

# POLICIES & PROCEDURES A-Z

## 2014 SHOW LOCATION & HOURS

Dallas Market Center [DMC] – World Trade Center, 2100 Stemmons Freeway, Dallas, TX

Tuesday, October 7 – Thursday, October 9      8:00 AM–5:00 PM

- Exhibitors are permitted show floor access from 7:00 AM until 6:00 PM on show days.
  - If you wish to schedule meetings earlier or later, please email Richard Chow ([rchow@toyassociation.org](mailto:rchow@toyassociation.org)) by Wednesday, October 1, for assistance
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## EXHIBITOR REGISTRATION

**In Advance**    Visit [www.falltoypreview.org](http://www.falltoypreview.org)

**On-Site**      **In the Dallas Market Center - World Trade Center Lobby**  
Sunday, October 5      12:00 PM–5:00 PM  
Monday, October 6 – Thursday, October 9      7:30 AM–5:00 PM

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## ADVANCE FREIGHT ACCEPTANCE ONLY\*

Monday, September 1 – Wednesday, October 1      8:00 AM–3:00 PM

- Carriers must check in by 2:00 PM to ensure straight time handling rates.
- See the Material Handling section of this kit for more details.

## DIRECT FREIGHT ACCEPTANCE ONLY\* – **No EXHIBITOR OR EAC ACCESS BEFORE 8:00 AM FRIDAY, OCTOBER 3**

9<sup>th</sup> and 12<sup>th</sup> Floor Showrooms and Assigned Booths ONLY      Thursday, October 2

12<sup>th</sup> and 13<sup>th</sup> Floors, Assigned Booths ONLY      Friday, October 3

- See color-coded Direct Shipment Floor Plans for driver check-in and assigned freight delivery times.
- If you miss your target date, your vehicle will not be unloaded until all on-target vehicles have been unloaded regardless of when your vehicle checked in.

**Direct freight deliveries will not be accepted after 5:00 PM on Monday, October 6.**

## \*PERMANENT DMC TENANTS

Follow usual DMC procedures for your shipment. The advance and direct freight acceptance information above does not apply to permanent DMC tenants' freight.

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## MOVE-IN HOURS

**Exhibitor & EAC Access for All Showrooms and Exhibit Halls**

Friday, October 3 – Monday, October 6      8:00 AM–5:00 PM

## MOVE-OUT HOURS

**All Showrooms and Exhibit Halls**

Thursday, October 9	5:01 PM–11:00 PM	All carriers must check in 5:01 PM-10:00 PM. All empty containers will be returned by 11:00 PM.
Friday, October 10	8:00 AM–5:00 PM	All carriers must check in 8:00 AM-10:00 AM. All exhibit materials must be removed by 5:00 PM.

INFORMATION IN THIS EXHIBITOR SERVICE KIT IS SUBJECT TO CHANGE WITHOUT NOTICE. FOR THE MOST UP-TO-DATE GUIDELINES AND INFORMATION, REGULARLY VISIT [www.falltoypreview.org](http://www.falltoypreview.org) AND THIS FALL TOY PREVIEW ONLINE EXHIBITOR SERVICE KIT.

THE FOLLOWING RULES AND INFORMATION ARE SUPPLEMENTARY TO THE CONDITIONS SPECIFIED ON THE REVERSE OF YOUR EXHIBIT SPACE CONTRACT. PLEASE REVIEW ALL REGULATIONS CAREFULLY. **ALL BOOTHS AND SHOWROOMS**, REGARDLESS OF SIZE, **MUST CONFORM TO THE ENVIRONMENT OF FALL TOY PREVIEW 2014 SET FORTH BY SHOW MANAGEMENT.**

**Access to Dallas Market Center** Although the Dallas Market Center building offers 24-hour access, exterior doors are closed between the hours of 7:00 PM and 7:00 AM. To gain entry between those hours, follow the instructions near the house phone located immediately to the left of the revolving doors at the building's front entrance.

To schedule meetings outside of show hours, please email Richard Chow ([rchow@toyassociation.org](mailto:rchow@toyassociation.org)) by Wednesday, October 1, for guidelines and assistance.

**ADA Compliance** Exhibitors are advised of their obligations related to the Americans with Disabilities Act (ADA) Title III. The Exhibitor understands that the ADA requires that the Exhibitor's display be accessible to people with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA. The Exhibitor warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communications between all parties in accordance with the requirements of the ADA so that, as a place of public accommodation, an exhibit is designed to allow persons with disabilities equal access to and enjoyment of the exhibit. More information about the Americans with Disabilities Act is available from the ADA information line at 800-514-0301 or at [www.ada.gov](http://www.ada.gov). If you or any member of your staff has the need for auxiliary aid or services, please call Robyn Gibbs at 646-520-4846.

