



# Exhibitor Information

September 10-12, 2015 • Orange County Convention Center, Orlando, FL – South Hall

## SHOW MOVE-IN\*

Tuesday, September 8	8:00 am to 6:00* pm
Wednesday, September 9	8:00 am to 6:00* pm

**\*Dock and POV doors will be closed at 6:00 pm.**  
The hall will remain open for set-up for exhibitors already in the hall until 8:00 pm

Please refer to the move-in map for more information

## SHOW DAYS & HOURS

Thursday, September 10	9:00 am to 6:00 pm
Friday, September 11	9:00 am to 6:00 pm
Saturday, September 12	9:00 am to 4:00 pm

## SHOW MOVE-OUT

Saturday, September 12	4:01 pm to 10:00 pm
Sunday, September 13	8:00 am to 5:00 pm
Monday, September 14	8:00 am to Noon

## BADGE REQUESTS

Surf Expo Show Management strictly enforces and monitors the number of exhibitor badges per 10 x 10 booth. Each exhibiting company is allotted seven (7) badges per 10x10. For more information, please see the Exhibitor Badge Registration page within this manual or on our website at: [www.SurfExpo.com](http://www.SurfExpo.com).

## BOOTH OCCUPANCY

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to show close. Failure to adhere to these rules may result in a fine and/or losing priority status in future Emerald Expositions trade shows.

## BOOTH REGULATIONS

Exhibitors must follow the Standard Exhibit, Island and Peninsula booth regulations as described within this manual.

## BUSINESS CENTER

A business center offering faxing, copying and light shipping is located within the Orange County Convention Center. For more information call 407/363-2832.

## CAMERA AND VIDEO EQUIPMENT

The use of cameras or video equipment during show hours is strictly prohibited with the exception of authorized press. Exhibitors may take pictures of their booth only prior to show opening.

## CHILDREN

Absolutely no one under the age of 16, will be allowed on the show floor with the exception of pre-registered child/junior models, buyers and team riders. Exceptions are made for breastfeeding infants under 1 year old, accompanying the mother. **Absolutely no strollers are allowed on the show floor. NO EXCEPTIONS.** Badge requests for working **minor staff (under the age of 16)** must be submitted by application form no later than **Monday, August 31, 2015**. Forms are not accepted online. **Badges for minors will not be authorized on site or after the deadline.** Please advise all employees, including reps, that there will be **no exceptions**. Anyone under age 21 wearing a badge printed with an incorrect age will be stopped by security and the badge will be confiscated. The underage attendee and the related exhibitor will be subject to immediate removal from the show. No badges for anyone under age 16 will be authorized onsite.

## CLEAN FLOOR POLICY

Empty cartons and cases must be removed from your booth. Cartons may not be stored behind curtains or in your booth. GES will provide "Empty Crate" stickers to affix to boxes, cases and crates. GES will store and return them to your booth at show closing. Please refer to the GES vendor forms for specific times and dates.

## COPYRIGHTS

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

## DEMONSTRATIONS

Demonstrations must take place within the assigned exhibit space. Demonstrations may not directly or indirectly prevent the normal flow of foot traffic through aisles or common space, nor inhibit the ability of neighboring exhibitors to conduct business. Demonstrations must have the proper protection to prevent injuries to spectators.

## EARLY EXHIBITOR/BUYER APPOINTMENTS

Exhibitors may escort their buyers on to the show floor one hour prior to show opening. Exhibitors must meet their appointments at the main registration area and escort them to their booth.

## ELECTRICAL

All electrical must be ordered through the Orange County Convention Center. Electrical is programmed for the amount of power you ordered. If an exhibitor is plugged into an unauthorized electrical outlet they will be disconnected and required to pay for electric used.



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## EXHIBIT HALL

The Orange County Convention Center (South Concourse) is located at 9899 International Drive, Orlando, FL 32819.

## EXHIBIT SPACE CONTRACTS AND COMPANY LISTINGS

It is the sole responsibility of the exhibitor to submit a completed exhibit space contract and to provide Surf Expo with current company information (i.e. correct spelling of company name, additional listings, address, contact, etc.).

## FOOD & BEVERAGE SERVICE

Centerplate is the **exclusive** food and beverage purveyor in the Orange County Convention Center. For your booth catering needs please contact them at 407/685-5562 or visit [www.occc.net](http://www.occc.net)

Alcoholic beverages served during the show **MUST** be purchased through Centerplate, the Orange County Convention Center's exclusive food and beverage provider. All other alcoholic beverages are strictly prohibited. No alcoholic beverages may be served before 4:45 pm and no alcoholic beverages may be served to anyone under age 21. Surf Expo is not responsible for verifying ages shown on show badges; that is the responsibility of Centerplate, the OCC's exclusive food and beverage provider and exhibitors. Ages should be verified by checking a valid form of legal identification (other than a show badge). If an exhibitor is found distributing alcohol not purchased through Centerplate, the OCC's exclusive food and beverage provider, serving alcoholic beverages before 4:45 pm, or found serving alcohol to anyone under age 21, the alcoholic beverages will be confiscated, and the exhibitor will be subject to immediate removal from the show. If it is found that an exhibitor has made alcohol available to anyone under age 21, law enforcement authorities may also be summoned.

