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Dear IAADFS Exhibitor:

We are delighted that your company will exhibit at the 2016 IAADFS Duty Free Show of the Americas at the Orlando World Center Marriott in Orlando, Florida, this April 3-6. Please take a moment to familiarize yourself with this Exhibitor Service Manual from GES, which contains order forms for exposition-related services, important rules and regulations, and general information. GES must be used for all onsite freight handling and cleaning of your booth. Please be sure to forward the relevant details from this manual to the staff from your company who will be onsite at the show, and to your Exhibitor-Appointed Contractor if you are using one.

Be certain to make special note of GES's payment policies. No services will be rendered without advance payment or a completed credit card authorization. Also note the instructions for wiring payments directly to GES's bank. If you have any questions regarding this kit, please call GES by phone at 1-702-515-5970 (toll free 800-475-2098 in US), by fax at 1-702-263-1520 (toll free 866-329-1437 in US), or by online chat at www.ges.com/chat.

Following are some of the more important items for you to be aware of as you make your preparations for the 2016 Duty Free Show of the Americas. Please review the entire manual for more information on the following topics and other important details regarding your participation in the upcoming show:

REGISTRATION AND ADMISSION OF EXHIBITOR-APPOINTED NON-OFFICIAL CONTRACTORS

Only the direct employees of exhibiting companies, the official contractor (GES), and **approved** exhibitor-appointed contractors will be given access to the IAADFS exhibit hall for the setup of exhibits. As detailed in the Exhibitor Service Manual, exhibitors hiring exhibitor-appointed contractors (contractors other than GES) must complete and return the Exhibitor-Appointed Contractor Form. The exhibitor-appointed contractor must also submit to IAADFS an insurance certification (see enclosed manual for more details) to prove that certain minimum levels of insurance coverage have been met. If these requirements are not met according to the stated deadlines, your preferred contractor will not be able to access the exhibit hall for the setup of your exhibit.

EXHIBITOR SETUP PERIOD AND TARGETED MOVE-IN

The scheduled exhibitor setup period is Saturday, April 2 from 8:00 am – 5:00 pm and Sunday, April 3 from 8:00 am – 8:00 pm. This setup period should allow sufficient time for most displays to be set up. However, to accommodate the more complicated setup requirements of some of the larger booths in our show, GES has created a schedule of targeted move-in and setup for booths of 600 square feet or more, and more information is provided about this schedule in this manual. If you anticipate in advance that your booth setup will require additional time, please contact GES as indicated in the targeted move-in instructions to inquire about earlier set-up. If you determine onsite that the set-up of your booth will take more time than what is published in the official schedule, please contact a member of the IAADFS discuss special arrangements for an extended setup period.

REGISTRATION AND ADMISSION OF MODELS, HOSTS AND HOSTESSES

Please note that any models, hosts, or hostesses hired to work in your booth must be registered as exhibitor personnel just like any other employees of your company. Please be sure to pre-register any model, host and/or hostess you have hired to work in your booth. Any model, host, and/or hostess who not pre-registered will have to be registered by you at the IAADFS registration area in Orlando, which could result in the delay of the operation of your booth.

IMPORTANT CUSTOMS AND FDA INFORMATION

The US Food and Drug Administration (FDA) requires that suppliers of alcoholic beverages, candy, confectioneries, and any other food and beverage products to be registered with the FDA and provide prior notice of all food and beverages arriving to the United States. It is vital that all affected companies comply with these regulations to avoid any delay in delivery of products and samples for the show, and also to avoid any applicable penalties for failure to comply with the regulations. If you plan to ship the above types of products to the show and have not registered with the FDA in the past, please contact our office for further information.

You must utilize a U.S. customs broker to process the entry of your shipments into the United States. They can handle the details of both Customs and the FDA prior notice requirements to avoid unnecessary delays in clearing your shipment. Agility Fairs and Events Logistics is once again the official international freight forwarder and customs broker for the IAADFS Duty Free Show of the Americas, though you are welcome to use a U.S. customs broker of your choice. Please review the enclosed instructions for shipping and customs requirements. It is important that you follow all deadlines to ensure that your products are received in time for the show. Even if you choose to use a different freight forwarder for your shipping needs, we encourage you to contact Agility Fairs and Events so they can give you important recommendations about the FDA requirements, U.S. customs regulations, and the shipping of your items according to these regulations. Please contact Margaret Churchill of Agility Fairs and Events at 1-714-617-6675 (phone), 1-941-484-1017 (fax), or by email at mchurchill@agility.com. Agility Fairs and Events also has several offices in other countries; please refer to International Shipping Information section of this service manual for contact information for these branch offices. If you do not see an agent listed for your home country please contact Agility Fairs as indicated above and they will refer you to a local agent.