**Advertising, Sponsorship and Promotional Opportunities** For a wide range of opportunities to promote your product beyond your exhibit space, please contact TIA's Advertising, Sponsorship and Promotions Account Executive Laura Mangiaracina at [lmangiaracina@toyassociation.org](mailto:lmangiaracina@toyassociation.org) or 646-454-5589.

**Aisle and Adjacent Booths** For reasons of safety and courtesy, no signs, display materials or decorative items may protrude into the aisles or extend into neighboring booths. All aisles, passageways, lobbies or exits leading to fire hoses or electrical access doors must be completely unobstructed. Please recognize the "No Freight" aisles assigned by the general show contractor. While installing your displays, crates are not to be left in these aisles.

**Animals** Only service animals for the physically challenged are permitted on DMC premises.

**Audio & Video Equipment Rentals** Refer to *Audio-Video Equipment Rental* under the *Additional Exhibitor Services* heading for an order form from Habitat Decorating, Inc., the designated Fall Toy Preview vendor.

**Booth Cleaning Service** Booth cleaning is each exhibitor's responsibility. GES is the exclusive cleaning contractor for Fall Toy Preview. If you would like your booth vacuumed and/or swept, have trash removed, etc., order these services using the Cleaning Order Form in the Labor section of this kit. Wastebaskets left in aisles at the close of the show each day will be emptied without a charge.

**Booth Display Regulations** See Exhibit Space Furnishings, Specifications and Regulations in this alphabetic list.

**Booth Furnishings** See Exhibit Space Furnishings, Specifications and Regulations in this alphabetic list.

**Business Services** Various business service vendors have operations on the first floor of the Dallas Market Center. In addition to a FedEx Ship Center and UPS facility, there is a firm called American Showroom Concepts. American Showroom Concepts offers faxing, copying, printing, packing and shipping/receiving as well as a selection of office supplies.

**Catering** Catering and concessions at the DMC are exclusively provided by Levy Restaurants. Outside food and beverage, including alcohol, may not be brought into the Market Center at any time. Deliveries from outside restaurants or caterers will be turned away. See *Additional Exhibitor Services* for menus.

In accordance with the Texas Alcoholic Beverage Commission, exhibitors are strictly prohibited from bringing, serving or in any way dispensing alcohol. Alcoholic beverages may only be purchased through and served by Levy Restaurants.

**Children at Fall Toy Preview** No children (including infants) under the age of 18 will be issued show badges or permitted on the show floor. This applies to exhibitors' children, child inventors, demonstrators and consultants. If age is in dispute, proof of age and toy industry business affiliation must be provided upon request. No exceptions will be granted.

**Damage to Building** Nothing may be taped, posted, tacked, nailed, screwed, stapled or otherwise fastened to ceilings, walls, floors, doors, windows, columns or other surfaces of the Dallas Market Center. Adhesive-backed (stick-on) decals or similar items are not permitted in the DMC and may not be distributed by exhibitors. Painting of signs, banners, exhibits or other objects is not permitted inside the DMC. Any damage or defacement caused by the infraction of these rules will be repaired at the exhibitor's expense.

**Donating Product** You are encouraged to donate toys and other items from your exhibit to The Toy Bank™, the signature program of the Toy Industry Foundation and the official charity of Fall Toy Preview. Your donation will put smiles on the faces of children in need, and you'll save the time and expense of reshipping. You'll also qualify for a tax deduction. Donations of all sizes are needed.

For information visit booth #12-2300 on the 12<sup>th</sup> floor or contact The Toy Bank at [thetoybank@toyindustryfoundation.org](mailto:thetoybank@toyindustryfoundation.org) or 732-865-5167. The Toy Bank is the only charity preauthorized to collect donations from exhibitor booths at the close of the show. If you choose to donate to a charity other than The Toy Bank, please contact the show office or GES service desk for assistance and procedures.

**Early Departures** No dismantling of exhibits may occur until Fall Toy Preview closes at 5:00 PM on Thursday, October 9. No outbound freight or related services will be provided until the close of the show.

**Electrical Service/Labor** GES is the exclusive provider of electrical services and labor at the DMC. Ordering information is included in the *Labor Services* section of this kit.

