



NEW TIME THIS YEAR Probiotics Resource Center (PRC)

Welcome to SupplySide West 2019! This **PRC Exhibitor Package** Exhibitor Service Kit (ESK) has been prepared to help you plan for the show as these Pods are unique. <u>Please read this document and the Welcome Letter in their entirety.</u>

We encourage you to complete your <u>badge registration</u> online prior to the show. We do not mail badges and registering pre-show can save you valuable time onsite and money.

If you have questions on any of the enclosed materials, please contact the <u>Client Services Specialist</u>. We look forward to seeing you in Las Vegas!

MOVE-IN

Wednesday, October 16

SupplyS

8:00 AM – 9:00 PM (Wednesday Move-In ONLY)

- All Pods must be Show Ready by 8:00 PM
- Empties must be tagged for removal by 4:00 PM
- Overtime rates apply after 4:30 PM

Thursday, October 17 7:00 AM – 9:30 AM

- Final booth wipe down and vacuum will begin at 8:00 AM
- NO BOOTH FREIGHT MOVE-IN ALLOWED on Thursday, Oct. 17th.

SHOW HOURS

Thursday, October 17	10:00 AM – 5:30 PM
Friday, October 18	10:00 AM – 5:00 PM

MOVE-OUT

Friday, October 18

5:00 PM – 11:00 PM

- Move-out after 4:30 PM is on Overtime rates
- Empty containers will be returned starting at 5:00 PM after aisle carpet is removed

Saturday, October 19

7:00 AM – 12:00 PM

- Move-out is on Overtime rates.
- Carriers **MUST** be checked in by 9:00 AM
- All exhibitor materials must be removed by 12:00 PM

Stay with your materials until the last item is placed for shipment. If you must leave early, place an order for contractor labor and supervision through GES, so they can pack up your materials. Exhibitors are responsible for the removal of all materials at the end of the event.

FOOD/BEVERAGE SAMPLING

If sampling food or beverage, please review the <u>Food Safety & Sampling Guidelines</u>. The Mandalay Bay Sampling form is REQUIRED and must be submitted to <u>Mandalay Bay Exhibitor Services</u>. Please be aware that there are **NEW** regulations regarding sampling. Be familiar with the <u>Sampling Guidelines</u> and REQUIRED <u>Safety Kit/Hand Washing & Sanitation Kits</u>. If a Handwashing Station is needed for your Pod, please coordinate with your PRC contact. Only one station is needed within the booth space for all Pod.

HOW TO UPLOAD YOUR BOOTH PACKAGE GRAPHICS

Please watch for an email in the next 3-4 business days from Joy Villaluz, <u>jvillaluz@ges.com</u>, at GES, with your graphic submission deadlines and dimensions. Submit your graphic artwork for your Pod directly to Joy Villaluz at GES no later than August 30, 2019. Late submission of graphics could incur a 35% late order charge at the exhibitor's expense.

BOOTH POD DELIVERABLES

Pod Includes

- 1 Counter with graphics dimensions and details will be emailed to you from Joy Villaluz at GES
- 1 Graphics panel located behind the counter dimensions and details will be emailed to you from Joy Villaluz at GES
- 2 Stools
- 1 Literature rack
- 2 Exhibitor badges
- 1 Waste basket
- Electrical drop
- Exhibitor listing
- Access to the Probiotics Resource Center meeting area
- Exhibitor Insurance (for both Domestic and International exhibitors)

PRC POD REGULATIONS AND GUIDELINES

- Display space is only within the Pod counter space. Signage outside of the Pod counter and back panel will be moved or removed.
- Your company graphics will be applied to the Pod counter and back panel by GES. You will work directly with Joy Villaluz, jvillaluz@ges.com, at GES.
- Any items not stored inside the Pod counter will be removed and stored at the exhibitor's expense by GES. No items will be allowed to be stored or set-up on the floor area surrounding your Pod counter.
- Additional furniture or signage is **NOT** allowed. Deliverables provided cannot be moved.
- Pod counter and chairs provided cannot be exchanged for different model/type.
- Display space cannot extend beyond the Pod counter surface. see email from Joy Villaluz, jvillaluz@ges.com, at GES for dimensions.
- Banners and pull-ups displays are only allowed on **TOP** of the Pod counter space. Maximum display height on top of counter is 3'.
- Exhibitors must comply with the <u>Show Regulations and Guidelines</u> in this document.
- Rules and Regulations are subject to change.
- Pod counters do **NOT** need to submit a Booth Approval form.
- If sampling, please see all Show Regulations that apply to the distribution of food, beverage or hemp-based products. Show Regulations are listed at the end of this document.

