



GENERAL SHOW INFORMATION

All questions regarding IAAPA policies, regulations and display rules should be addressed directly to IAAPA Show Management.

**International Association of
Amusement Parks and Attractions**
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IAAPA CONTACTS

AREAS OF RESPONSIBILITY

Diane F. Vidoni Director, Trade Show Operations E-mail: dvidoni@IAAPA.org	Contractors, Variance Requests, Exhibitor Booth Diagram Review, VIP Invitations, Registration, Exhibitor Appointed Contractors, Insurance
Pete Barto Vice President, Exhibitor Marketing & Sales E-mail: pbarto@IAAPA.org	Exhibit Sales and Customer Service, Sponsorship Program
Alice Mathu Manager, Exhibition Sales & Services E-mail: amathu@IAAPA.org	Exhibit Sales & Services Changes, Booth Payments
Deana Martin Manager, Exhibition Sales & Web Marketing E-Mail: dmartin@IAAPA.org	Exhibit Sales & Services Changes, Booth Payments, Digital Booth Upgrade
Emily Popovich Manager, Exhibition Sales and Sponsorship E-mail: epopovich@IAAPA.org	Sponsorship Program, Exhibit Sales
Matt Witt Exhibition Sales & Services Executive E-Mail: mwitt@IAAPA.org	Exhibit Sales & Services Changes, Booth Payments
Diane Williams Director, Meetings & Events E-mail: dwilliams@IAAPA.org	Meetings, Special Events, Housing, Transportation and Travel Agency Coordination
David K. Lee Vice President Exhibition Operations E-mail: dlee@IAAPA.org	Intellectual Property Rights Issues

SHOW LOCATION: Orange County Convention Center – North/South Building
9400 Universal Boulevard
Orlando, Florida 32819 USA
Phone: +1 (407) 685-9800

SHOW DATES AND HOURS:

Tuesday, November 16	10:00am – 6:00pm
Wednesday, November 17	10:00am – 6:00pm
Thursday, November 18	10:00am – 6:00pm
Friday, November 19	10:00am – 4:00pm

FACILITY INFORMATION

Ceiling Heights: All Exhibit Halls are 40' (forty feet) to building support beams, except in areas where exhibitors have been notified in advance.

Utility Services: All Exhibit Halls (NA, NB, SA, SB) have electrical, telephone, water, drains, compressed air, data lines and fiber optic lines available from floor ports located on 30' centers.

Gas Services: The Orange County Convention Center does offer gas as a utility.

LP Gas (i.e. propane, butane) and Natural Gas may be ordered via Exhibitor Services only after approval from the Orange County Fire Marshal. The amount of LP Gas permitted in the building is limited to a nominal 5 lb. container. The contact information for Orange County Fire Marshal is (407) 658-9811.

Floor Surface & Load Capacity: All Exhibit Hall floors are concrete. The **Floor Load Capacity** is 400 pounds per square foot.

Aisles: All aisles in the Exhibit Halls are 10' wide, except where noted on IAAPA Trade Show Floor Plans.

Columns: Columns are located throughout the Exhibit Halls. Exhibitors who may be affected by columns will be notified individually.

Please refer to the IAAPA Exhibit Hall floor plan, viewable on the IAAPA Website www.iaapa.org/expos for the location of your booth and its relationship to facility features such as columns.

EXHIBIT CONTRACTORS

Freeman has been designated the Official Service Contractor for IAAPA Attractions Expo 2010. Order forms for Freeman services may be found in the **FREEMAN** section of this guide or at www.Freemanco.com (on-line ordering).

Please review the list of **OFFICIAL CONTRACTORS**.

IAAPA employs a very rigorous screening process for all trade show contractors. Please review the OFFICIAL CONTRACTOR list in this section before hiring a provider. Remember, IAAPA cannot assist you with non-official providers.

OFFICIAL SHOW COLORS & CARPETING

Booth drape will be White, Black and Silver.

Exhibit Halls will be divided into color-coded sections. Please see color-coded floorplan at the end of this General Information section.

All indoor exhibits must have wall-to-wall carpeting or other floor covering, with no concrete flooring exposed.