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## **Exhibit Space Furnishings, Specifications and Regulations**

**Traditional pipe and drape will not be provided or available.**

**You may exhibit using your own materials or one of a variety of deeply discounted Standard Booth Packages offered by GES.**

**Any exhibit not provided by GES must be approved by show management. Submit the Exhibit Design Approval Request Form (scroll down) by Friday, September 5, for consideration.**

- **All exterior exhibit display/booth surfaces must be finished; no unfinished surfaces or frameworks/supports are to be exposed on the front, sides or back of any exhibit.**
  - Exhibitors not designing their exhibit with staff members of GES, who will ensure conformance with this show requirement, are to submit a completed **Exhibit Design Approval Request Form** (*scroll down*) and accompanying floor plans/depictions to TIA by Friday, September 5, for consideration.
- **Exhibit space floor covering is mandatory.**
  - GES Standard Booth Packages include carpet where there is no permanent carpet in place.
  - There is permanent neutral-colored carpet in the otherwise raw exhibit space on the 12<sup>th</sup> floor.
  - A black & white tweed carpet will line only the aisles of the 13<sup>th</sup> floor.
  - Exhibitors whose space is not on the 12<sup>th</sup> floor who have not opted for a GES booth package must ensure that any exposed floor in their exhibit space is covered by carpet or another appropriate floor covering.
- **Fall Toy Preview exhibit space includes no furnishings except for carpeting where it already exists, as detailed above.**
  - See the Decorating Services section of this kit for deeply discounted booth packages, carpet and other furnishings offered by GES.

- Except for GES Standard Booth Packages, which include a double-sided exhibitor I.D. sign, booths will be identified only by booth number signs. To order a custom sign, please refer to the *Graphics & Signage Order Form* in the *Decorating Services* section of this kit.
- No merchandise may be hung on the exterior walls of booths.
- FIRE REGULATIONS require that merchandise, racks, displays, chairs, etc., be kept out of the aisles and within the exhibit space. All fire extinguishers and fire hose cabinets must be accessible at all times.
- FIRE REGULATIONS require that booths 2,500 square feet and larger must have two exits.
- No display deemed unprofessional in appearance, at the sole discretion of Show Management, will be permitted. If any exhibit interferes with the rights of other exhibitors or does not conform to prevailing standards of good taste, Show Management may require immediate changes. Exhibitors must keep their booths neatly arranged in order to maintain and improve the overall appearance of the exhibit.
- All shipping containers that exhibitors wish to reuse for their outbound shipping are to be completely emptied, properly labeled and stored by GES per the guidelines in the *Shipment & Receipt of Exhibit Materials* section below. **Nothing may be stored behind or beside an exhibit.**

#### **RAW/TEMPORARY SPACE (12<sup>th</sup> and 13<sup>th</sup> Floors)**

- **has an 8' maximum height restriction for any booth or display element.**
- precludes ceiling-supported hanging signs. Such signs will not be permitted.
- will not be furnished with traditional pipe and drape.
- Please also see floor covering details above.

#### **TEMPORARY PRIVATE SHOWROOMS (9<sup>th</sup> and 12<sup>th</sup> Floors)**

- have shelf-ready walls (NOT slat wall) (refer to "EXCEPTION" below).
- **have an 8' maximum height restriction for any booth or display element.**
- preclude ceiling-supported hanging signs. Such signs will not be permitted.
- are carpeted.
- have functioning electrical outlets.
- do not have furnishings. All furniture and additional display items are to be provided by individual exhibitor or rented from GES.

EXCEPTION: Shelves for permanent showrooms are available from the Dallas Market Center only. See *Permanent Showroom Shelf Request Form* in the *General Information* section of this online kit.

### **IMPORTANT NOTES**

- **ALL crated shipments must be packed in crates no larger than 7' x 4' x 6' in order to load onto elevators and move through showroom entryways.**
- **While the entryway of the elevator is only 7' high, the elevator's interior can accommodate 8' items, such as booth walls, IF THEY CAN BE TILTED TO LOAD AND ARE NOT WIDER THAN 6'. Crates, however, must adhere to the dimensions noted above.**
- **If in doubt or if more specific information is needed about this, please contact Kevin Orzen at GES, [korzen@ges.com](mailto:korzen@ges.com) or 214-443-2566.**

**ONLY EXHIBITORS NOT WORKING WITH GES  
FOR EXHIBIT PLANNING/DESIGN MUST SUBMIT THIS FORM.**

## **FALL TOY PREVIEW 2014**

### **EXHIBIT DESIGN APPROVAL REQUEST FORM**

In accordance with Fall Toy Preview exhibit display guidelines, all exterior surfaces must be finished.

Exhibitors using pop-up displays with unfinished backs or exposed frameworks can take advantage of a low-cost option offered by GES, the official show decorator, in order to meet this requirement.

