
GENERAL INFORMATION

Admission

The show is open to the trade only. Qualified buyers may register on-line at www.hdexpo.com.

Aisles

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle. All features, signs, walls that are facing the aisle need to be covered or finished.

Age Restrictions

No infants or children under 16 years of age will be admitted into the Show (including exhibitor's children). This policy is strictly enforced. Show Management reserves the right to restrict minors from the exhibition floor at anytime on any day for safety and liability reasons.

Appearance of Exhibit Space and Care of Premises

- 1) All open or unfinished sides of an exhibitor's booth which may appear unsightly must be covered or show management will have them covered at exhibitor's expense.
- 2) Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- 3) Peninsula, split island and island exhibits must have a finished back wall and be finished on all sides.
- 4) No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- 5) Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/ facility areas.
- 6) No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- 7) All exhibitors are required to order booth carpet for their exhibits space.

Attendee Lists

A Pre-Show Attendee List can be ordered for mailing by our mailhouse ASAP to those exhibitors who are paid in full and who submit the form by **April 26, 2010**. Please note you will not receive a physical list, you will be able to mail your material through ASAP to use our pre-registered attendee list. A Post-Show Attendee List will be available for purchase after the 2010 event.

Baggage / Coat Check

The Sands Expo Customer Service Center provides this service to attendees and exhibitors attending Hospitality Design 2010. Exhibitors & Attendees using this service will be charged per-item, per day, at the time of item check-in. This service is located in the lower lobby of the Sands Expo Center.

Balloons

NO helium-filled balloons, stationary or not (blimps), will be allowed in the hall. Overnight storage of helium or compressed air cylinders in the Sands Expo is prohibited. Smaller air-filled balloons may be used for decoration and / or handouts with written permission of HD Show Management.

GENERAL INFORMATION

Behavior/ Good Neighbor Policy

Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company's product, business, or mission and not be offensive in any manner.

Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event and the exhibitor additionally penalized by the loss of priority points at the discretion of show management.

Booth Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out times will be classified as "material abandonment." Any charges incurred on behalf of show management to remove the abandoned materials to ensure that the show management can comply with the published move-out schedule of the facility will be directly billed to the exhibitor. Show management and the facility will not be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Service Kit. Please review the Cleaning Services Order Form to schedule the appropriate cleaning services you will need, and communicate this information to your Exhibitor Appointed Contractor (EAC) or I&D House.

Booth Construction Requirements

- Cubic content guidelines will be observed. Refer to the HD 2010 Booth Construction & Display Guidelines in the **SHOW RULES & REGULATIONS** section.
- All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics, artwork, or product if they adjoin a neighboring booth. Exhibitors using curved pop-up backdrops/displays may be required to provide side masking drape at their expense in the curvature exposes more than three feet of back scaffolding.
- Any exhibit or display that incorporates a ceiling to enclose four (4) walls must have an automatic sprinkler system.
- Painting of signs, displays or other objects is strictly prohibited inside the facility or on the Sands Expo and Convention Center grounds.
- All booths must have carpet or some type of floor covering (i.e. wood flooring or tile); see the Freeman Order Form in the **SERVICE ORDER FORMS** section of this manual.
- Nothing may be stored behind your booth. The Fire Marshal of the City of Las Vegas and The Venetian / The Sands Expo Convention Center strictly enforces this policy and fines will be imposed on violators.
- Booths not following guidelines may be subject to a fine of \$1,500 and a loss of priority points. All compliance corrections will be made at the exhibitors' expense.

GENERAL INFORMATION

Booth Set-Up Guidelines

Only exhibitor appointed contractors or exhibiting company personnel are permitted on the show floor during move-in and move-out. **NO one under the age of 16 is permitted in the exhibit hall at all times.** Pets and strollers are prohibited at all times on the floor.

It is the responsibility of Show Management to ensure the overall appearance of the exhibit area. These guidelines address height, depth, structural integrity, storage and important details on each booth configurations. Show Management complies and defers to any policy the Fire Marshal mandates. Should your exhibit layout, design, structure and/or electrical not conform, you will be asked to modify it on-site at your expense. Please direct any questions concerning booth set-up guidelines to Derrick Nelloms, Sr. Operations Manager at (770) 291-5452, or email derrick.nelloms@nielsen.com.

Booth Space Terms and Conditions

The HD 2010 Booth Space Terms and Conditions will apply to ALL exhibitors throughout move-in, open show hours, and move-out. If any of the Terms and Conditions is not entirely clear, or you feel that you will have difficulty in complying with any of them, please contact the HD 2010 Customer Service at (770) 291-5409.

Caddie Service

Caddie Service is a feature for Personally Operated Vehicles referred to as "POV."

Driver Check-in: All POV's must check in at the Koval lot located at the corner of Koval and Harmon. Freeman will have personnel stationed at that lot to provided guidance. POV's should **NOT** check in at the West Sunset Marshalling Yard.

A Personally Operated Vehicle (POV):

- **IS** a vehicle primarily designed for passenger use, such as a car, pickup, small mini-van or SUV
- **IS NOT** a closed body truck with dual wheels.
- **IS NOT** a truck, utility van, or trailer pulled by another vehicle. Personal vans filled with exhibit materials will be required to utilize handling services provided by Freeman
- **CAN BE** unloaded/loaded by hand or apparel rack. Wheeled carts are not permitted.

Exhibitors who require more than 20 minutes to unload, or require the use of equipment to unload must use material handling services. Any vehicle left unattended in the loading dock area will be towed at the owner's expense. Please refer to Freeman Services.

