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Exhibitor Essentials

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AWMA SHOWTHE CONVENIENCE DISTRIBUTOR
CONFERENCE & EXPO

MARCH 9-11, 2010 • LAS VEGAS, NEVADA

EXPOSITION SCHEDULE

EXHIBITS ARE LOCATED AT THE HILTON CENTER

MOVE-IN

Monday, March 8 12:00PM – 7:00PM

Tuesday, March 9 8:00AM – 5:00PM

EXHIBITS MUST BE SET BY TUESDAY, MARCH 9 AT 5:00PM. After that time, Show Management reserves the right to use any empty space in a way that will complement the overall appearance of the exposition. If you foresee any difficulty in meeting this deadline, you must request a variance. Please contact Tanja Bossert at 703.631.6200 or email tbossert@jspargo.com by 5:00pm (EST) on Monday, March 1, 2010.

SHOW HOURS

Wednesday, March 10 12:15PM – 6:00PM
5:30PM – 6:30 PM (*Networking Reception*)

Thursday, March 11 11:00AM – 4:00PM

All exhibits must be staffed during exhibit hours.

MOVE-OUT

Thursday, March 11 4:00PM – 10:00pm

With respect to fellow exhibitors and attendees visiting the exhibits, no display may be dismantled or packing started before 4:00PM Thursday, March 11, 2010. It will be each exhibitor's responsibility to see that all merchandise is removed from the exhibit hall as soon as possible AFTER the Exposition closes at 4:00PM on Thursday.

To avoid any damage to or loss of your equipment, please remain with your exhibit until crates are returned, materials are packed and your shipment has been picked up. You, as the exhibitor, assume all risk and damage due to a loss of equipment and of items left unattended.

Only official contractors, exhibitor appointed contractors and exhibiting company personnel are permitted on the show floor during move-in, move-out and
NO ONE under the age of 18 is permitted on the show floor during that time.



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KEY CONTACTS

<p>EXPOSITION MANAGEMENT J. Spargo & Associates, Inc. 11208 Waples Mill Road, Suite 112 Fairfax, VA 22030</p> <p><u>Telephone:</u> 703.631.6200 <u>Fax:</u> 703.654.6931 <u>E-Mail:</u> tbossert@jspargo.com</p>	<p>OFFICIAL EXPOSITION CONTRACTOR FREEMAN 6555 West Sunset Road Las Vegas, NV 89118</p> <p><u>Telephone:</u> 702.579.1700 <u>Fax:</u> 469.621.5604</p>
<p>REGISTRATION J. Spargo & Associates 11208 Waples Mill Road, Suite 112 Fairfax, VA 22030</p> <p><u>Telephone:</u> 703-449-6418 <u>Fax:</u> 703-631-6288</p>	<p>HOUSING Las Vegas Hilton 3000 Paradise Road Las Vegas, NV 89109-1287</p> <p><u>Telephone:</u> 702.732.5111 or 800.635.7711</p> <p>PLEASE CALL THE LAS VEGAS HILTON DIRECTLY AT TO RESERVE YOUR HOTEL ROOM AND MENTION "AWMA SHOW" AND GROUP CODE SAWMOR!</p>
<p>LEAD RETRIEVAL J. Spargo & Associates, Inc. 11208 Waples Mill Road, Suite 112 Fairfax, VA 22030</p> <p><u>Telephone:</u> 703.631.6200</p>	<p>TELEPHONE & INTERNET PNI/Smart City 5795 W. Badura Avenue, Suite 110 Las Vegas, Nevada 89118</p> <p><u>Telephone:</u> 888.446.6911 <u>Fax:</u> 702.943.6001</p>
<p>ELECTRIC TSE – Trade Show Electric 7050 Lindell Road Las Vegas, NV 89118-4702</p> <p><u>Telephone:</u> 800.475.2098 <u>Fax:</u> 702.263.1520</p>	<p>AUDIO VISUAL/COMPUTER RENTALS FREEMAN Audio Visual 6555 West Sunset Road Suite A Las Vegas, NV 89118</p> <p><u>Telephone:</u> 702.263.1484 <u>Fax:</u> 702.263.1494</p>

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ITEMS INCLUDED IN SPACE CHARGE

- Display Space.
- 8' high draped back wall (Color: White) and 36" high draped side rails (Color: White).
- Carpet
 - The exhibit area is permanently carpeted with ballroom carpet (mixed color pattern – mostly blue). If you wish to rent additional carpet to match your display you may do so through Freeman. Please refer to the carpet order form in the OFFICIAL SERVICE CONTRACTOR section.
- Company identification sign - 7"x44".
- Four (4) complimentary exhibitor/booth personnel registrations per 10'x10' booth. Additional booth personnel badges may be purchased at \$75 per person. Exhibitor badges give access to the exhibit floor and to all AWMA hosted educational programs and receptions.
- 24-hour access to the exhibit hall for all exhibitor booth personnel with official 2010 AWMA-issued Exhibitor Badge.
- General exhibit hall lighting and heating/air conditioning.
- General exhibit hall perimeter security service.
- Company listing on web site and in final program.
- Complimentary Pre & Post Show Attendee List – Each paid in full exhibiting company will receive the AWMA Pre Show Attendee List in the beginning of February 2010. The Post Show Attendee List will be emailed to all 2010 Exhibitors approximately two weeks after the show. Please note that the main contact on your exhibit space application will receive this data automatically via email.

