



## KEY SHOW INFORMATION

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### VENUE

[Orange County Convention Center](#) (OCCC)

North/South Building

9400 Universal Boulevard

Orlando, Florida 32819 USA

### DATES

November 13 – 17, 2017 (Monday – Friday) – Conference

November 14 – 17, 2017 (Tuesday – Friday) – Trade Show

View the full [Schedule](#) including move-in and move-out

### FLOOR SURFACE & LOAD CAPACITY

All inside exhibit hall floors are concrete. The floor load capacity is 400 pounds per square foot. The outside exhibit space is on asphalt.

## MAXIMUM HEIGHT RESTRICTIONS

The inside exhibit hall height is 40 feet (12.19m) to the building support beams. If your booth display items will be higher than the [Booth Guidelines](#), you must submit a [booth layout/design](#) for review [online](#) by **September 15**. IAAPA will only make a height variance for products that don't affect the sight lines of neighbor booths.

## AISLES

All aisles in the exhibit hall are 10 feet (3.05m) wide. Cross-aisles are 20 feet (6.10m) wide.

## COLUMNS

Columns are located through the exhibit hall. Some exhibitors may be affected by columns in their booth plan. Refer to the [Exhibit Hall Floor Plan](#) or contact your sales manager if you have concerns.

## SHOW COLORS

**NEW!** Back booth drape will be BLUE and GRAY, and side booth drape will be BLUE. Drape colors can be viewed [here](#).

Aisle carpet color is based on the section of the trade show floor, as follows. Carpet colors can be viewed [here](#).

**Coin-Op Pavilion** – Green

**Theming/Hi Tech Pavilion** – Tuxedo

**First Timers Pavilion** – Gray

**Food & Beverage Pavilion** - Red

**Remainder of Exhibit Hall** – Blue

## WHAT IS INCLUDED WITH YOUR BOOTH FEE

Unless you contracted for a [Turnkey Package](#), [linear](#) and [perimeter](#) booths (10 feet wide) will receive 8 foot high back drape and 3 foot side drape. If your booth is on a corner, no side drape along the aisle will be provided unless requested.

[Peninsula](#) booths will receive a 10 foot section of 8 feet high drape along the center of the back of the booth and 2-5 feet sections of 3 feet high drape along either side of the 8 foot drape.

[Split Island](#) booths will receive 8 feet high drape along the entire back of the booth unless both booths backing up to each other have full back walls, then no drape will be provided.

No drape is provided for island booths.

A 7"x44" booth sign with the exhibiting as name will be hung from the center of the back drape for booths up to 300 sqf. Booths larger than 300 sqf can request an ID sign with logo to [Freeman](#) in advance.

## FLOOR COVERING

Unless you contracted for a [Turnkey Package](#) no floor covering is provided with your booth. All indoor booths must have carpet or some form of floor covering over the entire contracted exhibit space. See the [Carpet order form](#).

## INSURANCE

**All exhibitors must submit an [Insurance Certificate](#) [online](#).** If you do not have insurance, Rainprotection offers coverage for both static and dynamic exhibitors, covering companies worldwide. Refer the [Insurance form](#) for more information. **The deadline is September 1.** If your policy expires after that date, please contact [insurancecxh@IAAPA.org](mailto:insurancecxh@IAAPA.org) prior to the deadline so you aren't penalized for submitting late.

## BOOTH DESIGN SUBMISSION DIAGRAMS & APPROVAL FORMS

**All exhibitors must submit the [Booth Design Layout](#) form [online](#).** Indoor booths 20'x20' and larger and/or displaying Inflatables, **MUST** also upload a drawing of the proposed booth layout to IAAPA Show Management

for approval. Drawings must include a top and side view of the exhibit, and indicate all dimensions. Any exhibitor exceeding [standard booth guidelines](#), especially rules concerning the height of their booth or line of sight, must submit a drawing/diagram for proper assignment of space, regardless of contracted square footage. **The deadline is September 15.**

#### AUDIENCE PARTICIPATION SAFETY SUBMISSION

All exhibitors must submit the [Audience Participation Safety form online](#). Exhibitors will be able indicate if they are bringing any devices, and if they will be static or interactive. Dynamic devices require higher insurance as detailed [here](#). **The deadline is September 29.**

#### FINES FOR LATE SUBMISSION OF REQUIRED DOCUMENTS

Please note you will receive a [show violation](#) for late submission of booth designs and insurance certificates not received by the specified [deadlines](#). See above for submission information and deadlines. Please alert IAAPA at [exhibitors@IAAPA.org](mailto:exhibitors@IAAPA.org) no later than the deadline if you will be delayed in your submission.

#### UTILITIES

The exhibit hall has [electrical](#), [telephone](#), [water/drains](#), [compressed air](#), and [data lines](#), available from floor ports located on 30 foot (9.14m) centers. The OCCC does offer gas as a utility. LP Gas (i.e. propane, butane) and Natural Gas must be ordered through the OCCC. The amount of LP Gas permitted in the building is limited to a nominal 5 lb. container. See the Natural and LP [Gas form](#). Compressed air is not available in the Outside Exhibits areas.