If you are not planning your Fall Toy Preview exhibit design with GES, whose staff will ensure conformance with show requirements, this form as well as a floor plan or graphic depiction of your exhibit space design is required to be submitted for approval by Toy Industry Association **no later than Friday, September 5.**

**Completing and submitting an Exhibit Design  
Approval Request Form does not guarantee approval.**

TIA will respond within five business days of receipt of your Exhibit Design Approval Request.

Completed forms and floor plans or diagrams of proposed exhibit designs should be sent to:

Richard Chow  
Toy Industry Association, Inc.  
1115 Broadway, Suite 400  
New York, NY 10010  
Fax: 212-645-3246  
Email: [rchow@toyassociation.org](mailto:rchow@toyassociation.org)

COMPANY NAME \_\_\_\_\_ BOOTH/ROOM # \_\_\_\_\_

SUBMITTED BY \_\_\_\_\_ (please print) TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

#### **FOR SHOW MANAGEMENT USE ONLY**

APPROVED \_\_\_\_\_ NOT APPROVED \_\_\_\_\_ DATE \_\_\_\_\_

FLOOR MANAGER \_\_\_\_\_

## **Exhibitor Appointed Contractors (EACs)**

An Exhibitor Appointed Contractor (EAC) is any company, other than the designated official contractors listed below, which an exhibitor uses to supervise or perform work in its booth, and which will require exhibit hall access before, during or after the show.

Exhibitors may not use EACs for electrical, plumbing, telephone, material handling (drayage), rigging, cleaning and catering services.

### **THOSE SERVICE PROVIDERS DESIGNATED AS FALL TOY PREVIEW OFFICIAL CONTRACTORS ARE:**

**LEVY RESTAURANTS AT DALLAS MARKET CENTER** (*catering*)

**CYPRESS COMMUNICATIONS** (*telecommunications and Internet*)

**DALLAS MARKET CENTER PROTECTIVE SERVICES** (*security guards*)

**GES - GLOBAL EXPERIENCE SPECIALISTS** (*show decorator, material handling, rigging, cleaning, ALL lighting & electrical labor and materials*)

**DALLAS MARKET CENTER** (*plant rentals*)

**KRISTINA BOWMAN PHOTOGRAPHY** (*photographer*)

**KUEHNE & NAGEL** (*international freight forwarder*)

**HABITAT A/V** (*audio-video/computer equipment rentals*)

Exhibitor Appointed Contractors will be granted show floor access only if all required documentation, as detailed below, is received by Richard Chow ([rchow@toyassociation.org](mailto:rchow@toyassociation.org)) in advance of move-in.

#### **Documentation Requirements**

<b>Exhibiting Company</b>	<b>EAC</b>
Notice of Intent to Use EAC (Form L-3)	<ul style="list-style-type: none"><li>• Agreement and Rules and Regulations between GES and EAC (Form L-4, 2 pages)</li><li>• DMC Agreement Form</li><li>• Certificate of Insurance conforming to all requirements detailed in both aforementioned Agreements (sample)</li><li>• Name list of all EAC employees who will be on show-site</li></ul>



**Exhibitor Badges** Exhibitor badges are available for permanent, full-time exhibiting company personnel who will be setting up and dismantling their own company's booth space as well as staffing the booth during show hours. All such workers must carry personal I.D., company I.D. and/or a letter of introduction on company letterhead confirming full-time, permanent employee status.

Visit [www.falltoypreview.org](http://www.falltoypreview.org) to register staff members and order their badges.

Exhibitor badges will not be issued to anyone under the age of 18 including infants, exhibitors' children, child inventors, demonstrators and consultants regardless of their affiliation to the exhibiting company.

Temporary work badges are available on-site in the exhibitor registration area for permanent, full-time employees of an exhibiting company who are over the age of 18 and will only set-up and/or dismantle their own company's exhibit. Appropriate personal and company identification will be required to secure a temporary work badge. (Please refer to *Right-to-Work Guidelines* in this alphabetical listing for important additional information.)

**Exhibitor Conduct** No dismantling of exhibits may occur until Fall Toy Preview closes at 5:00 PM on Thursday, October 9. No outbound freight or related services will be provided until the close of the show.

Exhibitors must confine activities, such as selling and distributing samples, literature and premiums, to their booths. No display should be arranged so that an exhibitor must stand in the aisle to conduct business. Exhibitors who use costumed models (*no one under 18*) or mannequins must ensure that their manner of appearance and dress is designed so as not to offend other exhibitors and/or attendees. All solicitations are restricted to inside the exhibitor's space.

Exhibitors who wish to sponsor any prizes, awards, drawings or contests of any kind are required to submit their request to Show Management for approval prior to the show. This policy has been instituted to assure a dignified tone during the show. There will be no public address announcements of contests or winners during the show.