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SHIPPING ADDRESS

FREEMAN has been designated the official contractor for Material Handling for the 2010 AWMA Show. Order forms are included in the *Official Decorator Services* section of this manual. Please send your materials to the following address.

ADVANCE SHIPMENTS:

THE LAST DAY ADVANCE FREIGHT WILL BE ACCEPTED AT THE WAREHOUSE IS MARCH 1, 2010. SHIPMENTS RECEIVED AFTER MARCH 1 WILL INCUR AFTER DEADLINE CHARGES.

TO: Name of Exhibiting Company and Booth Number
FOR: AWMA Show
c/o FREEMAN
6675 WEST SUNSET ROAD
LAS VEGAS, NV 89118

DIRECT/ON-SITE SHIPMENTS:

DIRECT SHIPMENTS WILL ONLY BE RECEIVED DURING EXHIBIT MOVE-IN HOURS STARTING ON MONDAY, MARCH 8, 2010.

TO: Name of Exhibiting Company and Booth Number
FOR: AWMA Show
c/o FREEMAN
LAS VEGAS HILTON
3000 PARADISE ROAD
LAS VEGAS, NV 89109

Please make sure that delivery of your materials and merchandise is made in accordance with the deadlines indicated above for advance and/or direct /on-site address or late charges may occur.



ONSITE CONTACT INFORMATION FORM

In the event that we need to contact someone from your company during the AWMA Show, we are requesting that you fill out and send us the following information.

This information is for emergency use only and is kept confidential.

Company Name: _____

Contact Person at Event: _____

Hotel: _____

Arrival Date: _____

Departure Date: _____

Phone Number: _____

Cell Phone Pager Office Other _____

Contact at Office in the event that the above person is unreachable:

Name: _____

Phone Number: _____

PLEASE RETURN THIS FORM TO:

Exposition Management * c/o J. Spargo & Associates, Inc.
11208 Waples Mill Road., Suite 112 * Fairfax, VA 22030

OR

Fax: 703.654.6931

Attn: Tanja Bossert, Exposition Management

NO COVER SHEET NECESSARY!

Deadline: Friday, February 26, 2010



THE CONVENIENCE DISTRIBUTOR
CONFERENCE & EXPO

PRODUCT SHOWCASE ORDER FORM

THE AWMA SHOW * Las Vegas, Nevada * Las Vegas Hilton Center
March 9-11, 2010

WHO CAN DISPLAY THEIR PRODUCT IN THE NEW PRODUCT SHOW CASE?

Any exhibitor may bring their new product for display in the New Product Show Case, for a fee of \$200 per shelf. Exhibitors offering a "Show Only Deal" automatically receive one (1) shelf at no cost. Any additional shelves may be purchased for a fee of \$200 per shelf.

PRODUCT SHOW CASE SPECS:

The Product Showcase Shelves are approximately 38" long x 19" wide x 24" high. The showcases will be displayed against the wall across from the registration area.

WHERE AND WHEN TO BRING YOUR PRODUCT:

Shelf space will be assigned on a first-come, first-served basis onsite and in person during the drop off time and date as indicated below. Exhibitors must set-up their own product.

Product Drop Off Location: The Product Showcases in the AWMA Registration area in the Hilton Center lobby.

Product Drop Off Date and Time: Tuesday, March 9 from 1:00PM - 5:00PM.

Product Pick-Up Date and Time: Thursday, March 11 from 4:00PM - 5:00PM.

Please note that after 5:00PM on Tuesday, March 9, showcases will be sealed for the duration of the show. Also, all products that have not been picked up by 5:00PM on Thursday, March 11, will be considered trash and disposed of. Remember that NO staff will be available to open the cases for placement or pick-up outside the above times!

Contact Name: _____ Company Name: _____ Booth #: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

METHOD OF PAYMENT (\$200.00 per showcase shelf):

NOTE: Any company offering a Show-Only Deal will receive one (1) complimentary Product Showcase shelf (Value: \$200.00).

Check # _____

Credit Card Authorization VISA MC AMEX

TOTAL: \$ _____

Credit Card Number _____ Name on Card _____

Exp. Date _____ Authorization/Signature _____

RETURN TO:

Jennifer Moulton * Fax: 703-573-5738

DEADLINE DATE: February 12, 2010

If you have any questions please contact Jennifer at 703-208-3358 ext 640



Tag-Along with



**Convenience Distribution™ will be at the Las Vegas Hilton.
Why not let your product Tag-Along?**

Convenience Distribution™ magazine offers Tag-Alongs, our low-cost sampling program. We polybag exhibitors' products with the January / February 2010 issue of the magazine. What better way to sell your product at the AWMA Show than to have a sample delivered right to the buyer?

With the **Convenience Distribution™** Tag-Along program, your product will be delivered three ways:

- to pre-registered AWMA Show attendees via room drop to the AWMA hotel room block,
- to on-site registrants in the registration and publication bin areas,
- and for blanket coverage, in AWMA's Resource Central and other locations on the Show floor.

