



2016 Annual MRC Vegas Conference

March 8-10, 2016 • Aria Las Vegas

Dear Exhibitor:

Welcome to the MRC Vegas 2016!

The following information describes your company's participation at MRC Exhibit Hall, from set-up to tear-down. Please be sure that your on-site staff is familiar with all exhibitor information and the key rules outlined, for your comfort and the safety of everyone involved.

Please note that the Aria Resort and Casino has very strict rules regarding structures within the Exhibit Hall. Make sure your set-up staff is aware that the Fire Marshall will review all booths within the hall and dismantle those that do not meet the safety standards listed in Exhibitor Services Kit.

We are excited that you have chosen the MRC Conference and Exhibit Hall as part of your customer engagement plan for this year, and will do everything possible to make your participation highly successful.

If you should have any questions, you may contact me at (206) 802-8228, or send email to sydney@sound-planning.com.

Sincerely,
Sydney Healey
MRC Vegas 2016 Exhibit Hall Manager

Sydney Healey | Senior Event Project Manager | Sound Planning
206.802.8228 | sydney@sound-planning.com | sound-planning.com





MRC RULES & REGULATIONS

Merchant Risk Council adheres to The International Association of Exhibitors and Events (IAEE) Guidelines for Display Rules & Regulations that apply to this specific event. It also implements appropriate rules and regulations that apply to this particular event as well as those found within the Event Sponsorship or Exhibitor Agreement.

The goal of the MRC Management team is to provide a professional exhibition environment for both attendees and exhibitors. Therefore we ask that you abide by the information provided in this document, your Event Sponsorship or Exhibitor Agreement and other Exhibitor Service Manual (ESM) documentation, for the comfort and safety of everyone involved. We also ask you to review and share these with your event team.

Please Note: MRC Management will cease any activity by any Exhibitor that is considered objectionable for any reason, which may detract from the general character of the event or impacts other Exhibitors.

TERMINOLOGY:

- The term **“Exhibitor”** applies to any level of partner participation including Sponsors at the event.
- The terms booth or booth space refer the benefits outlined in the Exhibitor Package or Sponsorship Package (i.e. booth, station, kiosk, table, booth space...).

GENERAL RULES & REGULATIONS:

- **Event preparation-** Exhibitor is responsible for reviewing all event related documentation provided pre-event and on-site for relevant information.
- **Booth set-up-** Exhibitor must have booth(s) show ready by deadline provided in the set-up schedule.
- **Booth supplies-** such as tape, stapler, literature racks, pens, scissors, box cutters, extension cords... are not provided by MRC Management and are the Exhibitor’s responsibility, if required.
- **Booth staff-** Exhibitor’s booth staff is required to staff their booth during MRC Exhibit Hall hours.
- **Booth activities-** all booth activities must be contained within the Exhibitor’s booth space and not impede aisle traffic or encroach into neighboring Exhibitor’s booth space. This includes, but is not limited to the following: demonstrations, presentations, equipment, fixtures, signage, personnel, promotional or performance activities, or collateral.
- **Exhibitor expenses-**
 - o **Travel & Expenses-** Exhibitor is responsible for the cost of employee Travel & Expenses.
 - o **Event-related expenses-** Exhibitor is responsible for the cost of any items (i.e. equipment, collateral, giveaways, shipping) not included in the booth package.
- **Promotions-**
 - o **Joint promotions-** Exhibitors may conduct joint promotions with other Exhibitors provided MRC has approved the promotion and it adheres to all event rules and regulations and privacy guidelines outlined in the Event Sponsorship or Exhibitor Agreement.



MRC Exhibitor Rules and Regulations:

Booth restrictions are imposed to provide all Exhibitors an equal opportunity to showcase their solutions and products in a safe environment that will provide them with the best visibility possible.

Please note: booths that do not follow the regulations may be altered on-site to meet guidances, at the Exhibitor's expense.