Note: Exhibitors will be asked to remove any exhibits not in compliance with these guidelines. Items that do not fit inside the counter will be stored by GES at the exhibitor's expense.





RULES

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Permitted

- YES <u>Small</u> Pull-Up displays allowed, must be placed on top of the Pod counter. Maximum size of pull-up cannot exceed 3 ft (0.9144m) from the counter to the top of the display.
- **YES** Displaying items on the surface of the Pod counter only.
- YES Sampling is allowed. Please see Show Regulations below for more details. Questions should be addressed with the <u>Client Services Specialist</u>.

Not Permitted

- NO May only store items that fit inside the counter. No storage is allowed behind or around the counter area. Additional accessible storage space may be purchased from GES.
- NO Each counter space is separate and cannot be combined with another space. (You may not move 2 counters together)
- **NO** Bringing in your own floor covering
- **NO** Removing or replacing your table or chairs
- **NO** Swapping or adding, tables, other furniture, literature stands, display counters, etc.
- **NO** Building any structures that surround the Pod counter.
- **NO** Hanging signs (hanging signs rigged from the ceiling)
- **NO** Backdrop, inflatables, expandable or curved pop-up structures.
- **NO** Pop-up tents will **NOT** be allowed.

Additional questions or clarification should be directed to the Client Services Specialist.

SERVICES & OFFICIAL SHOW VENDORS

Badge Registration (Over Allotment)	Badge Registration PH: (866) 922-0762 supplyside.custserv@informa.com	Discount Deadline Oct. 10, 2019
Hotel Reservations	<u>Hotel and Travel Information</u> PH: (800) 388-8813 PH: 1+ (312) 527-7300 <u>ssw@onpeak.com</u>	As soon as possible!
Shipping Freight Deliveries & Labels	GES <u>Shipping Labels</u> PH: (800) 801-7648 PH: 1+ (702) 515.5970	Advance: Sept. 9, 2019 – Oct. 8, 2019 Direct: Oct. 15 – 16, See <u>Target</u> <u>Maps</u> for details
Promotional & Sponsorship Opportunities	<u>Promotional and Sponsorship Opportunities</u> Talk to your <u>Sales Account Manager</u>	Individual Deadlines apply!

Lead Retrieval Units	<u>CompuLead</u> PH: (866) 600-5323 PH: 1+ (708) 786-5565 <u>Lead Retrieval System</u>	Early Bird Deadline—Aug. 19, 2019 Advance Deadline – Sept. 24, 2019
Exhibited Appointed Contractor (EAC)	Mandatory submission of COI to <u>Exhibitorinsurance.com</u> by deadline for review. EACs will not be allowed onto the show floor without review processing. PH: 905-695-2971 PH: 1-866-836-9066	Discount Deadline Sept. 24, 2019
Graphic Deliverables (for front of counter)	GES Joy Villaluz, <u>jvillaluz@ges.com</u>	Deadline : Aug. 30, 2019

SHOW REGULATIONS AND GUIDELINES

Americans with Disabilities	All exhibiting companies are required to comply 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, and from the ADA Web site at <u>www.ada.gov</u> .
Badge Access/Age Restrictions	All exhibitors must have their badges before they will be allowed onto the Show floor. No one under the age of 18 will be allowed on the Show floor during set-up and break-down hours. For the full <u>Child Policy</u> please refer to our website.
Product Sampling	 NEW this year! – All booths sampling food or beverages must comply with the Food Safety and Sampling Guidelines. All food or beverage samples must be approved by Mandalay Bay Catering at least 20 days prior to the event. If sampling, exhibitors MUST complete the Sampling form. Dishwashing and food prep cleaning: dishwashing, utensil cleaning and food dumping are not permitted in the restrooms. Dishwashing stations are provided to assist with these needs. Each exhibitor that is sampling food or beverages must add the exclusive caterer of the convention center as additionally insured. Fire and health regulations are strictly enforced. The exhibit hall will be regularly inspected by Fire Marshals and representatives from the health department. Exhibitors that manufacture or distribute food and beverages may sample these products to attendees. Exhibitors are prohibited from sampling products they do