Key buyers won't just be hearing about your product, they'll be seeing it!

**For more information, call Joan Fay at 800-482-2962, ext. 647
Or, call your area sales representative:**

Northeast & South Sales:

Judith Campbell
703-476-4258

Midwest & West Sales:

Joel Brown
800-709-8070

FAX BACK TO 703-573-5738 BY January 8, 2010

___ YES, I want more information about the Tag-Along program.

___ YES, I want more information about advertising in **Convenience Distribution™**.

Name: _____

Company: _____ Booth #: _____

City: _____ State: _____ Zip: _____

Phone : _____ Fax : _____ Email : _____

Product Name: _____



**AUTHORIZATION REQUEST
SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION**

The Las Vegas Hilton has the exclusive food and beverage rights within the Las Vegas Hilton. Organizations and/or their exhibitors may distribute sample food and/or beverage products only upon written authorization

GENERAL CONDITIONS:

1. Items dispensed are limited to products manufactured, processed or distributed by exhibiting company.
2. All items are limited to SAMPLE SIZES and may be distributed from exhibit location only.
 - a) Non-alcoholic beverage samples, including energy drinks, are limited to a maximum three (3) ounce container and two (2) fluid ounces of product. Energy drinks **CANNOT** be mixed with alcohol under any circumstances.
 - b) Alcoholic Beverages are limited to a maximum of two (2) ounces or ¼ ounce portion sizes determined by type of beverage being poured – exhibitor may also have to fill out an exhibitor agreement with show management when sampling alcohol.
3. Food items are limited to two (2) ounces or bite size portions.
4. Food and/or beverage items as traffic promoters (i.e., popcorn, coffee, bar service) **MUST** be purchased through the Las Vegas Hilton.
5. Exhibiting firms who wish to dispense alcoholic beverages **MUST** ship product through Las Vegas Hilton. Appropriate storage & handling fees will be applied.
6. All alcoholic beverages must be served by a Nevada TAM-certified bartender. Any exhibitors planning to have their own personnel or temps/models dispensing alcohol will be required to show proof of Nevada TAM certification at least five (5) business days prior to the show.

CONVENTION NAME: _____

COMPANY NAME: _____

BOOTH/ROOM #: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP** _____

PHONE: _____ **FAX:** _____

PRODUCT TO BE SAMPLED: _____

PORTION SIZE: _____

PROPOSED METHOD OF DISTRIBUTION: _____

PURPOSE OF SAMPLING: _____

PLEASE NOTE

IF YOU REQUIRE SERVICES FROM THE LAS VEGAS HILTON, SUCH AS, STORAGE OF YOUR PRODUCT, ICE, KITCHEN EQUIPMENT OR LABOR, **PLEASE SUBMIT YOUR REQUEST TO OUR CATERING DEPARTMENT AT 702 732-5624, ASK FOR JOHN CANNIZZARO OR ROSIE ACOSTA.** YOUR SALES MANAGER WILL CONTACT YOU WITH ANY QUESTIONS AND WILL PROVIDE YOU WITH WRITTEN CONFIRMATION OF YOUR ORDER. IF YOU DO NOT RECEIVE WRITTEN CONFIRMATION, PLEASE CONTACT OUR OFFICES TO ENSURE THAT YOUR ORDER WAS RECEIVED.



BOOTH HEIGHT RESTRICTIONS

LINEAR EXHIBITS ("IN-LINE")

NO HANGING SIGNS PERMITTED!

Back wall height limitation of all structures including logos is 8'.

Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear 4' of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

Corner Exhibits

A Corner Booth is a Linear Booth ("In-Line") exposed to aisles on two sides. All other guidelines for Linear Booths apply.

ISLAND EXHIBITS

Height limit INCLUDING signage is 16'. (Top of sign at 16')

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions: An Island Booth is typically 20'x20' or larger, although it may be configured differently.

Use of Space: The entire cubic content of the space may be used up the maximum allowable height.

PENINSULA EXHIBITS

NO HANGING SIGNS PERMITTED!

Back wall height limitation of all structures including logos is 8'.

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: one which backs up to Linear Booths, and one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions: A Peninsula Booth is usually 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths.

END-CAP EXHIBITS

NO HANGING SIGNS PERMITTED!