DRAYAGE – FREIGHT MOVEMENT

Freeman is the official drayage contractor for IAAPA Attractions Expo 2008. Freeman offers warehouse space for advanced shipments and has the responsibility for on-site receiving and handling of exhibit materials, at exhibitors' request. It is Freeman's responsibility to supervise the Marshaling Yard and Loading Docks and to schedule all vehicles during move-in and move-out periods. See detailed information on drayage and freight handling in the **SHIPPING/MATERIAL HANDLING** Section of this Guide.

NOTE: All vehicles unloading or loading freight at the Orange County Convention Center, including privately owned vehicles (POVs), must check-in with Freeman prior to proceeding to the loading docks.

FREIGHT DELIVERIES

All exhibitor freight must be shipped prepaid. Collect shipments will not be accepted. All freight shipped directly to show site must arrive on the day of the exhibitor's targeted move-in or during general exhibitor move-in dates. Early shipments should be shipped to the Freeman warehouse. **The Orange County Convention Center will not accept freight arriving prior to the published IAAPA move-in schedule.** Detailed shipping information may be found in the **SHIPPING/MATERIAL HANDLING** Section of this Guide.

All equipment and freight will be loaded/unloaded in the loading dock area. Personal carts, motorized equipment, dollies or pallet jacks with steel or hard metallic wheels are **not permitted**. Exhibitors may **hand carry** materials through the front doors. All other freight must be handled at and through the loading dock. Please see the information regarding "POVs" below.

PRIVATELY OWNED VEHICLES (POV)

Freeman will establish loading dock space for the loading and unloading of exhibitors' privately owned vehicles (POVs) or rental trucks (U-Haul, etc.) to facilitate this process for those exhibitors who do not require contracted drayage service or freight moving labor assistance. Privately owned vehicles (POV) less than 22' long can deliver directly to the Orange County Convention Center. These vehicles will be dispatched from the POV holding lane to the receiving area based on ramp availability. All other vehicles, van lines and common carriers must check-in at the Freeman Marshaling Yard to be assigned a number for unloading based on driver check in time, target time and booth number. Please see the Instructions and Marshaling Yard Map located in the **SHIPPING/MATERIAL HANDLING** Section of this Guide.

RIGHT TO WORK STATE

Florida is a "Right to Work" state. This provision allows full-time employees of an exhibiting company to set-up their own exhibitions without assistance from the local Union. Any labor services that may be required beyond what the full-time employee can provide must be completed by the Union. Proof of full-time employment status may be requested by the Union Steward of any personnel working in your booth.

Exhibitors driving their own privately owned vehicles (POV) or rental vehicle and not needing assistance, such as the use of loading docks, forklifts or labor, may hand-carry their own display and materials into the exhibit hall from designated POV loading areas. Hand-carry means that you must be able to carry the items to your booth without the assistance of any carts, motorized equipment, dollies, or pallet jacks. If you need to use a cart, motorized equipment, dolly or pallet jack, you will need to use labor from Freeman. Exhibitors must use the exhibiting company's **permanent full-time** personnel to hand-carry equipment. Any additional labor should be ordered through Freeman.

MOVE-IN SCHEDULE

Freeman and IAAPA have implemented a Targeted Move-in Schedule for 2010. With the limited time available for move-in of all exhibits, it is very important to follow the instructions provided in the **SHIPPING/MATERIAL HANDLING** Section of this guide.

SET UP HOURS:	Thursday, November 11	*Targeted Only*
	Friday, November 12	*Targeted Only*
	Saturday, November 13	8:00am – 5:00pm
	Sunday, November 14	8:00am – 5:00pm
	Monday, November 15	8:00am – 5:00pm

*Contact Freeman (407) 313-5804 to schedule a targeted move-in time.

Any exhibit booth not occupied by 7:00pm on Monday, November 15th, will be reassigned at IAAPA's discretion. All Exhibitor freight must be received at the center by this deadline.

Freight received after 6:00pm on Monday, November 15th, or prior to Show opening on Tuesday, November 16th, will not be delivered until Show closing Tuesday, November 16th.