**Exhibitor Service Center** The GES Exhibitor Service Center, located on the 12<sup>th</sup> floor across from booth #12-2212, is staffed by GES representatives who will assist with your freight and decorating needs. On-site phone contacts for other service vendors such as a florist, a photographer, computer and audio-visual equipment rental firms will also be available at the Exhibitor Service Center.

**Fire Laws and Flame Proofing** Exhibitors and contractors must comply with all federal, state and local fire regulations and building codes that apply to places of public assembly. All curtains, draping, foam core, decorative items, etc., must be made of flame retardant materials.

Firefighting and emergency equipment including fire extinguishers, strobes, fire hose cabinets and standpipes, may not be hidden, blocked or obstructed. All emergency exits, hallways and aisles must be kept clear and unobstructed. Fire lanes must be left open at all times.

Booths 2,500 square feet and larger must have two exits.

Suppliers of flame retardant fabric as well as sprays/liquids to render items flame retardant include: Rose Brand East in New Jersey at 800-223-1624 or Rose Brand West in California at 800-360-5056 ([www.rosebrand.com](http://www.rosebrand.com)) and Dazian (East Coast 877-232-9426, West Coast 877-432-9426) ([www.dazian.com](http://www.dazian.com)). Turning Star, Inc., at 201-881-7077 or 877-849-3182 ([www.turningstar.com](http://www.turningstar.com)), will flameproof your fabric.

All display items produced by GES are guaranteed to be flame retardant.

**First Aid or Emergency** A First Aid office is in Room 113 on the first floor of the World Trade Center. In the event of a life-threatening situation, call 911 directly. Then call DMC Protective Services at 214-655-6166; they will meet emergency personnel and quickly guide them to the location of the incident. For all other emergencies, please consult Show Management in the 12<sup>th</sup> floor Show Office across from booth #12-307.

**Floor Managers** Floor Managers are available to assist you and answer any questions you have during installation, show days and dismantling. They will circulate the floor in their assigned areas.

**Florist** The Dallas Market Center is ready to assist you with your plant needs. See their order form in the *Additional Exhibitor Services* section of this kit.

**Foam Core** Flame retardant, biodegradable foam core is available for purchase from GES.

**Fog/Smoke Machines** Approval must be obtained through the DMC Event Management at least 72 hours prior to first use. A schedule for the use of fog/smoke machines that includes rehearsal and show times must be submitted in advance to DMC Event Management. Atmospheric affect must not impede visibility or egress or extend to neighboring exhibitors' space. Fog/smoke machine usage is limited to water-based chemicals.

**Helium Balloons** Balloons To You, 800-636-4887 or 972-788-5022, is the exclusive provider of helium balloons and tanks for the DMC. For tanks and supplies, visit [www.btydirect.com](http://www.btydirect.com); for decorating services, visit [www.balloonstoyou.net](http://www.balloonstoyou.net).

**Housing/Hotels** The lowest rates at official show hotels are available through Travel Planners. For reservations, call 800-221-3531 or 212-532-1660 or visit their webpage via [www.falltoypreview.org](http://www.falltoypreview.org).

**In-Booth Promotions** In addition to various official sponsorship, advertising and promotional opportunities, in-booth promotions are permitted. Except for those exhibitors who have contracted with Show Management for official promotional opportunities, exhibitors' materials must be contained within their booth and may not be posted or distributed elsewhere within the DMC.

**Insurance/Liability** Review terms on the back of the Fall Toy Preview Exhibitor Application and Contract.

Insurance for exhibits and products is the responsibility of exhibitors. Exhibitors should consult their insurance broker to obtain an endorsement to their insurance policies to cover display materials and merchandise during transit to/from and at the show site. Neither Show Management, the Dallas Market Center, the contractors nor any of their officers, agents or employees assume any responsibility for the theft, loss or damage to any of the exhibitor's property. The exhibitor and its contractor(s) must maintain Commercial General Liability Insurance. Detailed requirements for contractors' insurance coverage is provided on the *Exhibitor Appointed Contractor Notification Form* in this section. Policy limits for exhibitors should be \$1,000,000 Each Occurrence, \$2,000,000 General Aggregate, \$2,000,000 Product Liability and \$1,000,000 Personal & Advertising Injury. For employees participating in Fall Toy Preview, the exhibitor and its contractor(s) shall also maintain Workers Compensation Insurance coverage of not less than \$1,000,000.

HUB International, the endorsed insurance broker for TIA, has expertise in the exhibition and event marketplace. For information and assistance with your insurance needs, visit [www.hubinternational.com](http://www.hubinternational.com), or contact Ben Thrush in New York (212-338-2260) [benjamin.thrush@hubinternational.com](mailto:benjamin.thrush@hubinternational.com).