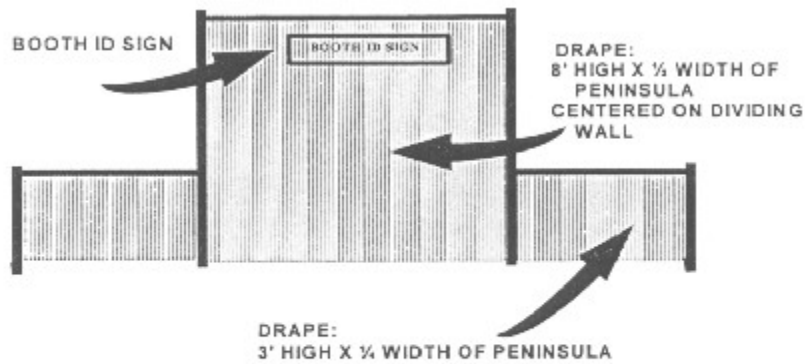
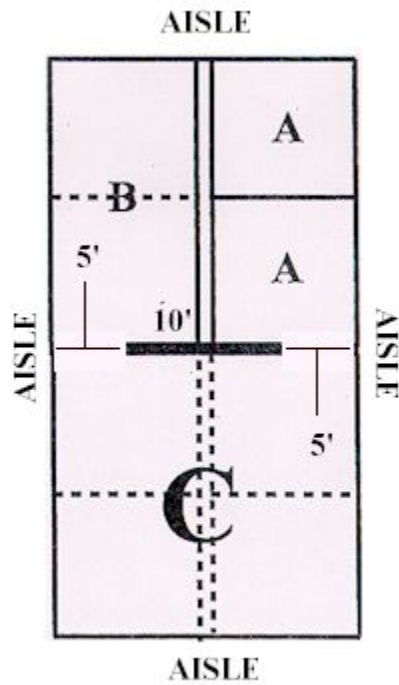
Back wall height limitation is 8'.

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions: End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum back wall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

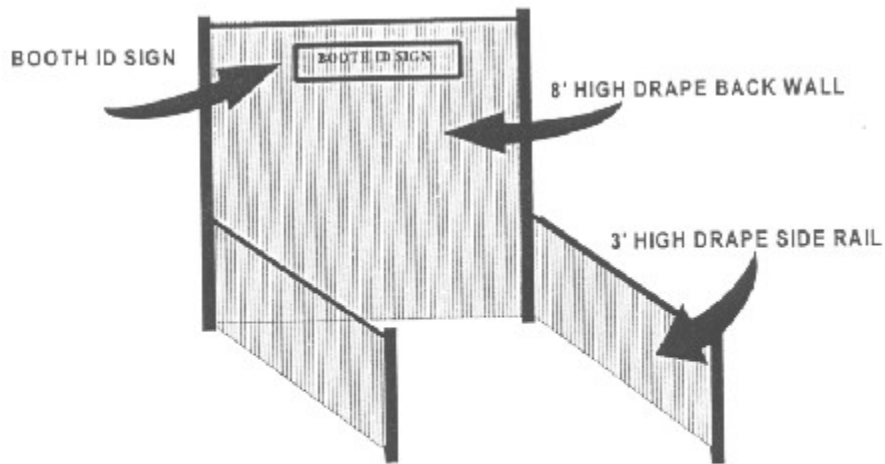
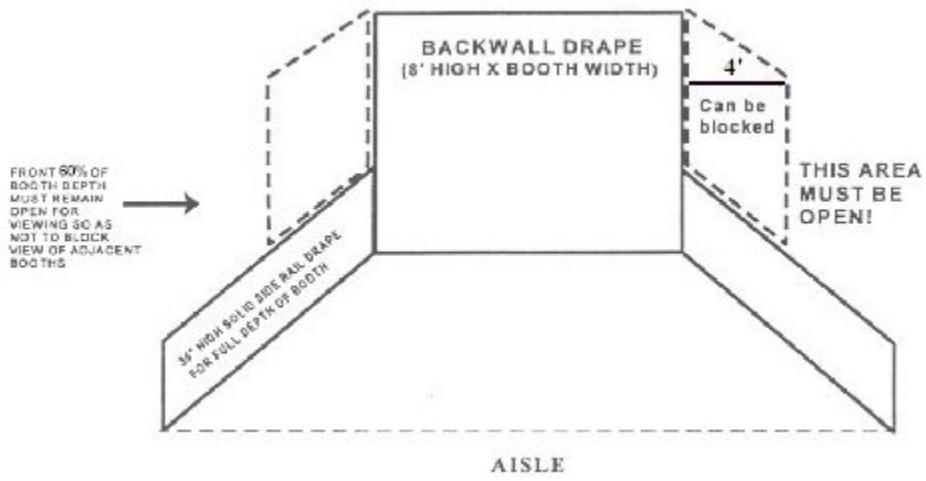
Please refer to the diagrams immediately following for a pictorial description of the blocking rules and height restrictions.

PENINSULA BOOTH LAYOUT FOR TYPE "C"



**Standard Booth Equipment
for "dividing wall" for Peninsula Booth & End-cap Booth**

PENINSULA BOOTH LAYOUT FOR TYPE "C"



Standard Booth Equipment
for "In-Line" Booth
(Types "A" & "B")