All exhibits must be COMPLETELY set up for show management inspection by 7:00pm, Monday, November 15th, unless written permission for a late set-up has been granted by show management.

ADVANCE ORDERS

Order your services in advance - save time and money! By ordering your services prior to arriving on site, contractors will be better prepared to serve you and meet your needs.

Freeman Advance Orders must be received no later than 10 business days (October 28, 2010) prior to the first day of exhibitor move-in, November 11, 2010, in order to receive advance discount prices.

DEADLINES: Freeman	10 days prior to move-in	Oct. 28
Orange County Convention Center	21 days prior to show	Oct. 20

See the 2010 IAAPA DEADLINES CHECKLIST for other important deadlines.

EXHIBITOR SERVICE CENTER

An Exhibitor Service Center will be available on-site to all exhibiting companies during IAAPA Attractions Expo 2010. Personnel will be available during set-up, show hours and move-out to assist with orders for the following services: Exhibit Labor, Utilities, Furniture Rental, Custom Signage, A/V & Computer Rental, Plants, Lead Retrieval, International Customs Broker, Hostesses and Demonstrators, Motor/Air Freight. **The Service Center will be located between booths 3051 and 4251, adjacent to the safety pod.**

The schedule of operation for the Exhibitor Service Center will be:

MOVE-IN:	Thursday, November 11	8:00am – 5:00pm
	Friday, November 12	8:00am – 5:00pm
	Saturday, November 13	8:00am – 5:00pm
	Sunday, November 14	8:00am – 5:00pm
	Monday, November 15	8:00am – 7:00pm
SHOW DAYS:	Tuesday, November 16	8:00am – 6:00pm
	Wednesday, November 17	8:00am – 6:00pm
	Thursday, November 18	8:00am – 6:00pm
	Friday, November 19	8:00am – 4:00pm
MOVE-OUT:	Friday, November 19	4:01pm – 9:00pm
	Saturday, November 20	8:00am – 6:00pm
	Sunday, November 21	8:00am – 12:00noon

SHOW SECURITY SERVICES

IAAPA's official security contractor, **Marshall Robinson & Associates**, will coordinate the overall security plan for IAAPA Attractions Expo 2010. Show security covers the perimeter of the exhibit halls, and other areas involved with the Conference and Trade Show. Individual booths are not covered under this plan. Valuables should be removed from the trade show floor at the end of each day. Marshall Robinson & Associates will maintain a security office in the Convention Center during the entire show period.

Exhibitors may contract for booth security for move-in, show days and move-out. A security guard request form is located in the **OFFICIAL CONTRACTOR** section.

LIGHTING

Exhibit hall lighting will be at half power during move-in and move-out and lighting will be at full-power during all show hours. Requests for any lighting adjustments must be submitted to IAAPA and the Orange County Convention Center to be considered. IAAPA and the Orange County Convention Center will make a final decision regarding these requests, during the final day of exhibitor move-in. All costs associated with adjusting lighting will be the exhibitor's responsibility. Please see the Lighting Services order form in the Orange County Convention Center section of this guide.

PARKING

The Orange County Convention Center (OCCC) charges an \$11.00 parking fee for all exhibitors and attendees per entry during move-in, show and move-out. An additional fee will be charged for oversized vehicles (\$22.00).

Exhibitors receive daily in/out privileges with a valid parking receipt and exhibitor badge/wristband.

Overnight parking on OCCC property is strictly prohibited.

LABOR NOTE - DISMANTLING

To expedite Show move-out, it is recommended that you re-confirm your dismantling labor requirements on Thursday, November 18, with Freeman. Shipping arrangements may be made at this time. This can save you time and aggravation the evening of the Show closing.

MOVE-OUT SCHEDULE

Move-out will begin immediately after the close of the Show at 4:01 p.m., Friday, November 19. The schedule will be:

Friday, November 19	4:01pm – 11:00pm
Saturday, November 20	8:00am – 6:00pm
Sunday, November 21	8:00am – 12:00noon

Dismantling of any part of your exhibit prior to the 4:00 pm show closing on Friday, November 19, will result in a monetary penalty, the forfeiture of accumulated priority points and potential suspension of future exhibiting privileges. This policy is strictly enforced!