	 not manufacture or distribute. For example, if you make or distribute veggie burgers, you may not add condiments or buns to the sample. Exhibitors that do not manufacture or distribute food and beverage products, but wish to distribute these items to attendees, must go through the <u>exclusive caterer</u> of the convention center.
General Conditions Applicable to Food/Non- Alcoholic Beverages Samples.	 Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm. Non-alcoholic beverages are limited to a maximum of two (2) ounce servings. Food items are limited to one (1) ounce servings. Full size products will be permitted if the exhibiting firm is the manufacturer, distributor and/or supplier of the specific product only, and it is given out in its original package. For example: If your product is deli turkey meat or beef product, you may give out a full-size sample in its original package, but you will not be permitted to give out a full-size sandwich or full-size hamburger. Single-service gloves or suitable utensils must be used in the handling of all ready to eat food. Any exhibiting firm wishing to give out samples that include additional ingredients not distributed and/or manufactured by it are required to purchase these items through the exclusive caterer of the convention center. Food and/or beverage items such as traffic promoters (e.g., coffee, bar service, snacks) MUST be purchased through the <u>exclusive caterer</u> of the convention center. Popcorn and peanuts are NOT allowed on the show floor. The use of expanded polystyrene foam (aka Styrofoam) is prohibited in any form for the use of product sampling, give-a-ways, or signage (foam core).
General Conditions Applicable to Alcohol Samples	 No alcoholic beverages may be brought onto the premises from an outside source. All alcoholic beverages being sampled must be ordered through exclusive caterer. o All alcohol that will be sampled must be purchased by the exclusive caterer of the convention center and then resold to the exhibiting firm that is licensed to sample the alcoholic product (even if the exhibiting firm is the manufacturer or distributer of the product). No person under the age of 21 will be served alcoholic beverages. Samples are to only be served to persons 21 years of age or older. Each booth must provide a visible sign, stating: "Guests must be 21 years of age to participate in sampling of alcoholic beverages. Picture I.D. is required." All alcoholic beverages must be served by an exclusive caterer of the convention center certified bartender(s). Show Management reserves the right to refuse alcoholic beverage service to anyone who appears to be intoxicated or underage. No alcoholic beverage may be removed from the premises. All alcohol items are limited to the manufacturer of the product only. Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm and must be directly related to the purpose of the Show.

Health Department Regulations	 Food may not be served from a "common bowl" unless tongs are used to distribute the food. We suggest compostable single-serve cups, toothpicks and single napkins. Even if gloves are used, a <u>safety kit</u> (hand-washing station) is still required. For more information, contact your Client Services Specialist, <u>Deanna Brown</u>. The sole use of a waterless hand sanitizer is not in compliance with health department regulations. All perishable foods such as milk, fish, eggs and poultry products must be temperature controlled. Cold foods must be kept at or below 41° F (refrigerated or on ice). Hot foods must be maintained above 135° F. All vendors who wish to sample their product must provide protection of open food sampling (e.g., unpackaged crackers, chips, dips, drinks, etc.). All unpackaged foods on display must be protected with a sneeze guard shield, or plastic covering that is rigid, semi-permanent, and provides adequate protection that follows the Temporary Food Facility Guidelines. All food samples should display a label with its common name and ingredients. <i>Tip: Per the health department's advice, you may be asked to cease sampling operation at your booth if you do not meet the above requirements. Sneeze guard protection has been required for the protection of open food sampling. This health code is strictly enforced if violated.</i> Sneeze guards and/or clear dome food covers/tents are required to protect open food products from contamination, such as insects or dirt. Sneeze guards and food domes can be ordered from any restaurant supply store or by googling "Sneeze Guards or Food Covers". A few resources: https://www.webstaurantstore.com/ https://www.katom.com/ 		
Hemp-Based CBD	Please contact the <u>Client Services Specialist</u> for policy regulation details if you are sampling hemp-based CBD.		
Shipping	Label all boxes "SupplySide West 2019". Do not send Pod shipments to your booth. <u>Use</u> <u>the shipping labels provided by GES</u> . Please make sure to read this service kit in its entirety to prevent any shipping delays.		
GES Advance Warehouse	We strongly recommend that you ship your booth materials to the GES <u>Advance</u> <u>Warehouse</u> . All event-related freight or materials, whether shipped in advance or direct, must be addressed c/o and delivered to the official service contractor, GES. C.O.D. deliveries will not be accepted.		
Advance Shipments	 Beginning Monday, Sept. 9, shipments may begin arriving at the <u>GES Advance Warehouse</u>. Drivers must check in by 2:00 pm to be guaranteed same day unloading. Warehouse receiving hours are Monday – Friday, 8:00 am – 2:00 pm. The warehouse is closed daily 12:00 PM – 1:00 PM and on <u>holidays</u>. Please use the <u>Shipping Addresses</u> and <u>Labels</u>. 		