FACILITY & EXHIBIT HALL RULES & REGULATIONS

- **Americans with Disabilities Act (ADA)** - All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800.514.0301).
- **Animals** – Permission for any **Domesticated Animal** (cats, dogs, etc.) to appear in a show or booth must first be approved by Show Management then by the Facility. **Non-Domesticated** animals will be considered on an individual basis.
- **Balloons** must be approved by Show Management and the Facility.
- **Booth Set-Up Guidelines** - Only official contractors, exhibitor appointed contractors and exhibiting company personnel are permitted on the show floor during move-in, move-out and **NO ONE** under the age of 18 is permitted on the show floor during that time. It is the responsibility of Exposition Management to ensure the overall appeal of the exhibit area. We need your cooperation in assuring an attractive Exposition. Guidelines addressing height, depth, structural integrity, storage and important detail for each type of booth construction follow in this section. Exposition Management complies to any policy the Fire Marshal mandates, and adheres to the official IAEE guidelines. Should your exhibit not conform you will be asked to modify it on-site at your expense. Show Management will advise you if you are in violation and give you the opportunity to make adjustments prior to the Fire Marshal walkthrough.
- **Canopies and Ceilings** - Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements. The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with show general contractor.
- **Carpet** – The exhibit area has permanently installed ballroom carpet (multi color pattern – mainly blue). If you prefer the carpet to match your display you may rent carpet from Freeman Decorating Services. Please refer to the carpet order form in the **OFFICIAL SERVICE CONTRACTOR** section.
- **Ceiling Height** – Exhibits are located in the Las Vegas Hilton Convention Center in which the ceiling height is 24'; though your booth and signage **MUST** comply with show rules. Should you have any questions please contact Show Management at 703.631.6200.



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FACILITY & EXHIBIT HALL RULES & REGULATIONS CONT'D

- **Children** under the age of 18 are not permitted in the exhibit areas. This is extremely important during move-in and move-out.
- **Cleaning - Booth and Aisle Areas** - Freeman Decorating Company is the Official Service Contractor for cleaning services. Aisles will be vacuumed daily and trash placed in the aisle after the show closes each day will be removed. Services for individual booth cleaning should be ordered from Freeman. Please refer to their order form in the **OFFICIAL SERVICE CONTRACTOR** section.
- **Crate Removal, "Empty" Storage, and Crate Return** - Freeman is the **EXCLUSIVE** contractor for crates and carton removal and storage. Exhibitors will **NOT** be permitted to store empty crates or boxes in their booth areas during the show period. However, empty crates or 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 the Official Material Handling Contractor to handle their freight in and out of the show. **Empty** stickers are available at the Freeman Service Desk in the exhibit hall.
- **Direct Cash** sales from the show floor are NOT permitted.
- **Demonstrations** - As a matter of safety and courtesy to others, exhibitors should conduct presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations and demonstration areas to ensure compliance. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, qualified personnel only should conduct demonstrations.
- **Double Deck and/or Covered Exhibits** have strict Rules and Regulations. Please contact Show Management for further information.
- **End-Cap-Draping** – Any portion of your exhibit with **visible** unfinished sides or backs exposed **MUST BE DRAPED OFF**. (Example: metal grid behind pop-up displays) by 5:00PM Tuesday, March 9, 2010. After 5:00PM on March 9, Show Management reserves the right to drape of any unsightly areas at the Exhibitor's expense. You may contact Freeman to arrange for end-cap draping either ahead of time or at show site. The sides and the back of the outside of your booth may also not carry any signs or other copy that would detract from the adjoining exhibit.

FACILITY & EXHIBIT HALL RULES & REGULATIONS CONT'D

- **Electrical Service** – The Las Vegas Hilton Convention Center does not provide 24-hour electrical service. If you are in need of 24-hour electrical service or to order any other utilities, please complete the appropriate form in the **OTHER SERVICES** section.
 - NOTE: Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested: All 110-volt wiring should be grounded three-wire. Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage”. Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures are not recommended and are often prohibited. Cube taps are not recommended and often prohibited. Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.
- **Empty Storage** – Absolutely no storage of material of any type is allowed behind or between booths.
- **Firearms** are strictly prohibited. The only exception is for law enforcement officials or as part of a related firearms show or exhibit. All exceptions must have the authorization of Show Management and the Facility.
- **Floor Covering** – The exhibit area is permanently carpeted with ballroom carpet (mixed color pattern – mainly blue). If you wish to rent additional carpet to match your display you may do so through Freeman. Please refer to the carpet order form in the **OFFICIAL SERVICE CONTRACTOR** section.
- **Fire Regulations**
 - All draperies, backdrops, bunting and other decorations must be flameproof; exhibitors must have certificate of flame retardancy! Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. All flame proofing certificates should be available for inspection. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.
 - All paper and other flimsy materials used for decorative purposes, including flameproof paper are prohibited.
 - The use of liquid petroleum and gases is prohibited.
 - Helium Balloons and tanks are prohibited.
 - No liquid propane tanks – full or empty are allowed in the building.

FACILITY & EXHIBIT HALL RULES & REGULATIONS CONT'D

- **Fire Regulations Cont'd**
 - **Gasoline-powered vehicles:** Fuel tank openings shall be locked or sealed to prevent escape of vapors. Batteries must be disconnected. Auxiliary batteries not connected to the engine starting system may be left connected; No battery charging is permitted inside the building. For more details please contact Show Management.
 - Flammable or combustible mixtures, waste, liquids and other hazardous materials are not permitted without approval of the Facility.
 - Combustible crates and packaging boxes MUST be removed after set-up period to the storage area.
 - For a complete summary of Fire Regulations pertaining specifically to the Las Vegas Hilton Convention Center please contact Show Management.
- **Food & Beverage** - Any Food or Beverage dispensed or given away at booths must be supplied and prepared by the Las Vegas Hilton who has exclusive food and beverage distribution rights at the Hilton Convention Center. Please review the 'AUTHORIZATION REQUEST SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION' form especially if you are displaying ANY FOOD AND OR BEVERAGE ITEMS. You may also contact the Las Vegas Hilton directly for more information at Cannizzaroj@lvhilton.com. **Strict rules apply and must be adhered to.**
- **Glitter/Stickers/Confetti** are NOT permitted in the facility.
- **Hanging Signs** Hanging signs are ONLY permitted in Island Booths (open on 4 sides!) that are 20'x20' or larger. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements for example, the highest point of any sign should not exceed the maximum allowable height for the booth type. Hanging signs & graphics should be set back ten feet (10') from 'adjacent' booths.
- **Nails, Staples, etc.** – Do not nail, staple, tape, spray, hang or attach anything to walls, ceilings, fixtures, and floors.