Aisle carpet will be removed promptly at show closing, at 4:01 pm. This process takes approximately one hour. As soon as the aisle carpet is up the return of all shipping containers will begin.

All empty boxes, containers and crates will be returned to the exhibit hall on Friday evening. This process will be completed within 6 hours. (Example: you may receive your crates as soon as 6:00 pm or as late as 11:00 pm)

Because of the time that return of empty crates or containers may take, please plan your outbound flights accordingly.

Outbound shipments will be limited on Friday evening due to the return of the empties. Please be patient. This is a lengthy process.

NOTE: All POVs may come directly to the back of the building and line up on Boyd Drive. Vehicles will be sent to the ramps as space becomes available. Displays must be completely packed and ready to ship, before your vehicle will be allowed access to the loading docks.

All carriers must be checked in at the Marshalling Area by 8:00 am, Sunday, November 21. All exhibit material must be removed from the Orange County Convention Center by 12:00 noon, Sunday, November 21.

FREIGHT SECURITY NOTE

Delivery of your bill of lading to Freeman does not imply that Freeman, your carrier or IAAPA is responsible for your materials. The transfer of liability occurs only when your carrier actually takes possession by signing the appropriate bill of lading at the time of loading. IAAPA recommends that you remain with your exhibit and materials until your freight carrier takes possession of those materials. **This is the only way to completely guarantee the safety of your booth.** Perimeter security only will be provided during show move-out.

BALLOONS AND LIGHTER THAN AIR OBJECTS

Any exhibitor intending to utilize balloons or other lighter than air objects is required to obtain approval from IAAPA via the Variance Request Form. After a Variance Request has been approved, the exhibitor must sign a Balloon Waiver, provided by the Orange County Convention Center. A Retrieval Fee will be charged for any escaped lighter-than-air objects.

FIREWORKS, PYROTECHNICS AND LASERS

All exhibitors displaying or demonstrating fireworks, pyrotechnics, lasers or other special effects, must submit a permit to the Orange County Fire Rescue. Additional information on laser displays can be found in the Rules & Regulations section of this guide.

CERTIFICATE OF INSURANCE

All exhibitors must provide IAAPA with a copy of their Certificate of Insurance by August 27, 2010, indemnifying the Association and the Orange County Convention Center, and indicating required coverage in the amounts stipulated in the IAAPA Rules and Regulations. Complete information on these limits of insurance may be found in the "Insurance Requirements and Obligations" section located in the **Rules and Regulations** section of this guide.

Exhibitors displaying amusement rides and/or mechanical, electrical or other devices or displays involving audience participation, (examples: batting cages, climbing walls, inflatables, etc.) and any exhibitors using flammable materials in their booth must provide IAAPA with a Certificate of Insurance providing coverage adequate to fulfill the indemnification obligation. The indemnification obligation is stated in the Rules and Regulations and must be received at IAAPA no later than **August 27, 2010**.

CATERING

Centerplate is the exclusive catering contractor in the Orange County Convention Center. Food that is not a sample of your company's product must be purchased through Centerplate. Please see the **Catering Menu** included in the Orange County Convention Center section of this manual.

NOTE: *Exhibitors are solely responsible for complying with the safety and health regulations pertaining to the distribution of all food products, and will be held responsible for the cleanliness of the surrounding area. Any charges, for cleaning areas occupied by or surrounding an exhibitor sampling food, will be added to their IAAPA bill.*

FOOD AND BEVERAGE SAMPLING PROCEDURES

Food and beverage (non-alcoholic) sampling is permissible for closed, non-public conventions and trade shows under the following conditions:

- Product may be sampled if the exhibiting company is the legal manufacturer and/or distributor of the product.
- Products must be sample size (beverages – 4 oz. container, 3 oz. product/food must be "bite-size").
- Exhibitors may distribute or have available in their booths manufactured candy, gum, mints, etc., as long as they are individually wrapped.
- Exhibitors offering a sample of their food or beverage product must comply with all local, state and national regulations for transport, storage, preparation and distribution of the product.
- All food and beverage samples must be given away and not sold by the exhibitors.

