

IAAPA Attractions Expo

Exhibitor Space Allocation Webinar



The Power of Partnership

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Agenda

- Space Allocation Definition & Process
- Rules
- What Every Exhibitor Must Do
- Why & How to Participate During Space Allocation
- Tips for Success
- Deadlines & Next Steps
- Q&A

What is Space Allocation

- The process in which trade show management assigns available exhibit space
- It is essential that the method of space allocation chosen be open, fair and consistent for all exhibitors

Examples of Space Allocation

- First Come - First Served
- Same Space as Previous Year
- Exhibitor Choice (1st, 2nd, 3rd, etc...)
- Management Assignment
- Preference to Prior Exhibitors that want Larger Space
- Size of Exhibit
- Multi-Booth Purchase
- Floor plan Layout
- Physical Nature of Exhibit
- Nature of Exhibitor's Product or Service
- Lottery Drawing
- Sponsor Relationship
- By Points or Seniority
- Exhibitor's Relationship to Other Exhibitors
- And many more...

IAAPA's Space Allocation

- Due to the unique nature of the industry, long history of the show and cooperation of its volunteer members, IAAPA is able to incorporate a number of different tactics to assign booths at IAAPA Attractions Expo
 - Seniority
 - First Come - First Served
 - Exhibitor Choice (1st, 2nd 3rd, etc...)
 - Floor Plan Layout
 - Exhibitor's Relationship to Other Exhibitors
 - Nature of Exhibitor's Product or Service
 - Physical Nature of Exhibit
 - Committee Assignment (completely unique to IAAPA)

IAAPA's Space Allocation

- Seniority
 - Years of exhibition and years of consecutive membership at IAAPA
- First Come - First Served
 - Date of Receipt of Contract
- Exhibitor Choice (1st, 2nd 3rd, etc...)
 - Booth preference indicated on contract
- Floor plan Layout
 - Certain aisles or areas of the floor require a minimum purchase

IAAPA's Space Allocation

- Exhibitor's Relationship to Other Exhibitors
 - Competitor/Partner Concerns – one aisle over and one aisle up
 - Space Allocation Committee
- Nature of Exhibitor's Product or Service
 - Pavilions
- Physical Nature of Exhibit
 - Booth design
- For the Good of the Show

Booth Selection

- Booth selection is NOT done by IAAPA staff
- The rules and regulations regarding the assignment of booth space at IAAPA Attractions Expo are reviewed every year by IAAPA's Manufacturers and Suppliers Committee (M&S)
 - This Committee is responsible for adjusting/changing the way in which booth space is assigned, but they are not responsible for the assignment of space

Booth Selection

- The Space Allocation Committee (also known as SAC) made up of 15 manufacturers and suppliers with a broad range of industry experience and expertise choose all booth selections during space allocation
 - They must follow all rules and regulations set forth by the M&S Committee regarding assignment of space



Who is on the SAC Committee

Mr. Jeffrey P. Hudson (CHAIR)
President
Skee Ball, Inc.
Chalfont, PA, USA

Mr. Dan Kroeger
President
Gold Medal Products Co.
Cincinnati, OH, USA

Mr. Jim Chapman
Sales & Marketing
Family Fun Companies, Inc.
Burbank, IL, USA

Mr. John (Jack) Mendes, Jr.
President BSR Group, LLC
Bob's Space Racers, Inc.
Daytona Beach, FL, USA

Mr. Vittorio Fabbri
Vice President Sales
Intamin Amusement
Schaan, Liechtenstein

Mr. Keith James
Chief Executive Office, Owner
Jack Rouse Associates
Cincinnati, OH, USA

Mr. Kevin Rohwer
Sales Manager
S&S Worldwide, Inc.
Logan, UT, USA

Mr. Monty Lunde
Principal
TECHNIFEX, Inc.
Valencia, CA, USA

Mr. Philip Wilson
Sales & Marketing Manager
Extreme Engineering
Newcastle, CA, USA

Ms. Tara Casey
Vice President- Water Parks
Lo-Q plc
Lithia Springs, GA, USA

Mr. Rajen S. Shah
Managing Director
Arihant Industrial Corporation
Dist. Thane, India