## FREIGHT HOLDS

Surf Expo and GES reserve the right to hold freight for ANY outstanding balance owed including; booth, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

## FREIGHT SHIPPING ADDRESSES

**Advance Warehouse** – Aug. 6 through Sept. 4, 2015:

Surf Expo  
Exhibiting Company Name and Booth #  
C/O GES  
7945 Mandarin Drive  
Orlando, FL 32819

**Direct Shipments to Exhibit Site** – beginning Tues., Sept. 8, 2015 after 8:00 AM – Wed., Sept. 9, 2015 by 6:00 PM:

Surf Expo  
Exhibiting Company Name and Booth #  
Orange County Convention Center-South Concourse  
C/O GES  
9899 International Drive  
Orlando, FL 32819

## HANGING HEIGHT/AIRBORNE OBJECTS

**There are revised restrictions involving banner size and height. Refer to Hanging Signs and Exhibit Wall restrictions within this Manual.**

## HOTEL AND TRAVEL

Book your hotels through Surf Expo's official housing agency, On Peak (formerly Travel Planners). [Visit our website](#) or call 855/742-9170 or 212/532-1660.

## INFLATABLES AND BALLOONS

Inflatables must be anchored and exhibitors must have prior written approval by Show Management. Any cost incurred for removal of lost inflatables will be the responsibility of the exhibitor. All exhibitors using lighter than air objects must submit required paperwork, located in the vendor forms tab, to the Orange County Convention Center.

## INSTALLATION/DISMANTLING BY INDEPENDENT CONTRACTOR

If you choose to employ an outside display house and/or outside contractor other than GES, the Official Service Contractor, the outside contractor must provide proof of insurance. It is important that all exhibitors using outside contractors [complete the EAC form](#) within this manual. Failure to notify Show Management may delay booth installation.

## INSURANCE

Surf Expo does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see exhibit space contract back). Exhibitors **must** maintain insurance that meets the requirements outlined in this manual and on your booth space contract. **Exhibiting companies must provide proof of coverage from their own provider.** [Click here](#) to electronically upload your certificate of insurance. As an option, coverage may be purchased through Marsh/Total Event Services by [clicking here](#).



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## LABOR

Florida is a right-to-work state. Exhibitors are permitted to use their own full-time company employees to install and dismantle their booths, however; workmen's compensation insurance must be in full force and effect for all such persons used by the exhibitor. Labor is available through GES.

## LATE SET-UP

To stay in the building after noted move-in hour's exhibitors must remain in their designated booth space. In and out access to the building is not permitted without prior approval. Exhibitors are required to hire security after 8:00 pm during move in days.

## LIGHT PROJECTION

The projection of light or laser in any form onto any part of the Building or other exhibits must be preapproved by Show Management.

## MARSHALING YARD

The marshaling yard is a staging area for trucks holding exhibitor's freight until space is available for unloading at the convention center. It is located at 7945 Mandarin Drive Orlando, FL 32819. Contact GES at 800/475-2098 for hours and directions.

## MODELS AND BOOTH STAFF

**Models are not allowed to display merchandise or hand out merchandise outside the exhibitor's assigned booth. This will be strictly enforced. Do not hire any models with the intent to hand out any sales materials or product outside of your booth space.** Cover-ups (over swimsuits and under garments) must be worn when outside the booth or away from the booth. All dressing rooms must be fully covered. Booth staff must not promote their product or otherwise solicit outside of or away from the contracted exhibit space. **An exhibitor found to have violated this rule is subject to a \$250.00 fine per occurrence, payable to Surf Expo.**

## PRIVATELY OWNED VEHICLE - POV

Exhibitors may hand carry their merchandise from their personally owned vehicle (a privately owned vehicle i.e. car, van or SUV) in the designated areas. ONLY hand carrying or two or four wheel dollies will be allowed to be used to bring merchandise from your POV to your booth. Unloading requires one person to remain with the vehicle at ALL times. Product must be unloaded within 30 minutes and the vehicle must then be moved.

## PRODUCT GIVE AWAYS

If you intend to give away promotional items or products you must present a property removal bar code to each attendee. Attendees without property removal bar codes will not be allowed to remove product from the show floor. These bar codes may be picked up at registration.

## PRODUCT RELEASE & REMOVAL

Product may not be removed from the show floor prior to show close. Exhibitors who wish to remove any merchandise from the Orange County Convention Center after exhibit hours must have Show Management approval.