Centerplate holds the exclusive Liquor License for the Orange County Convention Center. **ALL** alcoholic beverages **MUST** be purchased through Centerplate to abide by the State of Florida's alcohol and beverage laws.

Any exhibitors cooking food in their booth must complete the **COOKING, GAS, OPEN FLAME OR HEAT PRODUCING DEVICE NOTICE**.

MULTI-LEVEL OR COVERED EXHIBITS

The design for multi-level exhibits, no matter the size, or covered exhibit booths, including theaters, must include: fire watch personnel, a smoke detector, and a hand-held fire extinguisher.

ALL multi-level exhibits and covered booths with over 300 sq ft (total space) covered require FireWatch. See the **Guidelines Regarding Multi-Level and Covered Exhibits.**

EXHIBIT BOOTH DESIGN SUBMISSION

All exhibitors with 400 square feet (10'x40' or 20'x20'), or more than 400 square feet of exhibit space and/or displaying Inflatables, MUST submit a drawing of the proposed booth layout to IAAPA Show Management. Drawings must include a top and side view of the exhibit, and indicate all dimensions. Any exhibitor exceeding standard booth designs, 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.

Booth design drawings must be submitted to IAAPA Show Management by **September 17, 2010. Any exhibitor attempting to build a booth greater than 400 square feet without IAAPA approval will not be permitted to set-up or will be forced to close their space until the design has been approved.**

EXHIBIT DESIGN VARIANCE REQUEST

IAAPA Exhibitor Display Rules and Regulations contain complete information on established regulations regarding height and line-of-sight rules for exhibits. To request a variance to any of the published exhibit rules, a **VARIANCE REQUEST FORM** must be submitted to IAAPA Show Management for approval, along with a complete rendering of the proposed exhibit. Submission of a Variance Request Form does not guarantee that a variance will be approved.

Variance requests and complete booth plans and renderings must be received at IAAPA no later than **September 8, 2010** to be considered. **A company MUST allow IAAPA at least ten working days for review and approval.** Exhibitor Rules and Regulations may be found in the **RULES AND REGULATIONS** Section of this guide.

HANDOUTS, CATALOGS, SOUVENIRS - AISLE ACTIVITY PROHIBITED

Exhibitor literature and printed materials, including trade publications, may **only** be distributed from within an exhibitor's booth space and may not appear in any other public space of the Orange County Convention Center or that of the contracted IAAPA hotels. Certain sponsorship opportunities are exempt from this rule. Demonstrations, sales activities and giveaways must take place within the exhibitors' booth space. Distribution of materials and sales efforts may not take place in the aisles or in any other location outside the contracted booth space. **This policy is strictly enforced! Companies found breaking these rules may have their booth at IAAPA Attractions Expo 2010 shut down, may forfeit accumulated priority points and could be suspended from future exhibiting.**

ROBOTS, ENTERTAINERS, COSTUMED CHARACTERS AND WHEELED VEHICLES

Demonstration of any robot, entertainer, costumed character or mechanized product must take place within an exhibitor's contracted booth space. **Demonstration of any kind will not be permitted in the aisles or any other public area within the Orange County Convention Center during IAAPA Attractions Expo 2010.** Violation of this rule will result in immediate removal of the robot, entertainer, character or vehicle from the Orange County Convention Center for the duration of the Show.

Demonstration of amusement park products, such as strollers, carts, buggies or any other product or device on wheels, must remain within the contracted booth space. **Operation of any device on wheels in the aisles or in any other public space within the Orange County Convention Center is strictly prohibited** (except for approved wheel chairs, carts for the disabled and certain approved Show Sponsors). Any wheeled device operating outside the booth space will be removed from the show floor for the duration of the Show.

DEMONSTRATION OF AMUSEMENT RIDES AND OTHER INTERACTIVE EQUIPMENT

IAAPA Show Management must be notified and approve of any plans to operate rides/attractions or operationally demonstrate rides/attractions to buyers and attendees of the Trade Show. This applies to all participant interactive attractions involving Trade Show attendees, contracted participants or employees.

