or deface the walls or floors of the building, the booths or the equipment of the booths. When such damage appears, the Exhibitor is liable to the owner of the property damaged. Electrical wiring must conform to National Electrical Code Safety Rules; decorating material must be incombustible or fireproof.

INSURANCE - While all care possible will be exercised by the NSSEA and its agents, you are responsible for insuring the safety of your personnel and exhibit materials from theft, damage, accident, fire and other such cause. Exhibitors who desire to carry insurance must do so at their own expense. The NSSEA will provide 24-hour security in the exhibit area as soon as the exhibit material is delivered. All property of Exhibitors is understood to remain in their Care, Custody and Control in transit to or from or within the confines of the exhibit hall.

LIABILITY - Neither the NSSEA, its agents, nor any member of the Planning Committee will be responsible for any injury, loss or damage that may occur to Exhibitors or their employees or property from any cause whatsoever. The Exhibitor, upon contracting for exhibit space, expressly releases NSSEA, its agents, and Committee from any and all claims for such loss, damage or injury.

RULES AND REGULATIONS - Exhibitors should read and be familiar with the SES Exhibit Space Regulations and the Fire and Life Safety Regulations which follow.