Mr. Ray Zammit
Sales Manager
Nancy Sales Co., Inc./Nanco
Chelsea, MA, USA

Mr. Thomas Rebbie
President/CEO
Philadelphia Toboggan Coasters
Hatfield, PA, USA

Mr. Timothy J. Timco
President
TJ Timco Agency, LLC
Elysburg, PA, USA

Mr. Michael Turner
Vice President Sales
Neptune-Benson
Coventry, RI, USA

Topics Requiring Explanation

- Seniority/Priority Points
- Sharing Booths
- Partners
- Competitors
- Booth Design

Seniority/Priority Points

- The Seniority and priority of a company is determined by the number of exhibiting years, followed by the number of consecutive years of membership, followed by receipt of contract date and receipt of deposit
- A lapse in membership for one year or more results in the loss of membership seniority

Seniority/Priority Points

- Exhibiting years can be retained, provided that the company can adequately provide proof that the business is owned by the same entity
- Seniority / Priority points are considered an asset of a company and are transferable in the event of a purchase or acquisition

Sharing Booths

- Booth sharing at IAAPA Attractions Expo is NOT PERMITTED
- IAAPA Attractions Expo is a member-only show
- Every exhibitor wishing to be listed in the show program and on the trade show floor must submit a contract for booth space
- The only name an exhibitor may use for their booth space labeling is the IAAPA Membership Company of Record.

Partners

- Two or more companies who want to be placed next to each other must both have previously submitted paperwork for this request
 - Assignments will be made based on seniority of the lowest rated company
 - Any request for additional companies to be next to or near must be clearly indicated on the contract of all parties in exhibitor grouping

Partners

- Throughout the meeting, attempts to honor the exhibitor groupings will be made without denying space to more senior exhibitors if alternative space is not available or acceptable
- In the event that acceptable space is not available, the senior exhibitor (and grouping) will be moved to the next best possible location, only if the “next to or near” request is the senior exhibitor’s highest priority
- The Space Allocation Committee will rule on each request by considering the exhibitor’s requested location and next to or near indication

Competitors

- A more senior exhibitor can decide if he wants a competitor near their booth or not near their booth during seniority assignment during the Space Allocation Committee meeting
- These requests will be honored whenever possible, but are not guarantees that competitors will not be placed next to or within close proximity due to space limitations on the tradeshow floor

Competitors

- The Space Allocation Committee will determine what is considered “proximity” based on individual product categories
- An exhibitor may not use his seniority to “bump” or force another company to move from a space selected during the seniority assignment process
- The Space Allocation Committee reserves the right in all cases, for the Good of the Tradeshow, to deny additional booth move requests

Competitors

- **The IAAPA Staff will make every effort to recognize competitor concerns / issues during the booth space assignment process following the Space Allocation Committee assignments, but does not guarantee that competitors will not be placed next to or within close proximity**

Booth Design - Linear

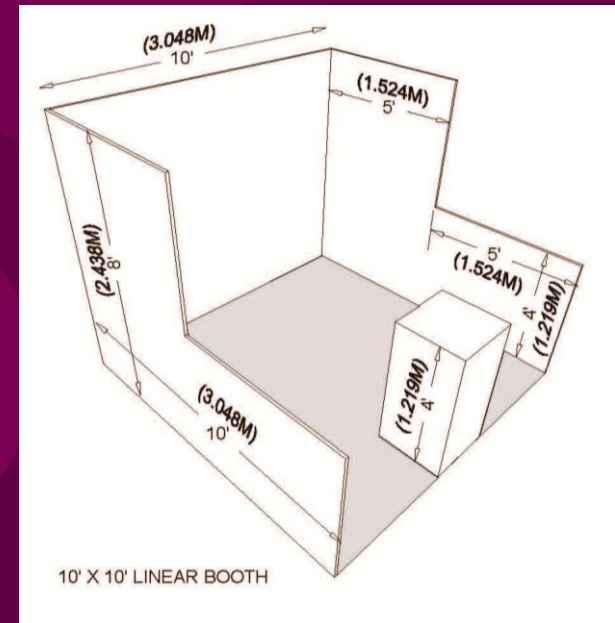
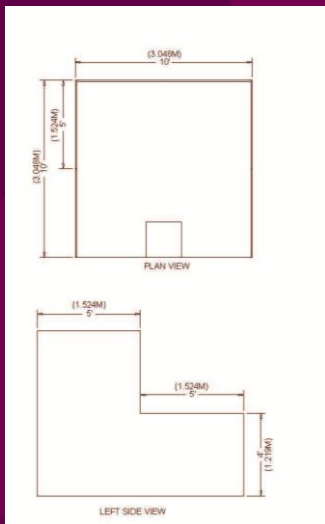
Definition: 1+ 10' deep