Notification via the *Audience Participation Safety Form* must be accomplished by October 15, 2010.

The *Audience Participation Safety Form* lists additional supporting documentation that must be submitted by October 15, 2010.

Exhibitors must comply with all RULES AND REGULATIONS set forth in this Guide including licensing and regulatory approval, *Safety Consultant* approval and insurance qualification to name a few. You are solely responsible for compliance with federal, state and local laws governing the attraction or ride. An independent *Safety Consultant* will conduct a pre-show/on-site Safety Inspection. This inspection will review, inspect and approve all product demonstrations. This inspection will continue throughout the Trade Show and this *Safety Consultant* is authorized to stop any demonstration, any time during the show, that is not inspected, has safety concerns, inconsistencies with industry standards and applicable safety ordinances, codes and regulations relating to the construction or presentation of the exhibits, or is not in compliance with IAAPA RULES AND REGULATIONS.

SOUND LEVELS

Exhibitors must keep sound levels in their booth space to a reasonable level during the Show. IAAPA reserves the right to determine when excessive sound, music or other display activities interfere with other exhibitors' ability to conduct business. Failure to maintain a reasonable decibel level (**below 85db**) may result in IAAPA Show Management setting an appropriate level for a specific exhibitor. Decibel levels will be monitored on the show floor during all show days. Offenders will be required to reduce sound levels immediately or risk further penalties.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors intending to utilize an Exhibitor Appointed Contractor (EAC) to assist them during the Show must file the “**Intent To Use Exhibitor Appointed Contractor**” form with IAAPA by **September 24, 2010**.

An EAC is defined as any service contractor that is not an official service provider for the Show. Examples include: set-up/tear-down, I & D contractors, audio visual and floral.

The Orange County Convention Center does not allow outside rigging contractors on the show floor as exhibitor appointed contractors.

Exhibitor Appointed Contractors are required to submit a copy of their General Liability Insurance Certificate, with minimum coverage limits as described in the 2010 IAAPA Rules and Regulations. IAAPA must also be named as an additional insured on this insurance certificate. EAC Certificate of Insurance must be received by IAAPA along with the proper Notification of Intent to Use Exhibitor Appointed Contractor by **September 24, 2010**. **No EAC will be allowed to work on the show floor without providing IAAPA with their Certificate of Insurance.**

Additional EAC information can be found in the Orange County Convention Center section of this guide.

BUSINESS CENTER

FEDEX Office operates a full service business center located in both the North and South Concourses of the North/South Building. Services include: shipping, overnight delivery, fax, self-serve and full-service copying, and packaging and office supplies. Please see their list of services and pricing information located in the **ORANGE COUNTY CONVENTION CENTER** section of this guide.

SUBLETTING / RESALE OR SUBCONTRACTING OF EXHIBIT SPACE

Subletting or subcontracting of exhibit space to another member or non-member company is strictly prohibited. Staff from non-affiliated/non-exhibiting companies, present in a booth for the purpose of “selling”, is strictly prohibited.

Resale of reserved or contracted exhibit space is prohibited, and will result in the loss of accumulated priority points and other penalties. **Exhibitors are prohibited from engaging in any exhibit activity in any space other than that which has been contracted.**

SELLING RULES AT IAAPA

Selling within your exhibit space in exchange for cash or credit card when the purchaser 'carries away' merchandise is strictly prohibited. Exhibitor signage offering in-booth sales of display merchandise, for take-away, is prohibited. **Exhibitors may only take orders for future delivery.**

This policy is strictly enforced! Companies found breaking these rules may have their booth at IAAPA Attractions Expo 2010 shut down, may forfeit accumulated priority points, could be suspended from future exhibiting, and will be subject to penalties for violating local laws.

EXHIBIT SPACE PAYMENT

IAAPA reserves the right to remove your booth from the exhibit floor if your account is past due. Exhibitors will be prohibited from move-in if they have a balance due for exhibit space.