



SHOW INFORMATION

Building A – Booth # 1000-3799

Booth Drapery Color – Green & White

Sidewall Drapery - Green

Aisle Carpet Color – Green

Building B – Booth #4000-8499

Booth Drapery Color – Red and White

Sidewall Drapery - Red

Aisle Carpet Color – Red

Booth Carpet – None provided (Floor covering can be ordered via [the GES Floor Covering Forms](#))

View the [Floor Plan](#) now.

Questions for IWF:

Debbie Hulseley, Exhibitor Operations Associate

Phone: +1 (404) 693-8333

[Exhibitor Services @iwfatlanta.com](mailto:Exhibitor_Services@iwfatlanta.com)

Rules and Regulations

Please review the [Rules and Regulations](#) section of the exhibitor manual for booth display guidelines, show permits, multi-level booth guidelines, and official IWF rules and regulations. [View 2016 Display Regulations/Multi-Story Exhibits.](#)

Labor Regulations

Since Georgia is a “Right-to-Work” state, please review the [Exhibitor Labor Jurisdiction](#) to determine what your staff may do vs. what you must hire union labor to handle.

Exhibitor Quick Reference Guide

Convention Center Info

Since every convention center is unique, please review the [Convention Center Info](#) to learn facility-specific details.

ESCA Worker Identification Badge

All exhibitor appointed contractors are required to have an [ESCA badge](#) in order to gain access to the facility.

Parking

[Interactive Parking Map](#) viewed here.

NEW THIS YEAR

IWF 2016 Mobile App

Download the [IWF Mobile App](#) for use on-site. Content includes web, pdfs, videos and mini interactive web sites. Attendees will be able to video conference and chat with exhibitors.

GES Espresso Mobile App

Download the [GES Espresso Mobile App](#) for use on-site. It allows exhibitors to order last minute items, submit service requests, review order history, invoices and more.

Display Regulations – Multi-Story Exhibits

[View the Display Rules and Regulations](#) for IWF 2016 – added display regulations for Exhibit Spaces that surround a Column and requirements for Hanging Signs and Lighting.

Exhibitor Dashboard

A single, organized location where each contracted exhibitor maintains important company and prospective customer information.

Exhibitor Dashboard

The purpose of the **Dashboard** is to provide and maintain important exhibitor and prospective customer information in one organized location.

If you are an exhibitor, the **Dashboard** allows you to:

- Manage your company online listing
- Upload, edit, delete and refresh your advertising content as often as you like throughout the show cycle
- Create product listings and company descriptions for attendees searching online for IWF 2016 exhibitors
- View up to date information, alerts, deadlines at the Message Center
- Book hotel accommodations and register your exhibitor personnel.
- Participate in IWF Marketing and Sponsorship opportunities
- Generate invoices and submit online payments
- Order and manage all show services for your booth
- View your Freight Arrival and Removal Schedule, shipping information and directions
- Grow your network of industry contacts
- View statistics for the number of times your company has been viewed in the search engine, clicks to your website, number of prospective customers who have added your company to their agenda planner and manage your appointment scheduled for showsite meeting requests.

Your prospective customers will be using the search engine to find your products and services, company names and booth locations and to request appointments to meet with you at the show.

Please be sure you complete all product listings, company descriptions and define your prospective customers in your show dashboard. By doing so you increase the number of times your prospective customer will see your company information.

Click [here](#) for access to the **Dashboard**. If you have questions, email Debbie@iwfatlanta.com

Housing & Registration for IWF 2016 Exhibitors and Attendees

Click [here](#) to register your exhibitor personnel and assign them to hotel rooms from one integrated site. If you have questions please email iwf.exhibitor@experient-inc.com

Attendees must be registered for IWF 2016 to reserve hotels at the discounted IWF rates. Registration is just \$30.00 if you register before August 1, 2016. After August 1st and onsite, registration is \$35.00 for the show badge good for all 4 days of the show.

[View participating IWF hotels here.](#)

Book in the Block! Low Rates and Better Service...

IWF has appointed Experient, Inc. as its official housing company for IWF 2016. IWF and Experient work together to ensure you have a positive hotel experience at IWF 2016. Booking your hotel rooms within the IWF Official Hotel Block strengthens our negotiations, ensuring low hotel rates for all IWF participants. Please “book-in-the-block” and help IWF stay strong.

There are a number of companies who may contact you by telephone, email or fax, pretending to represent IWF Housing. Additionally, there are several Web sites that offer rates “too good to be true.” They often employ “bait and switch” tactics by offering a prime hotel but not delivering what is promised.

By booking your hotel rooms through Experient, you have a company who stands behind all reservations, providing on-site support during the Fair, and personalized customer service representatives to assist you with your hotel needs and special requests.

If you find that you have further questions about IWF 2016 Housing, please contact Liz Hosp at LCH@iwfatlanta.com or call 404-693-8333.

Qualified Distributor Invitations and Registration

The Qualified Distributor program replaces “Distributor Day”. Distributor companies are nominated by contracted exhibitors and approved for the Qualified Distributor program by IWF. Benefits of the program are:

- Distributors can register up to 6 company personnel at no charge, leaving your exhibitor badges for your company personnel.
- Qualified Distributor badges will show the distributing company name and information.
- Qualified Distributor badges allow access to the show floor during exhibitor hours before and after the official show hours, allowing you to meet with your distributors as needed to prepare for the show.
- Qualified Distributors will be able to purchase Guest Passes for their customers.
- Qualified Distributors can manage their own registration and housing information.