Items requiring special permission:

- **Canopies and ceilings-** installation of tents, awnings, ceilings, umbrellas or canopies (for decoration or functional). Additional restrictions and diagrams are available upon approval of requests.
- **Towers-** freestanding components separate from the main fixture are not permitted without prior approval from MRC Management. Additional restrictions and diagrams are available upon approval of requests.
- **Multi-story booths-** structures, fixtures or display materials that exceed 8' (inline booths) in height and may include more than one level are not permitted.
- **Hanging Signs & Graphics-** hanging banners or display materials are not permitted with the exception of event-produced Sponsor banners, or by pre-approved exception.
- **Booth materials-** Booth equipment, structures or display materials that exceed 250 lbs. per square foot require prior authorization from MRC Management
- **Lighting-** specialized lighting that flashes, rotates, changes color, pulses, uses lasers or ultraviolet is not permitted.
- **Vehicles-** may not be displayed on the show floor without the prior written approval of the MRC Management. Exhibitor-owned or Exhibitor-leased vehicles are NOT allowed to drive on to the MRC floor to unload or load. Access to the MRC floor for tractor-trailer trucks, cranes, etc., must be arranged in advance through the official decorator. Additional restrictions for vehicles are available upon approval of requests.

Other booth display requirements:

- **Americans with Disabilities Act (ADA)** All Exhibitors are required to be in compliance with ADA and are encouraged to be sensitive and reasonably accommodating to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and web site www.usdoj.gov/crt/ada/infoline.htm.
- **Structural integrity-** all booth displays should be designed and erected in a manner to withstand normal contact, vibration from neighboring booths, installation/dismantle equipment such as forklifts and wind from air conditioning, fans or open freight doors. All structures, equipment and display materials must be stable without bolting or anchoring to floors or walls. In addition, display fixtures such as racks, shelves, tables, counters... should be installed properly to ensure they are able to support marketing materials or equipment displayed upon them.
- **Storage-** Fire regulations prohibit storing product, literature or empty packing materials behind back drapes or under draped tables. However, Exhibitors may store a limited supply of literature and product within the booth space provided it does not impede access to utilities or traffic flow, create a safety issue or look unsightly.
- **Flammable and toxic materials-** all materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Exhibitors should dispose of any waste products generated during installation/dismantle or the event in accordance with guidelines established by the Environmental Protection Agency and the facility.



- **Electrical-** all electrical should be installed/dismantled by the electrical vendor listed in the Exhibitor Services Manual. Power strips should be UL approved, with built-in over-load protectors. All power cords should be managed in a way to prevent Exposed cords in traffic areas. Enclosed spaces, such as a demo station, counter or closet, with equipment should be properly ventilated to prevent overheating.
- **Appearance-** all Exposed parts, including the back of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths.
- **Lighting fixtures-** no lighting, fixtures, lighting truss or overhead lighting are permitted outside of the boundaries of the MRC space. All lighting should be directed to the inner confines of the booth and not impact other Exhibitor booths or aisles
- **Sound equipment-** should be positioned to direct sound into the booth, rather than the aisle, in order to minimize disruption to neighboring Exhibitor booths. Exhibitor will be required to stop any sound-related activities that exceed 85 decibels, disrupt neighboring booths or are considered offensive.
- **License for music-** music within the booth, played live or recorded, may be subject to laws governing the use of copyrighted material. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.
- **Computer Equipment-** computers, keyboards, mice, monitors, USB connectors and hubs... are not provided as part of the MRC package and are the Exhibitor's responsibility, if required.
- **Installation/dismantle activities-** the venue, decorator and MRC Management will not be responsible for any injuries that may result from the improper use of chairs, tables, display structures, equipment... to stand on prior to, during or after the event.

Items/ activities that are *not* permitted:

- **Line of sight-** booth structures, fixtures, signage... that obstruct or completely block the sightlines into neighboring booths are not permitted. Exhibitor must adhere to the applicable guidelines for the type of booth space it has on the MRC floor.
- **Decorations-** such as **balloons, helium balloons**, crepe paper, cellophane, confetti, cotton, cornstalks, leaves, evergreen boughs/trees, glitter, sheaves of grain, streamers, straw, paper, vines, stickers, decals, tape, etc... are not permitted on the MRC floor.
- **Hazardous materials-** gasoline, kerosene, combustible gases, or other flammable liquids are not permitted on the MRC floor.
- **Fire & pyrotechnics-** open flames and pyrotechnics are not permitted on the MRC floor.
- **Fog & smoke machines-** are not permitted on the MRC floor.
- **Animals-** are not permitted on the MRC floor.
- **Giveaways & promotional items-** Exhibitor **may not** distribute any giveaways that would be considered potentially dangerous or destructive from the MRC floor or in the conference facility. Examples of potentially dangerous/ destructive giveaways include: pocket knives, box knives, stickers, adhesive decals, helium balloons, glitter, laser pointers, dart guns, etc. Any raffles or contests may not use actual currency but must use play currency.
- **Food & beverage**
 - The Aria Resort is solely licensed to sell and/or dispense alcoholic beverages
 - Exhibitor may not dispense food and/ or beverages of any kind, including packages candy, bottled water without prior approval of Show Management and the Aria Las Vegas. The Aria offers onsite catering services exhibitors may contract, at their expense, if desired.