FACILITY & EXHIBIT HALL RULES & REGULATIONS CONT'D

- **Lighting** - Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting: No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles. Lighting, which is potentially harmful, such as lasers, or ultraviolet lighting should comply with facility rules and be approved in writing by exhibition management. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- **Parking** is not allowed in any of the loading dock areas. The facility reserves the right to tow any vehicle parked in an unauthorized area at the owner's expense.
- **Shipments of Exhibit Material** – Please follow all shipping instructions outlined in the **OFFICIAL SERVICE CONTRACTOR** section. Be sure to ship all exhibit related materials to either the Advance or the On-Site shipping address provided in the information to avoid misplaced or missing shipments.
- **Side Rails** on a corner booth may be taken down at the exhibitor's request.
- **Smoking** is strictly prohibited in the exhibit hall during move-in and move-out. Smoking is not permitted in any covered or two story booths.
- **Soliciting** outside of your exhibit space is prohibited.
- **Sound/Music** - In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels. Exhibitors should be aware that music played in their booths, whether live or recorded, might be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.
- **Storage** - Fire regulations in most facilities prohibit storing product, literature, empty containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area as long as these items do not impede access to utility services, create a safety problem or look unsightly.

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FACILITY & EXHIBIT HALL RULES & REGULATIONS CONT'D

- **Structural Integrity** - All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.
- **Tips & Gratuities** to union employees are strictly prohibited.
- **Towers** - A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers in excess of eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

The above Rules and Regulations cover most of the common questions exhibitors seek answers to. If you cannot find the information you are looking for above and you feel that your display may not pass Show Management requirements, please contact Show Management at 703.631.6200 for additional Rules and Regulations.

**AWMA SHOW
MARCH 10-11, 2010
LAS VEGAS HILTON**

**EXHIBITOR AND OFFICIAL SERVICES
CONTRACTOR INFORMATION**

EXHIBITOR AND OFFICIAL SERVICES CONTRACTOR INFORMATION

Show Management has selected Freeman to be the Official Services Contractor for your upcoming show. As the Official Services Contractor, Freeman has the responsibility for material handling and booth cleaning services. We hope this document will assist you in planning for your upcoming event.

To help you understand the Official Services Contractor responsibilities, we ask that you read and observe the following to aid in a smooth and efficient move-in and move-out of the trade show.

Freeman requests that exhibitors do not tip its employees by giving money, merchandise or other special consideration for services rendered. Exhibitors should not give coffee breaks other than mid-morning and mid-afternoon when employees have a fifteen minute paid break. Any attempts to solicit a gratuity by an employee for any service should be reported immediately to a supervisor of Freeman. Freeman employees are paid an excellent wage and tipping is not an accepted company policy.

Freeman craftsmen at all levels are instructed to refrain from expressing any disputes or directly challenging the practices of any exhibitor. All questions arising with regard to the jurisdiction or practices must be directed to a FREEMAN management representative.

PER SHOW MANAGEMENT

TASK	EXHIBITORS MAY	FREEMAN RESPONSIBILITIES
Material Handling	<ul style="list-style-type: none"> As an exhibitor you may "hand carry" material. Hand carry is defined as small items such as cartons and packages that an exhibitor is able to carry. Any mechanical assistance is limited to a small dolly. The assistance of any motorized device or pallet jack is not permitted. When exhibitors choose to "hand carry" they may not access designated material handling areas. Must use specified exhibitor hand carry areas or main entrance of the facility. In all other circumstances items should be considered material handling. <p>In no circumstance is any exhibitor authorized to use Freeman material handling equipment for any purpose.</p>	<ul style="list-style-type: none"> Freeman has been contracted to be the exclusive provider for material handling contract services as ordered by the exhibitor. Freeman has the responsibility to manage all freight docks and to schedule all vehicles into and out of all designated material handling areas for the show. This will assure the smooth, orderly and efficient move in and move out of the tradeshow. Freeman has the sole responsibility for loading and unloading all trucks, trailers, common and contract carriers at its facilities or designated material handling areas. Freeman is not responsible for any material it does not handle. For the convenience of all exhibitors on the show, order forms for material handling services are included in this service manual and are available on Freeman's website at www.myfreemanonline.com.
Booth Cleaning and Porter Service	<ul style="list-style-type: none"> Clean and wipe down products and display merchandise and other parts of the exhibit. Exhibitor Appointed Contractors (EAC's) are not permitted to vacuum or utilize floor cleaning equipment on the show floor. 	<ul style="list-style-type: none"> All booth vacuuming and porter service.
Booth Installation and Dismantle	<ul style="list-style-type: none"> As an Exhibitor you may choose to utilize your own personnel to set up and dismantle your exhibit. If full-time company personnel are utilized to set an exhibit, they should carry positive company identification, such as a medical identification card or payroll stub. You may hire Freeman to act as your Exhibitor Appointed Contractor (EAC) to perform this work. You may hire an Exhibitor Appointed Contractor (EAC) to perform this work. All EAC's must have the appropriate credentials submitted to Show Management and the facility. 	<ul style="list-style-type: none"> When it comes to installation and dismantling of exhibits, no one does it better than Freeman. With more than 75 years of experience, our group of specialists are ready to assist you with all of your exhibit requests from beginning to end. Whether you choose to supervise or you need the assistance of a full-time Freeman employee, we can meet all your needs, from shipping and storage to emergency on-site repairs to basic installation and dismantling to support service coordination including electrical, furnishings and more. Freeman has the resources and the capabilities to help you have the most successful show experience possible. To secure Freeman labor, please utilize the labor forms enclosed. Skilled Freeman Labor is available to act as your EAC.