Height: Front 5' – not higher 4'

Back 5' – not higher 8'

Except: 400+ sq ft (10'x40')

Back 5' – up to 12'

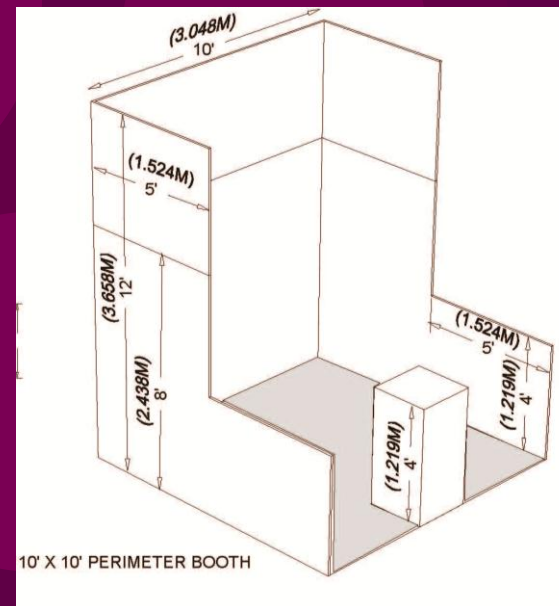
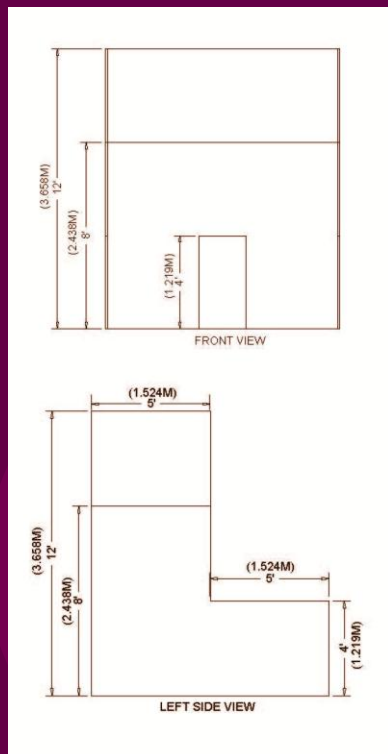


Booth Design - Perimeter

Definition: 1+ 10' deep, no booth behind

Height: Front 5' – not higher 4'

Back 5' – not higher 12'



