

Badge Classifications

The classification on all admission badges is according to the information provided by the respective applicant. Badge classifications are printed on each badge and the colors and designations are as follows:

Red:	Event Buyer; Exhibit Buyer; Event/Exhibit Buyer
Blue:	Dealers, Distributors, Reps (exhibit/event industry)
Black:	Services Supplier (exhibit or event industry - non-exhibiting)
Purple:	Display Mfr/Builder (non-exhibiting)
Green:	Exhibiting Staff
Burgundy:	Press Representatives
Yellow:	Program Speakers/Show Committees

Best Booth Staff Award

A panel of judges will visit and observe exhibit staff on Monday and Tuesday. The winners will be announced at the exhibitor meeting on Wednesday, March 17 and the names of the winning exhibitors will be posted in The Square at 11:00 am.

Best of Show Award

A panel of judges will determine Best of Show for large and small exhibits. The winners will be announced at the exhibitor meeting on Wednesday, March 17 and the names of the winning exhibitors will be posted in The Square at 11:00 am.

Book Store

Located in The Square, armloads of current business and marketing titles await you.

Buyers Choice Award

Those who are accepted for the program will receive a New Product plaque for their booth. The winner names will be posted in The Square by 2:00 pm on Tuesday.

Business Center

Mandalay Bay features a full service Business Center located on Level 1 of the South Convention Center, as well as at THEhotel front desk and Mandalay Bay front desk. All locations are open from 7:00 am - 6:00 pm daily. Prior to shipping packages, please see Shipping & Receiving Instructions as it concerns costs incurred.

Cleaning

Exposition Management will provide daily vacuuming of the exhibit hall aisle carpet and removal of trash from the common area trashcans. A one-time

cleaning of carpet rented through Champion is included in the rental price.

Conference

Registration fees apply to everyone attending the conference. The online Conference Program is available at www.exhibitor2010.com.

Dates and Hours - Installation

The Exhibit Hall will be open for the installation of exhibits from:

Friday, March 12	8:00 am – 4:30 pm
Saturday, March 13	8:00 am – 4:30 pm
Sunday, March 14	8:00 am – 4:30 pm

Note: The Exhibit Hall will close for the delivery of freight at 4:30 pm on Saturday and 12 Noon on Sunday. All shipping and packing containers must be removed from the Exhibit Hall by 5:00 pm Sunday.

Dates and Hours

The Exhibit Hall will be open to attendees:

Monday, March 15	11:30 am – 3:30 pm
Tuesday, March 16	9:30 am – 11:30 am*
	11:30 am – 3:30 pm
Wednesday, March 17	11:30 am – 3:30 pm

* Dealer admittance to exhibit hall. All attendees are admitted at 11:30.

Dates and Hours - Dismantling

The Exhibit Hall will be open for the dismantle of exhibits from:

Wednesday, March 17	3:30 pm – 8:00 pm
Thursday, March 18	8:00 am – 8:00 pm
Friday, March 19	8:00 am – 1:00 pm

Note: All exhibit material must be packed and ready for shipping by 1:00 pm, Friday, March 19 in order to vacate the Exhibit Hall in the allotted time.

When making return travel arrangements, allow sufficient time following the close of the Show at 3:30 pm. Crates are returned to exhibitors 3-5 hours after the Exhibit Hall closes at 3:30 pm. Please remember - no exhibitor will be allowed to dismantle prior to 3:30 pm, Wednesday, March 17.

E-Center

Don't miss a beat...take advantage of complimentary communication services including e-mail access and printers located in The Square.

Exhibit Space Rental Includes

- * Standard booth equipment consists of eight-foot high back wall drape with draped side rails 33" high and an identification sign 7" x 44" showing firm name, city, state, and booth number.
- * Removal, storage, and return of empty boxes, cartons, and crates properly labeled.
- * 24 hr. general security in the Exhibit Hall.
- * Carpeting of all aisles in the Exhibit Hall.
- * Discounted hotel rates.
- * Attendance at the Reception.
- * Listing in the Official Show Directory and EXHIBITOR2010 Website.
- * Online VIP registration for your customers
- * Free Conference Programs
- * Free Exhibitor badges

Note: Conference sessions are not included in the exhibit space rental.

Exhibitor Admission Hours

Exhibitors with the proper Show credentials will be admitted to the exhibit area according to the following schedule:

Friday, March 12	8:00 am – 4:30 pm
Saturday, March 13	8:00 am – 4:30 pm
Sunday, March 14	8:00 am – 4:30 pm
Monday, March 15	8:00 am – 3:30 pm
Tuesday, March 16	8:00 am – 3:30 pm
Wednesday, March 17	8:00 am – 8:00 pm
Thursday, March 18	8:00 am – 8:00 pm
Friday, March 19	8:00 am - Noon

Exhibitor personnel will not be permitted on the Show floor before or after these hours.

Exhibitors or their designated contractors requiring access at times other than those specified should fill out and return the Special Admittance Request form and review the rules concerning the Security Checkpoint.

Exhibitor Meeting

A brief Exhibitor Meeting will be held at 9:30 am, Wednesday, March 17. More information is provided about this meeting in the Exhibitor Information email you will receive prior to the show.

Exhibitor Registration Hours

Saturday, March 13	12:00 pm – 4:00 pm
Sunday, March 14	8:00 am – 4:00 pm
Monday - Wednesday March 15-17	8:00 am – 3:30 pm

Exhibitor Service Center

An Exhibitor Service Center, staffed by each of the Official Show Contractors, will be open from Friday, March 12 through Thursday, March 18 for those exhibitors who need to place orders or require

additional services. The Service Center is located in the main hall behind the 1000 aisle.