New regulations took effect in January 2011 regarding all shipments sent to the USA by sea. An Importer Security Filing must be made with US Customs before a shipment sails for a US port. Agility Fairs and Events can handle this filing on your behalf so it is important that you contact them in advance if you are planning to ship your exhibits by sea freight. If you choose to work with a different freight forwarder please make sure that they are familiar with this new regulation. If an ISF has not been filed prior to the vessel sailing a fine of \$5,000 may be incurred.

Special note to exhibitors of alcohol and tobacco products: Due to US import requirements, Agility Fairs and Events is not able to accept shipments of alcohol and/or tobacco products for importation into the United States for use at our show, so if you plan to import these types of products into the United States for the show, you will need to work with a licensed US importer in Florida for the importation of these products. Note that this change does not prevent Agility Fairs and Events from assisting you with the importation of your displays and equipment, only the actual alcohol and/or tobacco products. We understand from conversations with a number of exhibitors that this will not be a problem for many of you who have already arranged alternative sourcing methods. However, we recognize this may be an area of concern for a few companies, so we encourage you to make these arrangements as soon as possible, and if you are having difficulty finding a company to assist you, please feel free to contact our office and we may be able to offer additional guidance.

EXCISE TAX INFORMATION FOR TOBACCO AND ALCOHOL PRODUCTS

All exhibitors who manufacture or distribute tobacco and/or alcohol products are reminded that the State of Florida has very specific regulations on the importation of alcoholic beverages, cigarettes, and other tobacco products into Florida, and that all importing of these products must be processed through a licensed Florida Wholesale distributor who will insure that all excise taxes are paid, brands are registered, and reports are filed. Please make sure that you work with your preferred licensed importer to learn what specific labeling requirements must be satisfied before you ship your products for the show. Following you will find a notice from the State of Florida along with additional information about complying with the regulations about excise taxes for tobacco and alcohol products. **NOTE:** If you are already sourcing your products through a licensed Florida Wholesale distributor, you will still need to return the inventory sheet along with information about

which distributor(s) you used for sourcing the product. If you imported product into Florida instead of using a licensed Florida Wholesale distributor, you need to complete the inventory sheet and make a voluntary payment of the corresponding excise taxes according to the rate schedule provided.

CORKAGE

IAADFS is pleased to announce that the association has negotiated a special arrangement with the Orlando World Center Marriott for the 2016 show in which liquor manufacturers and distributors will not be required to pay corkage fees for alcohol products that are consumed or distributed from within their booths.

BOOTH TYPE SELECTIONS

Please remember that you have rented only the actual floor space from IAADFS, and you may bring your own booth, or rent a standard booth package or upgraded booth from GES. Forms for the rental of booths from GES are included in this manual. If you plan to bring your own booth that you have not used at our show before, you **MUST** submit a copy of your booth design to IAADFS prior to the show to ensure that it meets our design requirements. All space rental fees include the cost of a wastebasket (one per 10ft x 10ft space booked) and daily cleaning of the booth, which includes vacuuming of the booth and emptying of the wastebasket(s). Exhibitors are responsible for ordering their own electrical service through the hotel's electrical services department (managed by GES) unless this service has been included as part of a booth package from GES.