- **Photography**- Exhibitor may take photographs and video of its booth only. Photographing and/ or videotaping are not permitted on the floor unless approved by the MRC.
- **Sale of products and services on the MRC floor**- no selling (exchange of goods or money) can take place on the MRC floor. Exhibitor may take orders, but may not accept any form of payment or deliver product to their customers.
- **Liability and insurance**- the MRC assumes no liability for loss or damage to Exhibitor's property. While the MRC will provide security for the hall during move-in, move-out, receptions, and overnight, it cannot assume responsibility for loss, damage or theft of Exhibitors' materials. Exhibitor is required to carry proper insurance coverage per the terms of the Event Sponsorship or Exhibitor Agreement.
- **Smoking**- will not be permitted within the venue prior to, during or after the event.



Booth Information

Show Hours/Set Up and Tear Down*

The Exhibit Hall will be located in Pinyon Ballroom at the Aria Resort and Casino.

Hours were updated due to conference agenda updates on February 2, 2016

Exhibit Set Up:	Tuesday	March 8 th , 2016	8:00am – 4:00pm*
Exhibit Hall Open:			
(Welcome Reception)	Tuesday	March 8 th , 2016	5:00pm – 7:00pm
	Wednesday	March 9 th , 2016	7:30am – 4:00pm**
(Party)	Wednesday	March 9 th , 2016	5:15pm – 7:15pm
	Thursday	March 10 th , 2016	8:30am – 12:00pm
Exhibit Hall Tear Down:	Thursday	March 10 th , 2016	12:00pm – 4:00pm

*(earlier set-up times available for booths over 20'x20' with prior written approval. Please contact Sydney for information: sydney@sound-planning.com)

**All times subject to change- final agenda available January 2016*

***On Wednesday, March 9th the Hall must close with all exhibitors, including meeting pod users vacating from 4:00pm to 5:15pm to allow for Themed Party preparations*