To invite your distributors to the program:

1. Log-in to your Exhibitor Registration & Housing portal found at www.iwfatlanta.com/exhibitor/housinginfo
2. Click on the "Invite Qualified Distributors" bar.
3. Enter the contact name and email of the distributing company(ies) you wish to invite to the program.
4. Distributors who accept the invitation will be reviewed and approved by IWF. Upon approval, they will be directed to a special link which will allow them to register up to 6 employees at no charge and purchase Guest passes for their customers.
5. Qualified Distributor Badge confirmations will be mailed directly to the distributor company, allowing them access to the show floor during all exhibitor hours.

Complimentary Lead Retrieval

Show Management is once again offering one complimentary Lead Management system for all contracted 2016 exhibitors, with available units available at discounted prices.

In order to receive your complimentary system, you must place your order with Experient by July 13, 2016. Select your Complimentary Lead Retrieval System by [clicking here](#) – One complimentary unit per company.

Complimentary Guest Passes

Each contracted exhibiting company now receives an allotment of complimentary Guest Passes with which they can register their customers at no charge. Access your Guest Pass Code and allotment information on your Exhibitor Registration & Housing portal home page by logging in at www.iwfatlanta.com/exhibitor/housinginfo or through your exhibitor Dashboard.

FREE IWF Shuttle Bus Service

Complimentary shuttle buses operate between selected downtown and midtown hotels and the Georgia World Congress Center. Complete schedules and routes will be available on-site, in hotel lobbies, at the Georgia World Congress Center and at www.iwfatlanta.com/Attendees/HotelandTravel

Exhibitor Appointed Contractors

All contractors/suppliers/vendors will require the WIS badge to gain access to the GWCC, exhibition halls and concourse levels. For questions and registration regarding the WIS badge, please [Click here](#).

An Exhibitor Appointed Contractor is any company (other than the official contractor) that an Exhibitor wants to work inside the exhibit hall before, during, or after the show.

Complete all [GES EAC](#) forms and submit along with Certificate of Insurance by July 18 , 2016

Complete [IWF Registration Form](#) & **\$50** Fee by July 18 , 2016. EAC's will not be allowed to work in any exhibitor booth for which documentation and/or payment has not been received by the deadline.

Order Booth Services

IWF has designated a select group of companies as official vendors for performing the various tasks needed to set-up, operate, and dismantle exhibitors. [Click here](#) for a list of those services.

GES Global Experience Specialist is the official contractor for IWF 2016. The [GES online ordering system \(Expresso\)](#) allows exhibitors to order any GES service for their booth in one convenient location. Use this system to order any carpet, furniture, exhibit systems, material handling, shipping, installation/dismantling signage, and rigging.

New this year: Download the [GES Expresso Mobile App](#) for use on-site. It allows exhibitors to order last minute items, submit service requests, review order history, invoices and more from anywhere.

General Liability Insurance

IWF assumes no responsibility or liability for loss, damage, or theft of items in your exhibit. As an Exhibitor, you are responsible for your property at all times. Exhibitor shall purchase commercial general liability insurance, placed with a financially stable insurance carrier, which insures Exhibitor's operations and obligations under this agreement. Said policy shall have limits of no less than \$1,000,000 per occurrence. Exhibitor shall cause Management to be named as an Additional insured under the foregoing policy. The foregoing insurance is a minimum requirement and shall in no way limit the liability of Exhibitor. Exhibitor shall furnish evidence satisfactory to Management that Exhibitor has secured and is maintaining the foregoing insurance policy.

Click below to purchase Exhibitor Liability Insurance
[August 22-28 / Costs: \\$79](#)

[August 15-Sept 1 / Costs: \\$145](#)

Planning Your Shipment

All Exhibitors must follow the [assigned freight schedule](#) to determine when your shipment needs to arrive for move-in and picked up on move-out. Your company's specific assigned freight move-in date is shown on the [Assigned Freight Arrival Floor Plans](#) and move-out date is shown on the [Assigned Freight Pick-Up Floor Plans](#).

For details on daily set-up and dismantling hours, Registration and Show Hours view [the full exhibitor schedule](#).

Review the [Material Handling Order Forms](#) and [Machinery Handling Order Form](#) to learn more about pricing to get your shipment to your booth.

Shipping by Privately Owned Vehicle (POV)

You may deliver your freight to the show site using a privately owned vehicle (POV). POV's are pick-up trucks, cars, panel vans, company trucks or any vehicle that is not a commercial carrier. Your POV will enter the marshalling yard along with commercial carriers. Follow these [instructions](#) below to ensure your delivery is as quick and problem-free as possible. [Click here](#) for directions to the Marshalling Yard.

Hanging Signs

[Hanging Signs](#) will be allowed in Island, Peninsula and Split Island exhibit space configurations that are a minimum of 600 sq. ft. We are requiring that all hanging signs and lights must be within the confines for the contracted exhibit space. Lighting cannot be projected from outside contracted exhibit space into booth from ceiling or truss mounted lighting. **All hanging signs and light displays must be submitted to IWF Show Management at least two months prior to your assigned freight arrival date for approval.**