	It is suggested that you do not wait until the last day to have your materials arrive, as there may be longer than normal wait times	
	Beginning Tuesday, Oct. 15, 2019 8:00 SM – 5:00 PM shipments may arrive directly to the Mandalay Bay Convention Center. NO deliveries allowed on Thursday, Oct. 17, 2019.	
Direct Delivers	• Please use the <u>Shipping Addresses</u> and <u>Labels</u> .	
	Please note that if you ship directly to the Mandalay Bay Convention Center Business Center, you will INCUR hotel charges as well as GES charges * Review the <u>Target Maps</u> for your delivery date and time.	
Hand Carry/Cartload/Privately- Owned Vehicle Deliveries	(Privately-Owned Vehicles) Exhibitors will be permitted to unload their vehicles. Please see the <u>Hand Carry/Cartload and Privately-Owned Vehicle Services</u> Instructions for more details.	
Move-In and Move-Out Instructions	To make your <u>Move-In</u> and <u>Move-Out</u> easier, please read the Information provided.	
Shipping Tips	Make sure your onsite contact has a copy of your tracking number to trace lost or delayed shipments. Remove all extraneous shipping labels from your freight prior to shipping. If you need to ship materials home, please fill out the <u>Outbound Material Handling</u> agreement and return it to the GES service representative onsite.	
FedEx/UPS/DHL	If you are using an Express Courier for outbound shipping, please take all items to the Business Center in the <u>Mandalay Bay Convention Center</u> . DO NOT leave freight in your Pod.	
Labor	Should you require assistance setting up or dismantling your Pod, you may order <u>labor</u> through GES. Exhibitors are requested to conform to Union Labor Regulations. DO NOT tip to receive preferential treatment. " NO TIPPING " is the rule for the Unions, the Mandalay Bay Convention Center, GES and SupplySide West.	
Fire Department Regulations	 Please read and understand the <u>Fire Regulations</u>. All materials used in exhibit construction, decoration or as a temporary cover must be certified flame retardant. A sample must be available for Fire Marshal testing. Crates, packing material and wooden boxes may not be stored in or behind exhibit space, back drapes, display walls or inside the display areas. Flammable material Fire Regulations will be strictly enforced. The Clark County Fire Department requires special permits for the following: Liquid or gas-fueled vehicles or equipment Information Classification: General o Hot Work Operations Display/Operation of any heater, heat-producing device, open flame Use or storage of flammable liquids, compressed gas or hazardous materials. Generators 	

	*Please note Show Management approval is required for any display components mentioned in the Fire Regulations. Additionally, exhibitors are responsible for any fire safety costs related to their display.
Onsite Sales	No direct/retail selling is permitted on the Show floor. Attendees may place orders with exhibitors for products/services at the Show, but the product or service ordered/purchased must be delivered to the attendee after the close of the Show. No soliciting of attendees shall be permitted in the aisles or in other exhibitors' booths. Signs showing the prices of items must not be displayed.
Safety Conditions	Review the INFORMA Workplace Safety Regulation and Prohibitions.
Obstruction of Safety Equipment	Storage, booth construction, easels, chairs and signs shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles. Fire equipment, fire strobes, fire announcement speakers, fire signage, fire sprinklers, and fire extinguishers shall not be concealed and shall remain visible and unobstructed at all times.
Storage	Boxes and empty crates are not permitted in front or to the sides of the Pod space. You may contact <u>GES</u> for additional storage. One days' worth of product may be stored within the Pod counter as long as it complies with all Fire and Show Regulations.
Inspections	The Fire Marshals and Health Department will be onsite to inspect.
Sound/Noise Levels	Sound and noise are permitted up to a maximum of 85 decibels
Violation Show Policy Enforcement Procedure	 An exhibitor or attendee in violation of this policy will receive a verbal warning by the Floor Management Team If the exhibitor continues to violate this policy, a written warning will be delivered by the Floor Management Team If an attendee continues to violate this policy, their badge will be removed for the remainder of the show If the exhibitor continues to violate this policy despite the two official warnings, the booth will be closed for the remainder of the day Electrical power will be removed if applicable Drape will be placed at the front of the booth along with a sign stating, "Closed due to Policy violation". If a violation continues the following day, the booth will be permanently closed and/or removed from the show floor for the remainder of the show. (Booth fees are non-refundable) Please be advised that exhibitors receiving three violations will jeopardize their booth location at future SupplySide West events.