LAS VEGAS

FIRE SAFETY REGULATIONS

NOTICE: SMOKING IS PROHIBITED IN EXHIBIT AREAS DURING MOVE-IN AND MOVE-OUT DUE TO THE ACCUMULATION OF COMBUSTIBLE MATERIALS.

1. **ALL MATERIALS USED IN CONSTRUCTION AND DECORATION OF AN EXHIBIT MUST BE FLAME RETARDANT.** Fabrics must be certified as flame retardant or a sample must be available for testing. Materials which cannot be treated to meet the requirements may not be used.
2. **ALL EXITS AND EXIT AISLES MUST BE KEPT CLEAR AND UNOBSTRUCTED.** No furniture, signs, easels, chairs or displays may protrude into aisles.
3. **DESIGNATED "NO FREIGHT" AISLES MUST BE MAINTAINED CLEAR OF CRATES AND EXHIBIT MATERIALS DURING MOVE-IN AND MOVE-OUT.** These aisles are required for emergency access throughout the hall and to expedite freight and empty crate moving.
4. **ALL FIRE HOSE RACKS, FIRE EXTINGUISHERS, STROBE LIGHTS AND EMERGENCY EXITS MUST BE VISIBLE AND ACCESSIBLE AT ALL TIMES.** This includes fire protection equipment located within exhibits. Exits and exit signs must not be covered by drapes nor obscured from view by exhibit components.
5. **EXHIBITORS WHO INTEND TO DISPLAY A VEHICLE WITHIN THE CONFINES OF THEIR EXHIBIT BOOTH MUST OBTAIN A VEHICLE DISPLAY PERMIT FROM THE CLARK COUNTY FIRE MARSHAL.** To obtain an application, please download the "Display of Motor Vehicles in Assembly Occupancies" form online at <http://fire.co.clark.nv.us/Permits.aspx>. Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers are recommended for demonstration purposes.

EXCEPTION: Permits are not required at the Las Vegas Convention Center. However, vehicles that use compressed gas are prohibited. Vehicles containing multiple batteries will need prior approval from the LVCVA Safety Office.

6. **COMBUSTIBLE MATERIALS MUST NOT BE STORED BENEATH DISPLAY VEHICLES.** Space beneath vehicles must be clear and visible except for permitted electrical supplies.
7. **VEHICLES IN BUILDING FOR UNLOADING MUST NOT BE LEFT WITH ENGINE IDLING.** Exhaust gases present extreme hazards to workers on catwalks. If engine cannot be shut down, vehicle must be removed from the building as quickly as possible.
8. **COMPRESSED GAS CYLINDERS, INCLUDING LPG, ARE PROHIBITED UNLESS APPROVED BY OFFICE OF FIRE PROTECTION AND SAFETY.** Flammable gases, i.e.: butane, propane, natural gas, et al; are subject to prior approval. Non-flammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

EXCEPTION: The Las Vegas Convention Center's Propane Regulations are available online at: <http://lvcva.com/meetings/meeting-venues/convention-centers/info/lvcc-fire-safety.jsp>.

9. **ALL 110 VOLT EXTENSION CORDS SHALL BE THREE-WIRE (GROUNDED), #14 OR LARGER AWG, COPPER WIRE. ALL CONNECTIONS MUST BE SUPPORTED AND SECURE.** Two wire, "Zip Cords" are not permitted other than factory installed appliance connectors; these may not exceed six (6) feet in length and must be UL approved.
10. **CUBE TAP ADAPTERS ARE PROHIBITED (UNIFORM FIRE CODE 85.107). MULTI-PLUG CONNECTORS MUST BE UL APPROVED WITH BUILT-IN OVERLOAD PROTECTION.** Connectors must not be used to exceed their listed ampere rating.
11. **ELECTRICAL WORK UNDER CARPETS OR FLOORING MUST BE INSTALLED BY THE OFFICIAL ELECTRICAL SERVICE PROVIDER.** All cords must be flat, three conductor, #14 AWG or larger.
12. **ALL TEMPORARY WIRING MUST BE ACCESSIBLE AND FREE FROM DEBRIS AND STORAGE MATERIALS.** Hard backed booths must have power supplies dropped within the booth.
13. **CERTAIN HALOGEN LAMPS HAVE BEEN BANNED AT THE MANDALAY BAY CONVENTION CENTER, THE LAS VEGAS CONVENTION CENTER AND CASHMAN CENTER.**

Halogen lamps at the Las Vegas Convention Center and Cashman Center are limited to 75 watts and must be of the sealed variety, which prevents direct handling of the bulb. Complete regulations are available online at: <http://lvcva.com/meetings/meeting-venues/convention-centers/info/lvcc-halogen-restrictions.jsp>.

