



A to Z PREVIEW

The following information is an alphabetical listing of the most common matters regarding HITEC.

BADGES

Refer to the Badge Policies form for exhibitor registration instructions. Badges ordered in advance may be picked up in the Atrium Lobby of the Austin Convention Center. Badges will not be mailed.

CATERING - FOOD & BEVERAGE

All requests to serve food and beverages in your booth must be approved by Show Management. Submit the Booth Activity Approval Form. If approved, Centerplate, the exclusive caterer, must provide any food and beverages. Contact Linsey Normand-Marriott, the Catering Sales Manager for Ernest N. Morial Convention Center at +1 (504) 670-7254 or at lmarrriott@mccno.com.

CHILDREN

Children under the age of 16 are not permitted in the exhibit hall at any time.

COLORS

Drapery, where required, will be gray. Aisle carpet throughout the exhibit hall will be pepper gray and black. Booth spaces are not carpeted. You may rent booth carpet from GES, the official general service contractor, or provide your own floor covering.

The floor of all booths must be fully carpeted or covered per the Exhibitor Guide's Display Rules and Regulations. Show Management reserves the right to order carpet installation for any booths without floor covering and bill the exhibitor accordingly.

DECORATOR

GES (Global Experience Specialists) has been appointed the exclusive decorator and general service contractor for HITEC.

DISMANTLING DO'S & DON'T'S

- DO NOT dismantle before 2:00 p.m. on Thursday. All exhibits must remain intact until this time.
- Stay in your booth with your product until the shipper has picked it up. Neither HFTP/HITEC nor GES can assume responsibility for lost or stolen products or property.
- Return your lead retrieval reader to SmartSource in the Exhibitor Service Center.
- Confirm scheduled labor for dismantling.
- DO NOT block "No Freight" aisles.
- DO NOT enter the crate storage area.
- DO NOT take rented plants and flowers as these are rental-only and must be returned.
- Arrange for return shipping prior to leaving for HITEC.

DISPLAY RULES & REGULATIONS

Refer to the Exhibitor Guide for all rules and regulations. Contractually, failure to comply with show rules may result in loss of priority points, additional charges, and/or expulsion from the exposition without refund. Please ensure you and your booth personnel have read and understand these regulations.

DRESS CODE

The dress code for HITEC is business casual.

ENCLOSED & MULTI-LEVEL DISPLAYS

Detailed plans of multiple-story or enclosed booths must be submitted at least two months prior to move in to Ernest N. Morial Convention Center, New Orleans Public Facility Management. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling. Booth plans must specify the maximum number of occupants, and must have a structural engineer's stamp certifying the maximum occupant load capacity. Certain booths may

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require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc. as required by Fire Prevention Officials. Contact Show Management and the MCC Public Safety Department for specific requirements for your exhibit.

EXHIBITOR SERVICE CENTER

HITEC service contractors will operate staffed counters at the back of the exhibit hall during move-in, show days and move-out for audio/visual and computer rental, decorator (carpet, furnishings, rigging, labor, freight), electrical, Internet and phone, lead retrieval scanners and floral.

FIRST AID/EMERGENCY

Medics will be on duty daily to handle first aid needs. A first aid station is located across from the entrance to exhibit hall B. For serious emergencies in the convention center pick up any red emergency phone and wait for a response. You can also dial 504-582-3040 from any phone to reach assistance 24 hours per day.

FOOD & BEVERAGE

Refer to "Catering - Food & Beverage."

HANGING SIGNS

All rigging is performed by GES (Global Experience Specialists).

HITEC MOBILE EXPERIENCE LISTING

Exhibitors will be listed in the HITEC Mobile Experience both alphabetically and by product. To guarantee inclusion, the exhibit space must be paid in full and you must complete your online Company Listing by April 11. Instructions and password will be emailed to your designated booth contact.

HOTELS

Special conference rates are available at thirteen nearby hotels. Reservations must be made through the HITEC Housing Bureau by **May 26**.

LABOR

Full-time employees of an exhibiting firm may install and dismantle their own company displays. Any outside or additional labor required is to be performed by local union

personnel under contract with GES. Exhibitors may hire labor from GES, which provides trades people to perform exhibit installation and dismantling, freight handling, and carpentry.

Show Management allows exhibitors to appoint firms other than GES as long as they comply with HITEC regulations and do not disrupt the orderly installation and removal of the exposition. HITEC Show Management and GES must be notified in advance and evidence of proper insurance must be provided.

