



Solar & Storage SOUTHEAST

Exhibitor Services Manual

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EVENT INFORMATION

Event Location

Georgia World Congress Center
285 Andrew Young International Blvd NW
Atlanta, GA 30313

Expo Hall Location: Rooms A402/403, A404/405, A406/407, and A408

*Specific questions regarding the exhibit hall, freight docks, and freight doors should be directed to GES at (800) 801-7648, Monday – Friday from 6:00 am – 5:00 pm PST.

Housing and Transportation

Make sure to book your housing early, as discounted rooms in our housing block are limited. The **housing deadline is Monday, September 20, 2021, at 11:59 pm EST**, or when the block sells out, whichever comes first. [**BOOK HOUSING >>**](#)

Registration

Badge Pick-up Hours:

- Monday, October 11, 7:30 am – 5:00 pm
- Tuesday, October 12, 8:00 am – 11:30 am

With your booth, you receive 2 complimentary full conference registrations that include access to the networking event on Monday, October 11. In order to redeem your passes, you need to enter a unique promo code in the registration form. You will receive your codes shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact Ben Simpson at bsimpson@sets.solar or 301-219-8677.

Any additional staff working the event must purchase a pass at the regular rate. **Prices increase after August 31. [REGISTER>>](#)**

Exhibit Hall Hours

Only exhibit staff will be allowed in the expo hall before it opens. All other attendee types will not be permitted to enter the hall until it officially opens. Show Management approval is required to access the exhibit hall outside the below hall hours. **All exhibits must be staffed during the following times.**

- Monday, October 11, 10:00 am – 5:00 pm (exhibitor-only access starts at 8:00 am)
- Tuesday, October 12, 9:00 am – 12:00 pm (exhibitor-only access starts at 8:00 am)

LOGISTICS AND SHOW REQUIREMENTS

Booth Package – What's Included in a Standard Booth

- 8 ft. high grey back-drape and 3 ft. high grey side-drape (included for linear booths)
- Paper identification sign with company name
- (2) complimentary booth personnel registrations per 100 sq. ft. of booth space purchased
- (1) electrical outlet ([upon request](#))
- (1) table and (2) chairs per 100 sq. ft. of booth space purchased
- (2) tickets to the networking event on the evening of **Monday, October 11**
- Exhibitor listing on the event website and mobile app
- Ability to promote in-booth demonstrations via the mobile app

Carpet and Drape

Linear Booths are equipped with complimentary 8 ft. (2.44m) high grey back-drape and 3 ft. (1.22m) high grey side-drape. Carpet is included in your booth package.

Move-in

**Sunday, October 10, 1:00 pm – 5:00 pm or
Monday, October 11 7:00 am – 9:30 am**

All booths must be completely set by 10:00 am on Monday, October 10. After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Exhibitors may lose their right to exhibit if they do not adhere to this schedule. If you foresee any difficulty in meeting this deadline, please contact Ben at bsimpson@sets.solar or 301-219-8677 to request a variance.

Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel are permitted in the Exhibit Hall during move-in and move-out. No one under the age of 18 is permitted on the show floor at any point during the show.

Direct to show site shipments will not be accepted at the Georgia World Congress Center. All exhibit materials must be sent in advance to the GES warehouse. Direct to exhibit site shipments will not be accepted at the Marriott Marquis San Diego Marina. The Georgia World Congress Center does not have the capabilities to receive nor does it have adequate storage space for Exhibitor materials. Any materials shipped to the Georgia World Congress Center will be consigned to GES and the exhibiting company will be billed the appropriate material handling charges by GES. Exhibitors may also be billed an additional receiving charge by the Georgia World Congress Center well for any items sent directly to the venue. For shipments inadvertently delivered directly to the facility, a late arrival surcharge will apply to each shipment not received within the deadlines.

Move-out

Tuesday, October 12 12:00 pm – 3:30 pm

Exhibitors may not dismantle any portion of their booth before 12:00 pm on Tuesday, October 12. All boxes/cartons are to remain out of sight until the Exhibit Hall is closed. Exhibitors may lose their right to exhibit at Solar and Energy Storage Southeast in the future, if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until the close of the show.

Outbound carriers must check in at the Loading Dock by 12:00 pm. Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks.

Empty crates and containers will be delivered starting approximately 30 minutes after the hall closes. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. **You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.**

Mandatory Forms

Below is a list of MANDATORY forms that every exhibitor must submit. **The deadline to submit forms is Friday, September 24. Please review the full list of deadlines in Appendix A.**

- [Onsite Contact Information Form](#) (required for all)
- [Exhibitor Liability Insurance Form](#) (required for all)
- [Electrical Opt-IN Form](#)
The hotel is providing basic electricity (power strip) for all booths. If you **DO** need electricity, please complete this form.
- [GES Freight Service Questionnaire](#) (required for all)
- [GES Credit Card Form](#) (required if ordering anything from GES)

Labor and Union Regulations

Each city has different union regulations and labor laws. For details, please refer to the [Show Site Work Rules](#) page under the Regulations and Guidelines tab in the [Exhibitor Service Kit](#) or contact GES at (800) 801-7648.