**Intellectual Property** Show management does not have the authority to intervene in matters regarding intellectual property rights. Exhibitors who believe their intellectual property rights have been violated are advised to consult their attorney.

**Internet** Dallas Market Center has appointed Cypress Communications as the exclusive telecommunications and internet service partner. Cypress Communications provides all wired and wireless telecommunication services (voice and data), equipment and transmission lines. Information and an order form are included under the heading *Additional Exhibitor Services* in this exhibitor kit.

**Key Pickup for Showrooms** Keys may be picked up at the Show Office on the 12<sup>th</sup> floor (across from booth #12-307) between the hours of 8:00 AM and 6:00 PM, Friday, October 3, through Monday, October 6. A \$20 refundable key deposit will be required for each key.

If keys are lost, replacement keys will be issued. Additional fees apply.

Keys must be returned by 11:00 PM on Thursday, October 9. No deposits will be refunded without signature or after Thursday, October 9.

**Move-In** Exhibitor and EAC access for exhibit space setup begins Friday, October 3. From Friday, October 3, through Monday, October 6, exhibitor move-in hours are from 8:00 AM until 5:00 PM.

Refer to *Shipment & Receipt of Exhibit Materials for Hand Carry Procedures* and other essential information.



**Music in Booths** The performance of live or recorded music that falls under the jurisdiction of the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Inc. (BMI) or any similar licensing agency is strictly prohibited unless you can provide Show Management (TIA) evidence, prior to the opening of Fall Toy Preview, that any required licensing fees have been previously paid to cover the period of the show.

**Noise Level** Mechanical or electrical devices, which produce sound, must be operated at a level that is not disturbing to other exhibitors, attendees or Show Management. A maximum sound level of 65db has been set and will be enforced. Show Management reserves the right to revise the acceptable sound level in all instances. Failure to comply will result in the discontinuation of the use of all sound equipment in that exhibitor's booth.

**Overnight Storage Rooms** Once at the Dallas Market Center, you will receive a Fall Toy Preview Move-In Bulletin which lists helpful information including the location of a complimentary overnight storage space for exhibitor use. Exhibitors are encouraged to use this area for one-of-a-kind merchandise, valuable prototypes or high-value items such as laptops or other communication devices that they do not wish to leave on the show floor overnight. Additionally, any materials packed for outbound shipment may be consigned to Overnight Storage pending your carrier's pickup.

#### **Overnight Storage Access Hours**

##### **During Move-In**

Friday, October 3 - Monday, October 6

8:00 AM-5:00 PM

##### **Show Days**

Tuesday, October 7 - Thursday, October 9

7:00 AM-8:30 AM / 5:00 PM-6:00 PM

**Parking at the Dallas Market Center** Over 14,000 free parking spaces, including ample spaces for handicapped parking, are available at the Dallas Market Center Campus.

**Photography** No photography or filming will be permitted in the exhibit hall except by the official Fall Toy Preview photographer or appropriately badged and registered members of the trade press who have obtained permission of Show Management **and** the exhibitor whose booth is being photographed or filmed. Exhibitors may photograph their own exhibit only. Unauthorized photographing of exhibits will result in expulsion from the Fall Toy Preview. Please notify Show Management of unauthorized photography.

To hire Kristina Bowman Photography ([www.kristinabowmanphotography.com](http://www.kristinabowmanphotography.com)), the designated Fall Toy Preview contractor, please call 214-631-1111 or email [kbowmanphoto@hotmail.com](mailto:kbowmanphoto@hotmail.com). If you have hired a photographer other than Kristina Bowman, notify Show Management by submitting a completed Exhibitor Appointed Contractor Form along with the photography firm's certificate of insurance.

**Plumbing** Outside plumbing labor is not permitted to operate in the DMC. If plumbing services are required, please contact DMC management.

**Removal Passes** Exhibitors who wish to remove any merchandise from the Dallas Market Center during or at the close of the show each day **MUST** wear their badge and obtain a *Removal Pass* from a Floor Manager or from the Show Office located on the 12<sup>th</sup> floor across from booth #12-307.

**Right-to-Work Labor Guidelines** Permanent, full-time employees of the exhibiting company are allowed to set up their own company's exhibit without the assistance of hired union labor. All such workers must carry personal I.D., company I.D. and/or a letter of introduction on company letterhead confirming permanent, full-time status.

Day labor workers hired only to set up and/or dismantle an exhibitor's booth are not permitted.

Any labor services that may be required beyond what an exhibitor's permanent, full-time employees can provide, must be rendered by union labor hired through GES. Labor may be ordered in advance using the *GES Installation & Dismantling Order Form* in this kit or on a first-come, first-served basis on show site.