#### INTERNET

Wireless internet service will be available in all North/South building meeting rooms, public concourses, and on the trade show floor. Access is free for those wishing to check e-mail, send texts, or other "light" use. If you plan to stream videos, download files or use for other more complex needs, we highly recommend you arrange for your own connection so the speed does not inhibit your sales process. Please see the [order form](#) through SmartCity.

#### UNMANNED AERIAL VEHICLES/DRONES

If you plan to utilize an unmanned aerial vehicle/remotely piloted aircraft/drone in your booth please contact IAAPA at [exhibitors@IAAPA.org](mailto:exhibitors@IAAPA.org). Restrictions apply and additional materials are required in advance to gain approval.

#### SECURITY

- General security will be provided by IAAPA during official opening hours for move-in, show days, and tear-down. Exhibitors and their staff will not be allowed in the exhibit hall after official hours.
- All personnel in the exhibit halls must wear identification badges at all times.
- You may not use your own staff or personnel from any other security agency for in booth security services. Use the [Security form](#) to arrange booth security.
- For security and safety reasons, product movement in or out of the exhibit halls during the show hours is strictly prohibited.

#### TENTS

If you have contracted for outside exhibit space and will be displaying a tent, you must apply for a Tent Permit for prior approval. Supporting documentation must accompany the application and a fee will apply. Please refer to the [Outside Tent Permit](#) for more information.

## **COSTUME CHARACTER CHANGING ROOM**

There will be a costume character changing room located in N220G. Exhibitors may use the room for any costume changing required. Please note the room will be unsecured so do not leave valuables in the room at any time. Please review the guidelines for Costumed Characters on the show floor [here](#).

## **CHILDREN**

No one under the age of 18 years is permitted on the show floor during move-in or move-out. However, registered children are permitted on the show floor during open show hours. Children 12 and under may register for free, but only on-site in-person, with a registered adult.

## **PRODUCT REMOVAL**

No product should be removed from the trade show floor once the booth is set and the show opens. Cash and carry sales are prohibited. Buyers who wish to collect exhibitor product after the show closes, that will be collected via the loading dock or shipping, should visit the Freeman desk in the Exhibitor Services area (south side of the center pod) to obtain a material handling form. It is the exhibitor's and customer's responsibility to complete the required paperwork, pay freight handling fees, and have the shipment collected during the designated move-out period. IAAPA, Freeman, and the OCCC will take no responsibility for missing or damaged materials that did not follow the proper move-out procedures.

## **MEMBER BENEFITS**

Exhibitors are not required to be a member of IAAPA to exhibit at IAAPA Attractions Expo. However, non-member exhibitors will pay higher rates for attending special events as well as US\$329 if they want to attend any of the [education program](#). If you wish to become a member so you can save 40% off all event pricing, as well as FREE access to the [education program](#), please contact [membership@IAAPA.org](mailto:membership@IAAPA.org).

In addition, exhibitor members have access to these PR benefits:

- Request a list of registered media
- Submit to be included 'what's new on the show floor' press release
- Press conferences

All contracted exhibitors including non-members have access to these PR benefits:

- Press releases
- 30 sec video
- The first time exhibitor list provided to registered press
- Inclusion on new product webpage

More information about press benefits can be found in the [Press/Media Guide](#).

## **[EXHIBITOR WEBINAR: A How-To Guide to Successful Exhibiting](#)**

**Wednesday, August 9**

**1:00 – 2:00 p.m. EDT**

**FIND THE RECORDED WEBINAR [HERE](#).**

If you're looking for best practices in exhibiting to maximize your trade show investment, look no further! You'll get an overview of exhibit planning, with detailed handout material for:

- setting your exhibit strategy and prioritizing your show specific goals
- planning ROI/ROO/ROR measurement and post-show evaluation
- creating effective exhibit design, messaging and graphics
- implementing pre-, at- and post-show promotional programs
- gathering and managing qualified leads, and
- an outline of critical boothmanship skills for training your exhibit staff.

**Speaker Bio:**

Candy Adams, CTSM, CEM, CMP, CMM was dubbed The Booth Mom® by her clients for managing all the trade show strategy and tactics they hate and spoiling them rotten. She's a veteran freelance corporate exhibit project manager, dynamic exhibit management trainer and conference speaker, humorous exhibit staff trainer and award-winning columnist of *Exhibiting 101* in EXHIBITOR magazine. Her passion for helping rookie exhibitors cut their learning curve and teaching veteran exhibitors her tips and tricks to improve their show results.

Whether you can attend the live or recorded presentation, all IAAPA Attractions Expo exhibitors are welcome to use the tools provided by Ms. Adams including:

- [Budget Worksheet](#)
- [Show Plan Template](#)
- [Exhibit Planning Checklist](#)

**FIND THE RECORDED WEBINAR [HERE](#).**