HELPFUL PRE-SHOW TIPS

October 1, 2019	<u>Create show packets and finalize schedules for your staff (refer to</u> <u>First-Time Exhibitor Tips for guidance) Include staff phone numbers,</u> <u>staff emergency meeting place, show info etc.</u>	Exhibitor
October 1, 2019	Review event emergency information and add information to your Show Packets.	Informa
October 1, 2019	Verify ALL travel arrangements prior to leaving for the show	Exhibitor
October 1, 2019	Verify ALL hotel arrangements prior to leaving for the show	onPeak
Onsite	Make sure to have all tracking information for freight sent to show site (just in case)	Exhibitor
Onsite	Attend events and education to enhance exhibiting experience and networking opportunities	Exhibitor
Onsite	Review invoices and verify costs for general contractor, electrical and other vendors	Exhibitor

Critical Dates Checklist		
	As Soon as Possible	Information Requested by:
	Review Marketing and Promotional Opportunities	Informa
	Make Hotel Reservations through Official Vendor	OnPeak
	Make Ground Transportation Reservations	Informa
September 24, 2019	Log In to Update Company Listing in SupplySide Database	Informa
	Register Booth Personnel for Badges	Informa
	August	
August 19, 2019	Early Bird Deadline - Order lead retrieval unit	CompuLEAD
August 30, 2019	Submit all graphics and carpet color selection to Joy Villaluz at GES	GES
	September	
September 9, 2019	First day for Advance Freight shipments at the warehouse	GES
September 13, 2019	Show Guide deadlineincludes company name, business class and website. Log In to update	Informa
September 24, 2019	Log In to Upload Products in SupplySide Connect	Informa
September 24, 2019	Submit Exhibitor Insurance for review – EAC only	exhibitorinsurance.com

September 24, 2019	Advance Deadline - Order lead retrieval unit - optional	CompuLEAD
September 24, 2019	Order Security for booth - optional	MBCC
September 24, 2019	Order Additional Electrical Service - optional	MBCC
September 24, 2019	Secure onsite DRY storage - optional	GES
September 24, 2019	Order any food preparation, catering, and labor for booth - optional	MBCC
September 24, 2019	Order onsite Cold/Frozen Storage and Labor. SEE SHIPPING DATES IN OCTOBER SECTION optional	GES
September 24, 2019	Discount date to order internet & cable connections - if needed	MBCC
September 24, 2019	Audio Visual Equipment Order Discount Deadline - if needed	MBCC
	October	
October 1, 2019	Create show packets and finalize schedules for your staff (refer to First-Time Exhibitor Tips for guidance) Include staff phone numbers, staff emergency meeting place, show info etc.	
October 1, 2019	Review event emergency information and add information to your Show Packets.	Informa
October 1, 2019	Verify ALL travel arrangements prior to leaving for the show	
October 1, 2019	Verify ALL hotel arrangements prior to leaving for the show	onPeak
October 8, 2019	Last day for Advance Freight shipments at the warehouse	GES
October 15, 2019	Begin shipping Cold/Frozen product to show site beginning today. DON'T FORGET TO ORDER PRODUCT DELIVERY IF YOU NEED TO STORE PRODUCT OUTSIDE OF YOUR BOOTH SPACE.	GES
October 16, 2019	Last day to ship Cold/Frozen product to show site. DON'T FORGET TO ORDER PRODUCT DELIVERY IF YOU NEED TO STORE PRODUCT OUTSIDE OF YOUR BOOTH SPACE.	GES
October 16, 2019	All booths must be Show Ready by 8:00 PM (except for LIFO booths moving in on Thursday morning).	GES
October 17, 2019	Ship Freight Direct to Mandalay Bay Convention Center (must arrive on Wednesday, Oct. 16 or receive possible penalty)	GES
Onsite	Make sure to have all tracking information for freight sent to show site (just in case)	
Onsite	Attend events and education to enhance exhibiting experience and networking opportunities	
Onsite	Review invoices and verify costs for general contractor, electrical and other vendors	