BOOTH CONSTRUCTION/DESIGN/LAYOUT REGULATIONS

ALL BOOTHS must conform to the design and construction layout regulations described in the 2016 IAADFS Exhibitor Rules and Regulations, which were provided as part of your original Trademark Application and Contract and which are also included in this manual. These requirements are designed to provide each exhibitor with a reasonable line of sight from the aisles, create a uniform and professional-looking display, and permit all exhibitors maximum use of floor space for which they have contracted. As a reminder, here are the design regulations:

- All in-line booths must have a back wall that extends the full width of the assigned booth space, as well as side walls that extend from the back wall to the front of the booth space. The reverse side of all side wall panels extending from the back wall of the display must be finished to avoid a raw exposure to a neighboring booth.
- To allow an unobstructed view of neighboring booths, in-line booth exhibitors are not permitted to have their back wall exceed 2.4m. (8ft.). The back wall of in-line booths shall be placed along the center line of each row of booths as marked on the Trademark floor plan.
- In-line booth exhibitors may build up to a height of 2.4 m. (8 ft.) in the back two-thirds of their exhibit space. Displays/materials/walls/products in the front third of the booth are still restricted to a maximum height of 1 m. (3 ft.). For all in-line booths, no part of the displays/materials/walls/ products may be higher than 2.4 m. (8 ft.) without prior written approval from IAADFS. This restriction includes header signs.
- The back wall of end-cap and peninsula booths is restricted to two-thirds the width of the overall contracted space (14 ft. or 4 m.) to preserve line of sight to the backing booths. The back wall of end-cap and peninsula booths cannot exceed a height of 2.4 m. (8 ft.). End-cap and peninsula booth exhibitors may build up to a height of 2.4 m. (8 ft.) in the center two-thirds of their exhibit space. Displays/materials/walls/products within 1 m. (3 ft.) of the two side aisles are still restricted to a maximum height of 1 m. (3 ft.) to preserve line of sight for the backing booths.
- For island booths, no part of the booth, displays, or fixtures may be higher than 4.8 m. (16 ft.) without prior written approval from IAADFS. Island exhibitors are permitted to build to this maximum height anywhere within the contracted space. Exhibitors who wish to construct two-level booths are encouraged to contact IAADFS as soon as possible to learn the additional regulations that will govern such booths.

If you are using a booth this year that has never been used in the Duty Free Show of the Americas, you must send a copy of your booth design to the IAADFS for approval in advance of the show. Exhibitors who set up

inline booths on-site that do not conform to the above requirements will be required to purchase a standard booth package on-site from GES for an additional fee. Exhibitors are reminded that the exhibit hall is carpeted in a multi-colored ballroom carpet, so you do not need to rent carpet for your space, though you may wish to if you prefer to have a single carpet color in your space.

EXHIBIT SECURITY/INSURANCE

The IAADFS will provide 24-hour guard service in the Trademarket from 8:00 am on Saturday, April 2 until 5:00 pm on Thursday, April 7. Should you require a special guard in your booth, please use the enclosed order form from Accurate Event Services. Please note that there will also be an IAADFS Security Storage Room available on a continuous, 24-hour a day basis from 10:00 a.m. on Saturday, April 2 through 3:00 pm on Thursday, April 7. This room may be used for overnight storage of your small, valuable display items and for limited amounts of products only. Please note that these security measures are provided as a service, and IAADFS makes no representation regarding the adequacy of these measures. Therefore, it is of **critical importance** that all exhibitors consult their individual insurance representatives to obtain appropriate insurance coverage. Fire, theft and liability insurance floater policies are recommended. IAADFS is not liable for any damage or loss to an exhibitor's property and assumes no liability for any personal injury to exhibitor staff, agents, employees or visitors.

EXHIBITOR DISMANTLING AND OUTBOUND SHIPPING

We have designated a short period of time, from 6:00 pm – 8:00 pm on Wednesday, April 6, for exhibitors to pack up small items in their booths. There will be no dismantling of booths permitted on Wednesday, April 6. Empty cartons and crates will be delivered to the booths overnight so that on the morning of Thursday, April 7, exhibitors can come in to dismantle and pack up their displays.

To minimize the risk of material loss, IAADFS and GES recommend that a representative be present at the close of the show to guarantee that your materials are correctly, and completely, loaded onto outbound carriers. ***The move-out period is the most common time that theft may occur in your booth; be sure to have a staff person in your booth during the entire move-out period.***

We look forward to your participation in the 2016 Duty Free Show of the Americas. Please do not hesitate to contact IAADFS or GES for assistance in preparing for the show.

Best regards,



Steven Antolick
Associate Executive Director

cc: Michael Payne, Executive Director