Badges	<p>Each 10x10 booth space* will receive two (2) Welcome Reception and Exhibit Hall only staff badges and one (1) complimentary conference pass.</p> <p>Each 10x20 booth space* will receive four (4) Welcome Reception and Exhibit Hall only staff badges and two (2) complimentary conference passes.</p> <p><i>*Elite members do not receive complimentary passes for a 10x10 booth as this is included in membership benefits.</i></p> <p>Booth delegates have access to set-up/tear down, the Welcome Reception, Keynotes, breakfast and lunch.</p> <p>Additional delegates/attendees who wish to attend the sessions will be required to go through the normal registration process and adhere to all registration deadlines. No exceptions.</p> <p>Badges will be available onsite at “registration”. We do not mail badges in advance. Upon arrival to the Aria Las Vegas, please proceed to Exhibitor registration and pick up your badges. You will need these badges to gain entrance to the Exhibitor area. Prior to registration opening, anyone setting up your booth will be required to check in at the MRC Exhibitor Registration desk and obtain a set up badge or wristband. Without this credential, they will be asked to leave the hall.</p>
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EAC (Exhibitor Appointed Contractor) Insurance	If you are using a contractor to help install your booth, please make sure you have completed the EAC form at the end of this document and that your contractor has submitted a Certificate of Insurance in the amount of \$2,000,000.00 liability coverage, including property damage, to GES and show management by January 25 th , 2016. Forms available in the Exhibitor Services Manual.
Booth Attire	Booth attire is business casual. You are welcome to wear a business suit if you wish, or khaki or black pants with your company logoed shirt. No tennis shoes, sandals, T-shirts or shorts. Please listen to the weather forecast and dress accordingly. Due to freight doors being open during move-in, the area can be unusually cold or hot depending on the outdoor weather. Please keep this in mind during set-up.
Booth Etiquette Smoking Food & Beverage	While in the booth, always be ready for the customer. No Smoking – the Aria Las Vegas Pinyon Ballroom is a Non-Smoking Location. No eating and/or drinking (other than water) in your booth. All Exhibitors must adhere to specifics relating to their presence in the MRC Hall as outlined in the Exhibitor Services Manual. Show Management will cease any activity by Exhibitors that is considered objectionable for any reason which may detract from the general character of the event or interferes with other Exhibitors.
10x10 Booth Space Package	<ul style="list-style-type: none"> • 10 x 10 Exhibit hall booth with 8' back wall and 3' side wall • One (1) full conference pass* • Two (2) Welcome Reception and Exhibit Hall Only passes. Additional passes may be purchased separately. • ID sign with company name and booth number, 6' x 30' draped table, 2 chairs, 1 wastebasket • Presence in the conference program • Complimentary Participation in the MRC Exhibit Hall Game <p><i>*Elite members do not receive complimentary passes for a 10x10 booth as this is included in membership benefits.</i></p>
10x20 Booth Space Package	<ul style="list-style-type: none"> • 10 x 20 Exhibit hall booth with 8' back wall and 3' side drape • Two (2) full conference pass* • Four (4) Welcome Reception and Exhibit Hall Only passes. Additional passes may be purchased separately. • ID sign with company name and booth number, 6' x 30' draped table, 2 chairs, 1 wastebasket • Presence in the conference program • Complimentary Participation in the MRC Exhibit Hall Game <p><i>*Elite members do not receive complimentary passes for a 10x10 booth as this is included in membership benefits.</i></p>
Booth Staffing	All exhibitors must have a minimum of one staff member at the booth at least 15 minutes prior to the show and for the duration of the official show hours. You will need to coordinate relief staff for lunch and breaks so it is recommended that you bring at least two people to staff your station. Under no circumstances should your station be left unattended during show hours.



Display Materials & Presentations	<p>All display materials must fit within the space allocated for your booth. This includes all presentations and demonstrations. No booth staff, signs, literature, equipment, furniture or promotional items may be placed, distributed or posted outside the parameters of your booth space. If presentations to a group are planned, there must be adequate space provided within the booth to accommodate the audience, keeping aisle space free. The audio volume of presentations must be kept to a level that will not interfere with or encroach on surrounding booths. Show management reserves the right to control the volume coming from each booth.</p> <p>Due to tight security regulations, any giveaways that would be considered a potentially dangerous item will not be allowed on the Exhibit Hall floor. Please plan your giveaways accordingly. Example: pocket knives, box knives, dart guns, laser pointers, etc.</p> <p>Vehicles may not be displayed on the show floor without prior written approval from the Aria Las Vegas and Show Management. Please contact Sydney Healey (sydney@sound-planning.com) for further information on vehicle displays.</p> <p>Games and raffles are allowed with prizes awarded to winners. However, due to city, county and state restrictions, no cash may be used as a prize or used as part of the raffle (i.e., money booth).</p>
Set-up and Dismantle	<p>Set-up Date & Time</p> <ul style="list-style-type: none"> • Tuesday, March 8th, 8:00am – 4:00pm • Empty crates and containers must be ready for removal from the MRC hall and the aisles cleared no later than 4:00pm, Tuesday, March 8th <p>Dismantle Date & Time</p> <ul style="list-style-type: none"> • Thursday, 12:00pm – 4:00pm, March 10th <p>1) Your representative must stay until the show officially closes, and is responsible for packing all equipment, literature, etc. in your booth, in addition to preparing the shipping documents to have your boxes picked up by your designated carrier. DO NOT start your dismantle early – even if you have no customers at your station. It is extremely unprofessional looking and detracts from the overall presence in the booth.</p> <p>2) Every effort will be made to have your empty containers returned as promptly as possible. However, this is not always adequate for early flights – PLEASE, make your departure arrangements accordingly.</p> <p>3) All Exhibitor freight/materials must be cleared from the MRC floor by 4:00pm, Thursday March 10th, 2016</p>
Signage	<p>All Exhibitors will receive a company identification sign. You may bring additional signage as long as it does not extend beyond the pipe and drape areas above or to the sides of your assigned booth.</p>
Special Requests	<p>Please advise by February 23rd, 2016 if you will be in need of any special service needs while at Aria Las Vegas. Please send all requests to Sydney Healey (sydney@sound-planning.com)</p>