Booth Design - Peninsula

Definition: 20'x20' and larger

Backs up to 2-linear booths

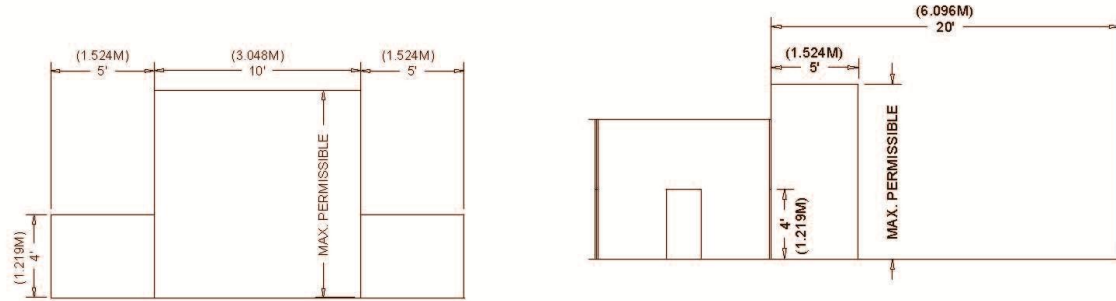
Height: Up to 16' except common wall

Common 5' from each aisle: 4' high

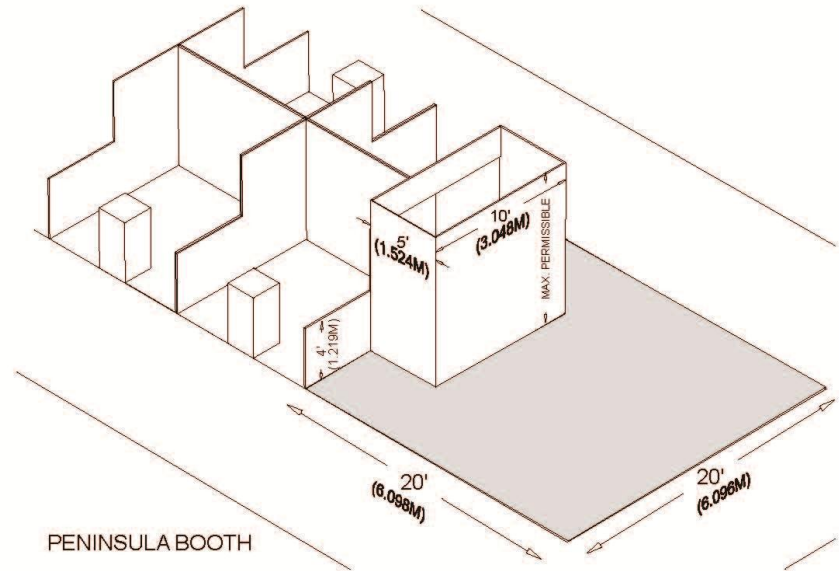
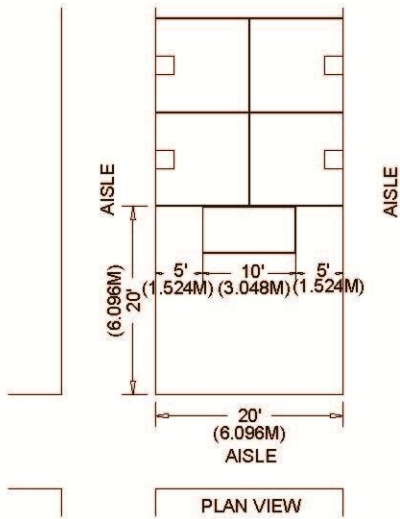
Wall: Set back 5' from common wall