**Security** All exhibitor personnel should be prepared to show government-issued ID (such as a driver's license or passport) upon request.

Show Management will provide perimeter guard service at the Dallas Market Center throughout the installation, show days and hours as well as dismantling period of the show. Neither management, the contractors nor any of their officers, agents or employees, assume any responsibility for the exhibitors' property. Exhibitors are reminded that they are responsible for the security of their exhibits and merchandise.

When considering booth security needs, please note the possibility of some exhibitors hosting off hour appointments.

If exhibitors feel their merchandise requires special protection, they may hire a private guard at their own expense through the official security contractor DMC Protective Services (214-655-6234) or have their merchandise stored in the overnight storage facility. The DMC Protective Services order form is included in the *Additional Exhibitor Services* section of this exhibitor kit.

**Setup** For exhibitor access dates and times, refer to *Move-In* in this alphabetic list.

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## **Shipment & Receipt of Exhibit Materials**

### **VERY IMPORTANT**

- **No booth or display element may exceed 8' in height due to the DMC ceiling height.**
- **ALL crated shipments must be packed in crates no larger than 7' x 4' x 6' in order to load onto elevators and move through showroom entryways.**
- **While the entryway of the elevator is only 7' high, the elevator's interior can accommodate 8' items, such as booth walls, if they can be tilted to load and are not wider than 6'. Crates, however, must adhere to the dimensions noted above.**
- **If in doubt or if more specific information is needed about this, please contact Kevin Orzen at GES, [korzen@ges.com](mailto:korzen@ges.com) or 214-443-2566.**

Global Experience Specialists (GES) has been designated as the official drayage contractor for Fall Toy Preview 2014. GES is solely responsible for unloading, delivering, reloading and processing all exhibitor freight shipments.

There are two ways to deliver exhibit materials and merchandise to the DMC for Fall Toy Preview.

1. **Advance Shipments** ensure the earliest possible delivery to your exhibit space. Advance freight is the first freight on the show floor. It is also more economical than direct freight handling.

GES will accept Advance Shipments Mondays through Fridays beginning Monday, September 1, until Wednesday, October 1, 2014. Shipments must arrive by Wednesday, October 1, to ensure the lower Advance Shipment Receiving rates. Shipments will be accepted Monday through Friday from 8:00 AM to 3:00 PM (closed 12:00-1:00 PM for lunch). Materials should be shipped crated, boxed or skidded to avoid additional material handling charges. Material Handling information and rates are included as Forms R-1 and R-2 in the *Material Handling* section of this kit.

2. **Direct Shipments** to show site according to your assigned freight acceptance date and time as outlined below. Also see color-coded *Direct Shipment Floor Plans* in the *General Information* section of this kit for *assigned freight acceptance time frames* and *driver check-in times*.

9<sup>th</sup> and 12<sup>th</sup> Floors, Showrooms and Assigned Booths ONLY  
12<sup>th</sup> and 13<sup>th</sup> Floors, Assigned Booths ONLY

Thursday, October 2  
Friday, October 3

- If you miss your target date, your vehicle will not be unloaded until all on-target vehicles have been unloaded regardless of when your vehicle checked in.
- Direct freight deliveries will not be accepted after 5:00 PM on Monday, October 6.

For exhibitor access dates and times, refer to *Move-In* in this alphabetic list.

Both Advance and Direct Shipments should be shipped to the address below. For your convenience, clear, concise labels may be created using forms R-5 and R-6 in the *Material Handling* section of this exhibitor service kit.

**c/o Global Experience Specialists, Inc. (GES)**  
**Fall Toy Preview 2014**  
**EXHIBITOR NAME/BOOTH #**  
**Dallas Market Center – World Trade Center**  
**2050 Stemmons Freeway - Dock Two**  
**Dallas, TX 75207**  
**USA**

**Recommended Domestic Carriers and International Freight Forwarder** GES Logistics can handle all of your ground transportation needs, including shipping to and from the Fall Toy Preview. GES staff will be on-site from the first day of inbound, all the way through the last day of outbound. By shipping with GES's Transportation Plus program you eliminate the need to coordinate inbound targets. For information about the Transportation Plus program call 888-454-4437, email [geslogistics@ges.com](mailto:geslogistics@ges.com) or refer to the *Material Handling* section of this exhibitor service kit.

Of course, exhibitors may ship via any carrier they choose.