Security

All reasonable precautions will be taken to protect your equipment and displays during installation, show hours, and dismantling. Show Management, the General Service Contractor, and the exhibit facility management are not responsible for the safety of property from theft, damage by fire, accident, or other causes. All property of the exhibitor is understood to be under exhibitor control in transit to, from, and/or within the exhibit hall. Exhibitors are responsible for their own property and should lock or remove any equipment after-hours.

Shipping/Freight

For inbound shipments, be sure that your onsite staff have copies of all Bill of Lading (BOL) and/or tracking information. It is very difficult to trace a shipment without proper references. When filling out your shipping labels, please remember to list your booth number to avoid any miss-delivered freight.

The hotel has limited storage space and limited hours to pick up any freight. SOLARSE encourages exhibitors to use GES - the preferred show carrier. GES offers a **10% discount on material**

handling/drayage fees for exhibitors that utilize their shipping services.

SOLARSE highly recommends exhibitors ship to the Advanced Warehouse to ensure plenty of delivery time given the limited move-in time.

For outbound shipments, every exhibitor is required to fill out an outbound Bill of Lading (BOL) and must turn it in to the Exhibitor Service Desk before their carrier will be allowed access to the loading docks. You can save time by pre-printing your BOLs via the Shipping tab in the [Exhibitor Service Kit](#).

VENDORS AND ORDER FORMS

General Service Contractor: GES, [Order >>](#)

- Booth setup
- Booth furnishings
- Material handling / Drayage (exclusive provider) **Save 10% if you ship roundtrip through GES Logistics*
- Shipping

Audio/Visual: [See exhibitor Resource page](#)

Electrical: [Edlen](#) – If you need electrical services, in addition to, the power strip provided, [Order here >>](#)

Lead Retrieval: XPress Leads, [Order >>](#) (Deadline: September 23)

Internet and Telecommunications: [CCLD Networks](#), Order >> [Wired Services](#) – [Wireless Services](#)

Catering: Levy – [Menu](#), [Order Form >>](#)

Exhibitor Floor Plan and Search Tool: [MapYourShow](#)

MapYourShow is the official provider for the event floor plan and exhibitor search tool. **Please log in and update your company profile**, as this information is already public to attendees and will be included in the mobile app. For details, visit the [Exhibitor Dashboard](#). If you have questions, contact Map Your Show via email at help@mapyourshow.com or by phone (Toll Free) 888-527-8823 (International) 513-527-8823, Monday – Friday, 6:00 am - 1:30 pm pacific.

APPENDIX A – DEADLINES CHECKLIST

- **Immediately – Log in and update your exhibitor profile.** This information is public-facing via the Exhibitor Search tool and Floorplan on the event website. Your company name and description, as you enter it, will be used in the mobile app. Please pay special attention to grammar, spelling, punctuation, etc., [Update profile](#).
- **Register booth staff.** With your booth, you receive 2 complimentary registrations per 100 sq. ft. of booth space purchased, 2 tickets to the networking event on Monday, October 11, and 5 guest passes. In order to redeem your passes, you need to enter a unique promo code in the registration form. You will receive your codes shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact Ben Simpson at bsimpson@sets.solar or 301-219-8677. All other staff working the event must purchase a pass at the regular rate. **Regular prices increase after September 1.** [Click here to Register](#).
- **Book housing.** Make sure to book your housing early, as discounted rooms in our housing block are limited. **The housing deadline is Monday, September at 11:59 pm EST**, or when the block sells out, whichever comes first. [Book housing](#).
- **Submit the mandatory show management forms. The deadline is Friday, September 24.**
 - ❖ [Onsite Contact Information Form](#)
 - ❖ [Exhibitor Liability Insurance Form](#)
 - ❖ [Electrical Opt-In Form](#) – required if you need electrical for your booth
 - ❖ [GES Freight Service Questionnaire](#)
 - ❖ [GES Credit Card Form](#) – required if ordering anything from GES
- **If you're not using GES labor, submit the Exhibitor Appointed Contractor (EAC) [Notice of Intent](#) and Insurance.**
- **Invite customers.** You receive 5 guest passes. In order for customers to redeem their passes, you need to send them their unique promo code and they must enter it in the registration form. You will receive your code shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact Ben Simpson at bsimpson@sets.solar or 301-219-8677. **Customers must register by October 11.**
- **Plan your advance outreach early!** Your best leads will come from those intentionally seeking out your services and products. We have taken the work out of it for you! The [Exhibitor Marketing Toolkit](#) includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.
- **Increase your visibility by purchasing a sponsorship to drive traffic to your booth onsite!** [View sponsorship opportunities](#).
- [Order items for your booth](#).