MEETING/FUNCTION SPACE REQUESTS

A limited number of meeting rooms may be available at the convention center and official HITEC hotels. All requests for function space and offsite exhibitor events must be approved by HITEC Show Management.

ONLINE BUYER'S GUIDE

All exhibitors will be listed in the Online Buyer's Guide and will receive a basic listing for free. An enhanced listing may be purchased that will include extra features. The order form for an enhanced listing will be sent to all exhibiting companies.

PARKING

The Ernest N. Morial Convention Center is located at 900 Convention Center Blvd, New Orleans, LA 70130. Parking garages are located on the opposite side of Convention Center Blvd.

PRESS ROOM/PRESS CONFERENCES

The Press Room will be open to media personnel for press-related activities. Journalists can pick up exhibitor press materials here.

PRIVATE APPOINTMENT HOURS

Special access hours are available for exhibitors to make appointments with HITEC attendees for private demonstrations in their booth on Wednesday, June 22 and Thursday, June 23, 8:00-10:00 a.m.

To gain access, an exhibitor must meet the client at the marked show entrance. The exhibitor and client must wear their official HITEC badge and have it scanned before entering. For security reasons, exhibitors must escort clients to and from their booth and are not permitted to walk

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the aisles unescorted before the show officially opens.

REGISTRATION

Online exhibitor badge registration will open in April. Onsite registration for attendees and exhibitors will be located in Lobby of the Ernest N. Morial Convention Center.

SECURITY

General security service will cover the exhibit hall 24-hours a day during set-up, show days, and dismantle. However, exhibitors are responsible for the security and protection of their displays and personal belongings at all times.

Exhibitors are strongly encouraged to have sufficient insurance on their exhibits and equipment. Arrangements can be made for private security in your booth by completing the MCCNO Exhibitor Security Order Form.

SERVICE CONTRACTORS

Official HITEC service contractors will be represented in the Exhibitor Service Center to provide on-site support. For a complete list of official HITEC service contractors and those whose services are exclusive please refer to the Directory of Services/Contractors.



Note: Non-official service contractors may attempt to solicit your business. Please be aware they are not endorsed by HFTP and will have no access or very limited access to the show.

SET UP HOURS

Sunday, June 19 8:00 a.m. – 5:00 p.m.
Monday, June 20 7:00 a.m. – 5:00 p.m.

All booths must be set and ready for inspection by 8:00 a.m. on Tuesday, June 21.

SHIPPING

Advance shipments can be sent to the GES warehouse beginning Wednesday, May 17 through Wednesday, June 15. The Warehouse

will be closed on May 30th for Memorial Day. Shipments arriving after June 16 will incur a surcharge. All shipments sent to the GES warehouse by the deadline will be delivered to your exhibit space by Sunday, June 19. Advance warehouse receiving hours are 8:00 a.m. – 4:30 p.m. Monday through Friday.

Direct shipments to show site at the Ernest N. Morial Convention Center must arrive no earlier than 8:00 a.m. Saturday, June 18 and by no later than Monday, June 20 by 4:00pm. Shipments arriving before June 18 will be refused.

SHOW HOURS

Tuesday, June 21 10:00 a.m. – 4:00 p.m.
Wednesday, June 22 10:00 a.m. – 3:00 p.m.
(*Private Appt. Hours 8:00 – 10:00 a.m.*)*
Thursday, June 23 10:00 a.m. – 2:00 p.m.
(*Private Appt. Hours 8:00 – 10:00 a.m.*)*

** See previous page under Private Appointment Hours for more information.*

SHOW MANAGEMENT

HITEC Show Management will staff a counter in the registration area in Atrium Lobby. All staff will carry two-way radios and be in constant communication with GES and facility personnel. Please let us know if we can assist you.

SMOKING POLICY

Smoking is not permitted inside the Ernest N. Morial Convention Center including the exhibit areas, meeting rooms, lobbies and restrooms.

SOCIAL EVENTS

The Opening Party will be held on Monday, June 20, 6:30 – 9:00 p.m. at the Generations Hall. Admittance to the reception is included with all exhibitor badges.

SPEAKING OPPORTUNITIES

Refer to [HITEC Speaking Opportunities page](#) for more opportunities including Exhibitor Technology Showcases, TechTours and TechTalks.