**International Freight** Kuehne + Nagel, Inc. has been selected as the official Customs Broker and International Freight Forwarder for the Fall Toy Preview. All merchandise imported into the United States requires Customs House Clearance before being released from any U.S. port or airport. Refer to the *Additional Exhibitor Services* section of this kit for Kuehne + Nagel, Inc. guidelines and other information that will facilitate your international shipment for the show. Also see details under the *Material Handling* heading.

**Hand-Carry Procedures** Hand carrying of exhibit materials and merchandise through the front of the building is prohibited. Exhibitors are allowed limited access to the dock area in order to carry items to their exhibit space. However, for the sake of all exhibitors, access will only be granted behind the area being used by the General Service Contractor, GES. No dollies, hand-trucks or other wheeled devices will be made available to exhibitor or permitted in passenger elevators. If the exhibitor can hand-carry OR provide their own wheeled devices **AND** their materials can be carried up in ONE load, access will be granted. If these parameters cannot be met, the exhibitor will be required to use the freight handling services provided by GES at their own expense.

**UPS, FedEx, DHL, etc.** The GES Material Handling rates and policies included on Form R-2 apply to inbound exhibitor shipments from couriers such as UPS, FedEx and DHL. Also see details regarding small package/envelope handling on the same form.

**Storage and Handling of Crates/Empties** Properly labeled empty shipping packages (crates, cartons and boxes) will be picked up, stored and returned after the show. Empties must be unpacked and ready to be removed from each exhibit space by 5:00 PM on Monday, October 6. *EMPTY* stickers must be used to designate all containers to be stored and returned at the conclusion of the show. Exhibitors may obtain *EMPTY* stickers at the GES Service Center, from their GES Service Executive or from a floor manager. Please be sure to mark your booth number on each label.

Exhibitors are cautioned not to leave any merchandise in crates, cartons and boxes being consigned to *EMPTY* storage.

**Move-Out Dates, Times & Procedures** No dismantling of exhibits may begin before the official close of the show at 5:00 PM on Thursday, October 9.

Your empty cardboard boxes will be delivered to your exhibit space by 8:00 PM. Your empty crates will be returned by 11:00 PM.

## **Outbound Material Handling**

**Every outbound shipment must be accompanied by a Material Handling Order Form** completed by the exhibitor and given to GES, the drayage contractor.

**Please note:** Turning in a *Material Handling Order Form* does not constitute GES's "taking possession" of your freight. Exhibitors should remain with their freight or arrange for security services until it is in the handlers' possession. No materials should be left unattended, at any time, while awaiting pick up. Neither GES nor Show Management accepts responsibility for any exhibitor property left on the show floor unattended.

Merchandise will be transferred to the freight carrier in accordance with the shipping instructions indicated on the Material Handling Order Form/Request. Carrier charges for removal of freight from the Dallas Market Center are the sole responsibility of the exhibitor.

Shipments without proper paperwork will be returned or forced onto another carrier at the exhibitor's expense. Neither GES nor Show Management assumes responsibility for such shipments.

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**Show Management Office** Show Management will maintain a fully staffed show office during Fall Toy Preview. It can be found on the 12<sup>th</sup> floor across from booth #12-307.

**Showroom Access & Key Pickup** Please see Key Pickup in this alphabetical listing.

**Shuttle Service** Complimentary transportation will be provided to/from program hotels and the Dallas Market Center. More details will be provided in the weeks leading up to the show at [www.falltoypreview.org](http://www.falltoypreview.org).

**Signs (Hanging)** Hanging signs are not permitted in any part of Fall Toy Preview due to ceiling heights at the Dallas Market Center.

**Smoking** In compliance with the Texas Clean Indoor Air Act, smoking is not permitted within the Dallas Market Center.

**Telecommunication and Internet Services** Dallas Market Center has appointed Cypress Communications as the exclusive telecommunications and internet service partner. Cypress Communications provides all wired and wireless telecommunication services (voice and data), equipment and transmission lines. Information and order forms are included under the heading *Additional Exhibitor Services* in this exhibitor manual.

**Tipping** Work rules of GES, the Dallas Market Center and Toy Industry Association prohibit the solicitation or acceptance of gratuities. This includes cash, merchandise or any other special considerations for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Show Management and GES.

**Union Labor at Dallas Market Center** See *Show Site Work Rules* in the *General Information* Section of this online manual and *Right-to-Work Labor Guidelines* in this alphabetical listing.

## **AMENDMENTS TO THE RULES**

Show Management may, from time to time, issue such additional rules as it deems necessary for the orderly presentation of the Show. Show Management may amend any rule at any time provided that such amendments shall not substantially diminish the rights or increase the liability of the exhibitor or exhibiting neighbor. All amendments that may be so made shall be equally binding upon publication or Internet posting on all parties affected by them as the original regulations.