Important Dates

- **Tuesday, September 7** – GES: Advance shipments may begin arriving at the warehouse at 8:00 am PT.
- **Monday, September 20** – GES: Discount Deadline for orders received with payment by 5:00 pm PT.
- **Wednesday, October 6** – GES: Last day for shipments to arrive at the warehouse without surcharges by 2:30 pm PT.
- **Sunday, October 10** – Move-in from 1:00 pm – 5:00 pm
- **Monday, October 11** – Show open from 10:00 am – 5:00 pm
- **Tuesday, October 12** – Show open from 10:00 am – 2:00 pm
- **Tuesday, October 12** – Move-out from 2:00 pm – 5:00 pm

APPENDIX B – SUSTAINABILITY TIPS

Solar Power Southeast is committed to environmental stewardship in all facets of our event planning. Our commitment to waste reduction, recycling, and the use of environmentally friendly products and renewable resources is at the forefront of thought when planning and executing projects related to our event.

Exhibitors are encouraged to proactively participate and support our commitment by following these best practices suggestions.

Exhibitor Display/On-site

- Develop reusable rather than disposable booth displays, or rent a modular display from the General Service Contractor.
- Design booths with environmentally responsible materials and incorporate indoor air quality principles.
- Use energy efficient lighting.
- Turn off lights and electronic equipment when not in use.
- Make use of recycling facilities provided by at the convention center.

Promotional Materials

- Minimize paper handouts and use double-sided printing.
- Choose certified chlorine-free paper (PCF coded) which meets the EPA standards for post-consumer waste recycled content and comes from Forest Stewardship Council (FSC) certified forests.
- Use vegetable or soy-based inks.
- Avoid printing dates on materials so reuse them.
- Bring only what you need. Either ship or recycle leftover collateral, or print copies only “as needed” on-site.
- Give attendees the option of receiving exhibitor information electronically by offering USB flash drives or provide online downloads.
- Use electronic card scans for capturing attendees’ profiles.

Giveaways

- Consider reusable items or items made from recycled or biodegradable materials.
- Try and use recycled products that are not a threat to endangered species.
- Avoid over-packaging. Bring only what you need.
- Order items in bulk to reduce packaging and shipping. Either ship or recycle leftovers.
- Packing and Freight
- Use reusable packaging materials (wood or recycled plastic crates) for transporting your booth structure and supplies.
- Use recyclable, biodegradable shipping and packing materials.
- Participate in recycling cardboard, freight boxes, and plastic wrappings during set-up and teardown.
- Minimize packaging materials.
- Reduce the environmental impact of transportation costs by having collateral printed locally in the event area, or have your printer contact carbonfund.org to offset carbon emissions from shipping.

Sustainable Practices: <https://www.solarpowerinternational.com/about/sustainability/>

APPENDIX C – BOOTH RULES AND REGULATIONS

Carpet/Floor Covering

- Professional floor covering in your booth is included with your booth purchase.

Storage

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.
- Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unprofessional.

Human Safety

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses.
- If a booth has a raised floor, yellow and black-striped hazard tape, or an edging of a different color, must be used to increase visibility and minimize a tripping hazard.
- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 ft. (.91m) and/or install hazard barriers as necessary to prevent accidental injury to attendees. Additionally, demonstrations should only be conducted by qualified personnel.
- Hoverboards, Segway, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

Structural Integrity

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts.
- Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, chairs, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Flammable and Toxic Materials

- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere.
- 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 they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Food Preparation and Sampling

Per the facility guidelines, any food items not directly manufactured by the exhibitor must be purchased from, and supplied by the in-house catering provider. All alcoholic beverages must be served by an employee of the in-house catering provider who is a certified bartender.

Americans with Disabilities Act (ADA)

- 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 website at www.ada.gov.
- Examples:
 - Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length).
 - Provide the same attendee experience on both levels of a two-story exhibit.
 - Run an audio presentation for people with sight problems.
 - Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at California Solar Power Expo. See below for language in contract.

Exhibiting company may not assign, sublet or re-sell, in whole or in part, contracted exhibit space. Exhibiting companies are allowed one exhibit space on the show floor. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to this exhibitor of record, nor shall the exhibiting company display articles not manufactured or normally sold directly by them.

Booth Personnel

Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear business professional attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at SOLARSE by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to SOLARSE show management, the exhibitor will be asked to alter the attire of its staff.

SOLARSE further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or sales person instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she,

or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.

Suitcasing/Outboarding

SOLARSE restricts exhibitors from hosting or participating in competing or conflicting events or activities that occur during official SOLARSE show hours. Exhibitors violating this policy will be subject to cancellation of their booth without refund and may not be invited to participate in future Solar Power Events exhibitions.

Booth Personnel are not permitted to promote the exhibiting company outside the contracted exhibit space. All marketing must remain within the contracted exhibit space. Marketing materials may not be placed on conference tables or other areas that are not within the boundaries of the booth, both inside and outside of the exhibit hall. Show management reserves the right to remove individuals or discard display materials that do not comply with these guidelines.

SOLARSE has a zero-tolerance policy regarding suitcasing. Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately.

What is suitcasing? Suitcasing is a business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry.

What can you do? Please report any violations you observe to the Exhibits Manager, other SOLARSE staff, or conference security. The exhibits manager will investigate all complaints of suitcasing.

SOLARSE recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason SOLARSE must be informed of any hospitality suites and expressed consent must be given prior to the event.