Signs: 10' from adjacent booth

Peninsula Diagrams



FRONT VIEW

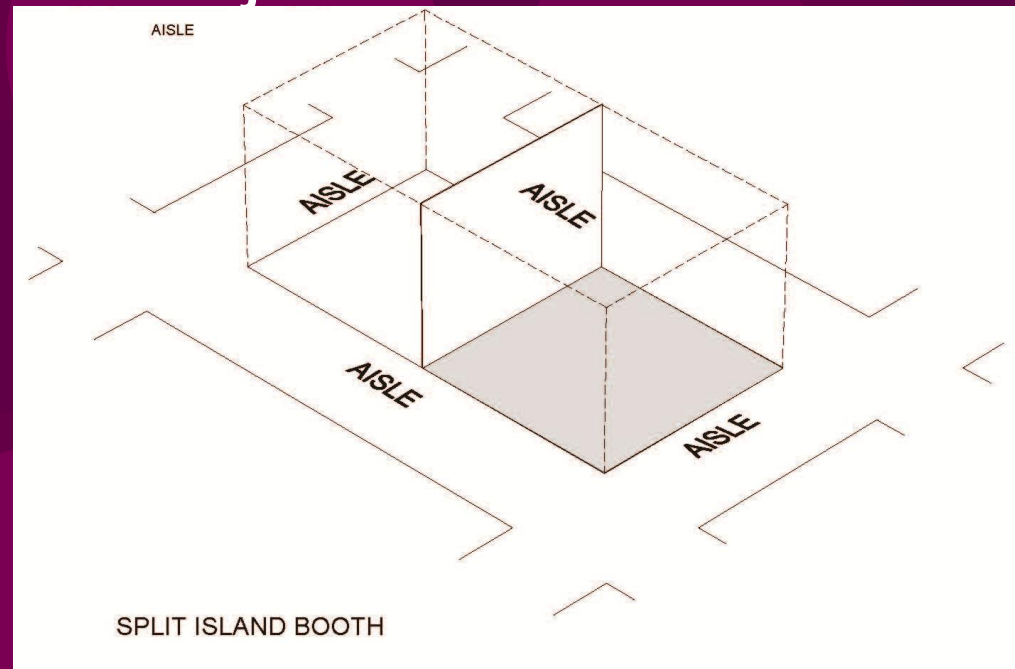
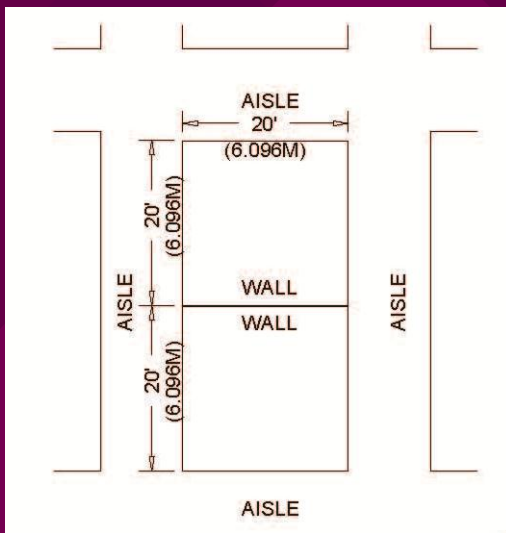


Booth Design - Split Island

Definition: Peninsula against Peninsula

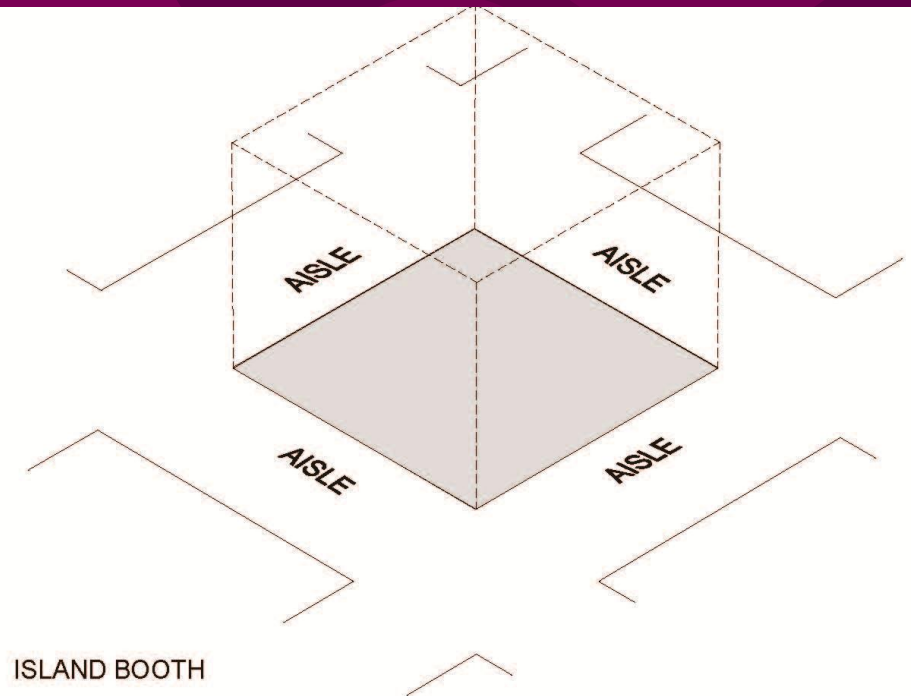
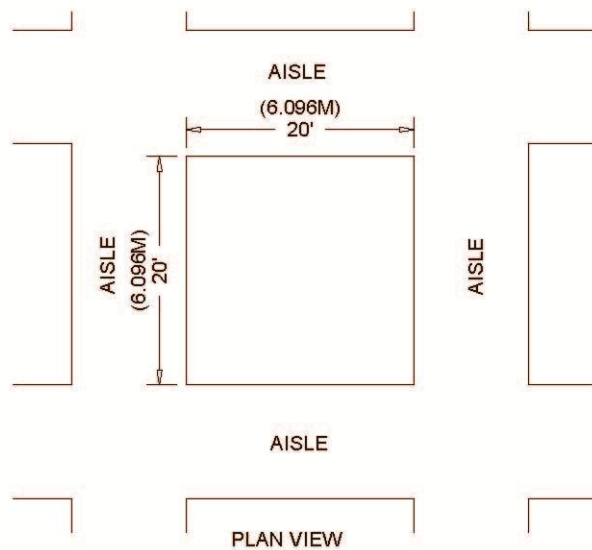
Height: 16' throughout