**ACKNOWLEDGEMENT OF
RULES AND REGULATIONS**

Deadline Date

January 25th, 2016

**MRC 2016
March 8-10, 2016
Aria Resort and Casino
Pinyon Ballroom**

PLEASE FILL OUT THE INFORMATION BELOW AND RETURN TO:

Scan and email to:

Sydney Healey

sydney@sound-planning.com

Fax:

Attn: Sydney Healey

MRC Offices

206-367-1115

Company Name_____ **Booth No.**_____

On-Site Show Contact_____

On-Site Show Contact Cell Phone Number_____

Company Address_____

City_____

State/Province/Country_____ **Zip/Postal Code+**_____

Email_____

Exhibitor acknowledges and agrees to the MRC2016 Exhibit Hall Rules and Regulations as set forth in the Exhibitor Service Manual.

Name (Printed):	Title:
Signature:	Date:



EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may employ the service of independent contractors to install and dismantle their display, install audio visual material or any other services needed within your booth, provided the Exhibitor and the installation contractor comply with the following requirements:

The Exhibitor must file the **Exhibitor Appointed Contractor form** with Show Management no later than January 25th, 2016.

The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has a proper **CERTIFICATE OF INSURANCE** with a minimum of \$2,000,000.00 liability coverage, including property damage, to show management by January 25th, 2016.

The Exhibitor agrees that he/she is ultimately responsible for all services in connection with his/her booth, including freight, drayage, rentals, and labor.

The Exhibitor Appointed Contractor must have all business licenses, permits and Workers' Compensation insurance required by District of Columbia, the city of Los Angeles and the Los Angeles Convention Center prior to commencing work, and shall provide Show Management with evidence of compliance.

The Exhibitor Appointed Contractor shall be prepared to show evidence that it has a valid authorization form from the Exhibitor for services. The Exhibitor Appointed Contractor may not solicit business on the MRC floor.

The Exhibitor Appointed Contractor shall provide, if requested, evidence to GES and Show Management that it possesses applicable and current labor contracts and must comply with all labor agreements and practices.

The Exhibit Hall floor, aisles, loading docks, service and storage areas will be under the control of the Official Service Contractor, GES. The Exhibitor Appointed Contractor must coordinate all of its activities with GES.

For services such as electrical, plumbing, telephone, cleaning and drayage, no contractor other than the official service contractors will be approved. This regulation is necessary because of licensing, insurance, and work done on equipment and facilities owned by parties other than the Exhibitor.

The Exhibitor Appointed Contractor form follows the rules and regulations. Please fill out and send back along with the Certificate of Insurance by **January 25th, 2016** to:

Sydney Healey
Sound Planning
20226 Crawford Rd
Lynnwood, WA 98036
E-mail: sydney@sound-planning.com



EXHIBITOR APPOINTED CONTRACTOR FORM

Deadline Date

January 25th, 2016

**MRC 2016
March 8-10, 2016
Aria Resort and Casino
Pinyon Ballroom**

PLEASE FILL OUT THE INFORMATION BELOW AND RETURN TO:

Sydney Healey
Sound Planning
20226 Crawford Rd
Lynnwood, WA 98036
sydney@sound-planning.com

Fax:
Attn: Sydney Healey
MRC Offices
206-367-1115

If you wish to use a firm for install and dismantle services, you must complete and return this form by **January 25th, 2016**. In addition, the Exhibitor Appointed Contractor shall provide evidence that they have a certificate of insurance with a minimum of \$2,000,000 liability coverage, including property damage, to show management by **January 25th, 2016**.

Exhibiting Company_____

Booth No._____

Telephone_____

Exhibitor Contact_____

Authorized Signature_____

Contractor Name_____

Type of Work to be Performed:_____

Contact Name_____

Address_____

City_____ **State**_____ **Zip:**_____

Telephone_____

An authorized official of the Exhibiting Firm must complete this form. Please forward this form and certificate of insurance to Sydney Healey, Exhibit Hall Manager (contact information above).