Halogen lighting policy at Mandalay Bay Convention Center covers restrictions on stem mounted halogen lighting provided by display contractors and exhibitors for the temporary lighting of exhibit booths. The use of any stem mounted halogen or other fixtures employing a non-shielded halogen bulb is not allowed. In addition, conventional track lighting systems that use of the approved types of halogen bulbs and that are securely mounted to stable exhibit structures will continue to be allowed. Approved halogen bulbs include: MR 11/16 Covered - Low Wattage, MR 16 Covered - Line Voltage and PAR 14, 16, 20, 30 and 48. For further information regarding halogen lights at the Mandalay Bay Convention Center, please contact their Exhibitor Services Department at (702) 322-3000.

14. **NO STORAGE OF ANY KIND IS ALLOWED BEHIND BOOTHS OR NEAR ELECTRICAL SERVICE.** Materials for hand-outs must be limited to one day supply and stored neatly within the booth. Violators will be notified and if not removed by show opening, Official Service Contractor will remove and store at **EXHIBITOR'S EXPENSE**.
15. **CLARK COUNTY WILL CURRENTLY ALLOW COVERED EXHIBITS UP TO 1000 SQUARE FEET TO BE UNSPRINKLED.** All covered exhibits greater than 1000 square feet must be provided with sprinklers throughout.
16. **MULTI-STORY EXHIBIT BOOTHS MUST BE APPROVED BY THE CLARK COUNTY FIRE MARSHAL.** Guidelines and an Application for Permit are available online at <http://fire.co.clark.nv.us/Permits.aspx>.

EXCEPTION: The Las Vegas Convention Center's regulations for Covered and/or Double Deck Exhibits are available online at: <http://lvcva.com/meetings/meeting-venues/convention-centers/info/lvcc-fire-safety.jsp>.

17. **TEMPORARY MEMBRANE STRUCTURES, TENTS AND CANOPIES IN EXCESS OF 200 SQUARE FEET WITHIN THE EXHIBIT FACILITY MUST BE APPROVED BY THE CLARK COUNTY FIRE MARSHAL.** Guidelines and an Application for Permit are available online at <http://fire.co.clark.nv.us/Permits.aspx>.
18. **ALL EMPTY CARTONS OR CRATES MUST BE LABELED AND REMOVED FOR STORAGE OR THEY WILL BE REMOVED AS TRASH.** Crates are not to be used as exhibit supports.
19. **FLAMMABLE OR COMBUSTIBLE LIQUIDS ARE PROHIBITED INSIDE OF BUILDINGS EXCEPT AS APPROVED BY THE OFFICE OF FIRE PROTECTION AND SAFETY.** Flammable thinners, solvents and paints, including aerosol cans are strictly prohibited within the building.

AWMA SHOW

THE CONVENIENCE DISTRIBUTOR
CONFERENCE & EXPO

MARCH 9-11, 2010 • LAS VEGAS, NEVADA

SECURITY TIPS

The following security tips are offered:

- Always remove your badge once you leave the facility.
- Never leave small electronic equipment such as laptop computers, cell phones, and personal hand-held electronic devices unattended in your booth, **ESPECIALLY OVERNIGHT**. This rule should also apply to personal items such as briefcases, purses etc.
- Shipping cartons should not identify contents. Use coded labels.
- Do not ship VCR's, PC's and other electronic equipment in the manufacturer's cartons. Consolidate shipments of several boxes into one large crate or carton if possible.
- Empty cartons and crates are not stored in a "secure" area. Do not leave valuables in them.
- For those exhibits featuring theft-prone products, some thought should be given to displaying a replica or bringing "extras".
- Cover your products before and after show hours. Use Velcro or grommets to secure the fabric over the products.
- Mark all crates and cartons with your company's name and address.
- When your crates have been returned to your booth for move-out, make certain all items are accounted for.
- At the close of the exposition, and after your materials are packed, turn in your bills of lading at the Exhibitor Service Desk. Do not leave them in your booth or attached to crates. Stay with your equipment if possible.
- Report any loss or damaged cartons to Show Management and to the Security Supervisor immediately.

*AWMA, J. Spargo & Associates, Freeman Decorating Services, the Las Vegas Hilton and all organizations and individuals who are employed by or associated with the conference and exposition will not be responsible for injury that may occur to an exhibitor, his/her employees or any agents or for the safety of an exhibit or other property against theft, fire, accident or any other destructive cause. **Exhibitors should ensure that they have adequate insurance coverage.***