First Aid

An EMT will be available in the First Aid Office located outside of Bayside A, Friday, March 12 through Thursday, March 18.

Hospitality Suites/Meeting Rooms

Exhibitors may conduct social functions in The Mandalay Bay Convention Center that do not conflict with scheduled programs or activities of EXHIBITOR2010. Please refer to the Schedule of Events before confirming any social function. All requests must be approved by Show Management.

International Partners Program

Exhibitors providing international services are identified by special notation in the Official Show Directory and on the plasma kiosks.

Lead Retrieval System

Exhibitors may pick up lead retrieval units (Compulead) at the service desk, starting at Noon, Sunday, March 14. All units must be returned by 4:00 pm on Wednesday, March 17.

Merchandise Release Passes

All merchandise carried from the exhibit area must be accompanied by a Merchandise Release Pass. Passes may be obtained from a security guard at the show entrance by showing your exhibitor credentials.

Networking Reception

All exhibitor personnel are invited to attend the Welcome Reception, Monday, March 15, 6:30 pm – 8:00 pm. Admission by EXHIBITOR2010 badge only.

Press Room

A Press Room is available in The Square for the distribution of exhibitor publicity materials. Please ship 25 copies of your Press Kit with your exhibit materials and hand deliver them to the Press Room on Monday or leave them in the Show Management Office starting Saturday, March 13.

Secured Storage – Complimentary

Overnight secured storage for items such as flat screens, computers, monitors, cameras, and other desirable "walkable" items is available to all exhibitors on a complimentary basis. Note: Storage does not include any handling charges that may be required for items that need to be moved by the general contractor to/from storage. Neither show management, the show producer, Pro-Tect Security, Mandalay Bay Convention Center or any other vendor, assumes the liability for theft, damage or any other situation pertaining to the security of the stored

items. A guard will be provided overnight but safety is not guaranteed.

Exhibitors are responsible for dropping off and picking up items at the secured storage area which will be located in The Square behind registration. Claim tickets must be presented to the security guard and match the items in storage in order to be released from storage. Storage availability is offered on a first-come, first-served basis. Security storage is not intended for accessible storage items, i.e. literature, give-aways, water, etc. See Champion Exposition Services for accessible storage.

Shipping & Receiving – Mandalay Bay

MBCC does not have storage facilities and is unable to accept any goods shipped to the facility that exceeds 150 lbs. or more. All shipments should be consigned to your booth through Champion Exposition Services, the general contractor. ***Do not send your shipment to the business center at Mandalay Bay unless you can pick it up yourself and hand carry the item to your booth. In addition, shipments to the Business Center incur inbound and outbound handling charges that can be significant depending on weight. Hand-carryable items will also incur handling charges from the Business Center.***

For safety reasons, Business Center Staff and/or hotel bellman will not be allowed on the exhibit floor. Any boxes or items shipped to the Business Center that cannot be hand carried by your own staff will be delivered by Champion, and will be subject to additional delivery (drayage) charges as well as Business Center handling charges.

Show Management Office

Information on any aspect of the conference and exhibition is available in the Show Management office located in The Square.

Special Admittance Requests

Exhibitors needing access to their booth before or after exhibitor admission hours must go to the Exposition Management Office and fill out a Special Admittance Request Form. This includes photography and video taping crews, EAC companies, sound technicians, computer programmers, booth personnel etc. Please notify all crews to enter and exit the Show floor at the security checkpoint located at the main entrance to the hall.

Soliciting by Non-Exhibitors

Several non-exhibitors representing suppliers, publications and trade shows may attend the Show in order to “sell” their services in the aisles of EXHIBITOR2010. We view this as an annoying interruption to the valuable selling time to everyone who has paid to exhibit. If you feel as we do, that people in the aisles should be buyers and not sellers,

and that this is a discourtesy to all exhibitors, then we encourage you to contact the Exposition Management Office to have the individual removed from the floor. Special efforts have been taken to prevent these occurrences; however, some violations may arise. Non-exhibiting service suppliers have black badge holders; non-exhibiting display manufacturers/builders have purple badge holders.

Storage of Packing Boxes and Crates

Empty crates and boxes will be removed from the exhibit area to storage and returned to the exhibitor without charge. When unpacking your exhibit, be sure to put any packing material back in the container and close it to avoid fire hazard. Due to the limited storage facilities, smaller cases should be placed inside larger ones wherever possible. Exhibitors should obtain "Empty" crate labels at the Service Center and attach them to the empty crates and boxes they wish returned. Move all crates and boxes into the aisles. Laborers will remove empties daily and those not labeled will be destroyed. Boxes, etc. may not be stored behind back wall drape.

Storage: Accessible Storage

Unsecured Accessible Storage will be available at the show. Sign up for this service on site at the Champion Exposition Service Desk. Champion will provide you with labels to apply to your items and then they may be placed in storage.

Strategic Partner Day

This offer comes as a solution for many exhibitors who want to reach dealers. Strategic Partner Day will be held Tuesday, March 16 from 9:30 am – 11:30 am.

All exhibitors should plan to staff their booth during Strategic Partner Day hours or provide security for their booth during that time. Show Management is not liable for damage or any other situations that may arise.

Targeted Move-In

EXHIBITOR2010 does not have a targeted move-in and out schedule for each exhibitor. See “Dates and Hours – Installation”.

Temporary Work Passes

Passes are required to access the exhibit floor during the move-in and move-out days and hours. These passes may be obtained at the entrance to Bayside B.