Signs: 10' from adjacent booth



Booth Design - Island

Definition: Minimum 20'x20', aisles all sides
Height: 20' throughout



Other Considerations

- Hanging Signs - NO Linear/Perimeter
- Variances for Product Only
- Sound of Neighboring Booths
- Food Vendors
- Outdoor Exhibits Entrance
- Use of 75% Contracted Space
- All Booths Carpeted/Covered
- Multi-Level & Covered Booths Fire Watch
- Everything in Booth Space

Space Allocation Request Form

To provide your specific booth requirements and preferences just discussed, complete the following form:

<http://www.iaapa.org/expos/attractions/exhibitors/sacplacement.asp>

Why Participate in SAC

- SAVE MONEY
- Get better booth space
- It's IAAPA's process
- Take advantage of the seniority you have
- More time to promote you booth/prepare for show
- More time to spread booth payments out
- More control of location
 - Next to partners/away from competitors
- Best access to large or odd shaped booths

How to Participate in SAC

- Review the Space Allocation Procedures to familiarize yourself with the rules and criteria the Space Allocation Committee uses to assign booths
- Take a moment to view the list of companies participating in Space Allocation to make sure your company is listed on the seniority list
- Make sure you know who is on this year's Space Allocation Committee

How to Participate in SAC

- Download the Booth Display Specifications so you are aware of design rules
 - The Online Interactive Floor Plan will be updated as booths are assigned
 - Follow along and watch the floor fill up
 - Refresh your screen often to see updates
 - Test the link prior to the meeting
- <http://s15.a2zinc.net/clients/iaapa/iaapa2012/public/fphtml.aspx>

How to Participate in SAC

- Once your booth is assigned, you will receive a confirmation e-mail
 - If you wish to change your booth assignment, follow the instructions on your confirmation to request a booth move

How to Participate in SAC

- Booth move requests should be submitted immediately
 - E-mails and faxes are addressed immediately but you may not receive a response. Replies to your request will be sent as soon as possible
 - Due to the complexity and dynamic nature of the meeting and the Committee's request to minimize interruptions, the Committee has asked that all correspondence regarding booth moves or requests be in the form of email (exhibitsales@IAAPA.org) or fax (+1.703.738.7460)

BE SURE IAAPA HAS YOUR CORRECT E-MAIL ON FILE

How to Participate in SAC?

- To better understand how the space allocation process works, check out IAAPA's blog coverage of 2009-2011 meeting (tip: coverage starts at the bottom of the page)

<http://iaapainthequeue.blogspot.com/search/label/Space%20Allocation%202011>

- IAAPA will be covering the 2012 meeting live via Twitter

www.twitter.com/iaapahq

Deadlines & Next Steps

- March 23: Contract & 50% Deposit Due
- Now to April 9: Complete Online Questionnaire

<http://www.iaapa.org/expos/attractions/exhibitors/sacplacement.asp>

- April 12-13: Space Allocation

Frequently Asked Questions

- I thought my seniority was higher than (xxx) company?
- Why didn't anyone call me when I didn't get my first choice?
- How do I know when my booth will be assigned during the meeting?



Other Questions



These slides and a full recording of this program will be posted on the IAAPA website within 8 business days at:

<http://www.iaapa.org/education/elearn/elearning.asp>