## PROMOTIONAL DISTRIBUTION

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space. If you have any questions relating to this subject or would like information on outside advertising, please contact Show Management.

## REGISTRATION

To register for exhibitor badges [click here](#). Badges must be worn at all times while at the show. **BADGES WILL NOT BE MAILED.** Register online and you will receive a confirmation email. Print and bring the confirmation to show site or we can scan the confirmation from your smartphone. Your badge will then be printed and handed to you onsite.

## SECURITY

Surf Expo Show Management makes every effort to provide protection for exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, Orange County Convention Center, security contractor, drayage contractor, decorator, nor any of their officers, agents or employees assumes any responsibility for such property, loss or theft. To order additional booth security, such as an overnight security guard, see the Security Form in the vendor section of this manual.

## SHARING OF EXHIBIT SPACE

Exhibitors may not share booth space with another non-contracted or unauthorized manufacturer or distributor.

## SHUTTLES

Shuttles are available to and from designated hotels at the following times:

September 9: 11:30 am to 5:30 pm (Demo Day at OWC)  
September 10: 7:30 am to 11:30 and 3:30 to 7:00 pm  
September 11: 7:30 am to 11:30 pm and 3:30 pm to 7:00 pm  
September 12: 7:30 am to 11:30 pm and 1:30 pm to 5:00 pm

For more shuttle information visit the hotel portion of the [Surf Expo website](#).

## SIGN REQUIREMENTS

For all booth configurations that are less than 400 square feet signage, props and display materials may not exceed an overall height of 8 feet. All signage from the ground up cannot exceed 8 feet. **All signage must be one-side facing inward towards the booth and have a finished solid color backside. For more information, please refer to the Display Rules and Regulations page within this service manual.**

## SMOKING

Smoking is strictly prohibited in the exhibit hall, lobbies and meeting rooms during move-in, move-out and all show days.

## SOUND

Exhibitors must regulate the level of sound in their booths so as not to inhibit the ability of neighboring exhibitors. Exhibitors may use sound equipment in their booths so long as the noise level does not exceed 85dB or disrupt the activities of the neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than the aisle or any adjacent booth.

Surf Expo reserves the right to restrict sounds from any source that interferes with activities in neighboring booths. A maximum of **85dB** will be maintained on the show floor at all times. Exhibitors may not exceed a maximum sound level of **85dB** measured at a distance of ten (10) feet from the source. If an exhibitor exceeds an acceptable sound level and Surf Expo's request to lower said sound level goes unheeded, **Surf Expo has the option to disconnect the electrical power to the booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.**

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect fees on behalf of composers and publishers of music. **Bands are prohibited on the show floor.**

## STICKERS

Any exhibitor placing stickers on Surf Expo signage or the Orange County Convention Center property will be charged accordingly for the defacement of the property. Any stickers found outside the exhibitor's booth placed upon the property of the Orange County Convention Center, Surf Expo, another exhibitor's booth, or any public property is subject to a \$500.00 fine per occurrence, payable to Surf Expo. The law in the State of Florida regarding damaging personal property belonging to another: [806.13 Criminal mischief; penalties](#)

In summary, (1)(a) A person commits the offense of criminal mischief if he or she willfully and maliciously injures or damages by any means any real or personal property belonging to another, including, but not limited to, the placement of graffiti thereon or other acts of vandalism thereto. (b)1. If the damage to such property is \$200 or less, it is a **misdemeanor of the second degree**, punishable as provided in s. 775.082 or s. 775.083.

## STORAGE

- Storing of any crates, cartons, boxes or other show materials within your booth is strictly prohibited. Violators of fire codes are subject to fines and confiscation of materials.
- Empty crates, cartons and boxes must be removed from the exhibitor's booth. Empty containers will be picked up by GES. GES will return all "empties" at the conclusion of the Show.  
Exhibitors may obtain labels marked "EMPTY STORAGE" at the GES Service Desk and should affix them to each empty crate, carton and box. Please be certain to mark your exhibit booth number on each label.
- Exhibitors are cautioned not to leave any merchandise in boxes being stored with "EMPTY STORAGE" labels.
- Any excess samples may be stored during the Show in "Overnight Storage Areas" at the Exhibitor's risk. For more information call GES at 800/475-2098.

## TELEPHONE & INTERNET SERVICES

Please note that telephone and internet are not included with your booth package. If you require these services please refer to the vendor order form tab.

## USE OF AISLES AND COMMON AREAS

The distribution of samples, printed materials and any promotional material is restricted to within the exhibitor's booth only. Models must remain within the booth space at all times. Advertising materials may be handed out within the booth space only. Strolling entertainment or moving advertisements outside of the exhibit space is strictly prohibited.