Catering Policy

All exhibitors must utilize the exclusive catering services of the Sands Expo Center. Outside food or beverage (including logo bottled water) is not permitted. A corkage fee will be charged by the Sands/Venetian for any food or beverage not purchased through the catering departments. Contact the Sands Expo Center catering group at 702-733-5366 for details.

Cleaning

Booth cleaning (vacuuming booth carpet) is not provided with your booth space rental. Please arrange for cleaning services through Sands, (702) 733-5070, in advance of the show. Wastebaskets left at the front edge of your booth will be emptied during show days.

GENERAL INFORMATION

Crate/Carton Procedures

Fire Marshal regulations prohibit exhibitors from storing empty crates and boxes in their booth areas during the show period. However, empty crates and boxes, when properly marked and identified by the exhibitor will be removed, stored and returned to the booth at no additional charge, if the exhibitor uses Freeman to handle the freight in and out of the show. Empty labels will be available at the Freeman Exhibitor Service Desk located in Room 101 and the back of Halls A and B Freight Doors.

During your move-in process, be sure to label any crate that is empty and can be taken away. At the end of each move-in day, please empty any crates that will not be needed to complete your booth construction. Freeman will pick up these labeled crates and store them until the end of the show. Allowing Freeman to take any unessential and empty crates at the end of each day will ease the move-in process as well as the opening of the show on Thursday morning.

At the close of the show, the carpet will be removed followed by the distribution of the empty containers. It may take as long as **8 hours** to return all empty crates and carton. A suggestion for exhibitors who wish to leave their booth prior to the return of the empty crates is to take advantage of the Security Move-Out Booth Coverage Program.

Electrical Service

The Sands Expo and Convention Center is the exclusive provider for electrical services. Hardwall, inline booths MUST have a minimum 18" of clearance for utility and electrical access. It is important to keep this in mind when designing your booth layout. Electrical service will only be provided 30 minutes prior to show opening and 30 minutes after closing during open show days. Show Management **DOES NOT** provide 24-hour electrical service.

Event Restrictions

1. No infants or children under 16 years of age will be admitted into the Show (including exhibitor's children). This policy is strictly enforced.
2. No rolling luggage, carts or package carriers that do not meet airline carry-on requirements will be allowed during show hours.
3. **No cameras or videotaping. For your photographic needs, please refer to the SERVICE ORDER FORMS Section for the show photographer service order form.**
4. No Paging

Exhibit Space Items

Included as part of your booth space rental fee is:

- 8' high backwall drape
- 3' siderail dividers
- 7" x 44" booth identification sign with company name and booth number
- 24 hour general security for the exhibit hall – not individual booths
- Website and Show Guide listing
- Unlimited Exhibitor Badges which permit access to the hall during move-in, show open and move-out

* Booth carpet, electrical, booth cleaning, shipping, drayage, lighting, labor, etc. is not included in the booth space rental fee. Exhibitors should confirm with Show Management exact booth dimensions, utility ports and columns or other obstructions before designing their booth. Exhibit hall floor plans are not drawn to scale, and in some cases may not show all obstructions.

GENERAL INFORMATION

Exhibitor Appointed Contractor (EAC) Information

If you are planning to use an outside contractor to install/dismantle your display, please complete and return the Intent to Use Exhibitor Appointed Contractor Form along with a copy of your Exhibitor Appointed Contract General Liability Insurance Certificate or they will not be permitted on the show floor to service your exhibit. The form must be received by **April 26, 2010**.

The Certificate of Insurance must include coverage in the amount of 2,000,000.00 combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability. The following must be included or additionally insured: "Hospitality Design 2010, The Sands Expo, The Venetian Casino Resort, Freeman and Nielsen Business Media" and the certificate must cover the show dates including exhibitor move-in and move-out (May 16-23, 2010), along with the exhibiting company's name and booth number.

Exhibitor Badges/Special Event Tickets

All exhibitors must wear an official show badge as furnished by Show Management to gain admittance to the exhibit hall during move-in, show days and move-out. To order exhibitor badges, refer to our website at www.hdexpo.com and click Registration and Pricing. Badges will be pre-mailed to the main contact on your booth space contract 3 weeks prior to the event. If you have not registered online by **April 22, 2010**, badges can be picked up at the Exhibitor Registration located in lower lobby of the Sands Expo & Convention Center. Questions concerning exhibitor badges can be directed to 508-743-8502.

Exhibitor List/Floor Plan

For a current list of exhibitors and to view the current floor plan, please refer to our website at www.hdexpo.com.

Exhibitor Registration

Refer to the **REGISTRATION & HOUSING** Section of this manual for badges and additional information. Exhibitor and Attendee Registration will be located in lower lobby of the Sands Expo & Convention Center.

Fire Department Regulations

- All materials used in the construction and decoration of an exhibit must be flame retardant. Cardboard boxes may not be utilized as part of an exhibit or display per Clark County Fire Department
- The use of liquefied petroleum and gases shall not be permitted.
- Mylar balloons and tanks are prohibited within the facility unless tethered to a fixed object, and may be no longer than 36 inches in diameter, and must be approved by the Sands Event Coordinator and Fire Marshal. Exhibitors will be charged for the removal of loose balloons from the ceiling.
- All gasoline-powered vehicles used for indoor exhibits shall not exceed ¼ of tank capacity or 5 gallons (18.9L), whichever is less. Battery cables must be disconnected on the vehicle is in position. The engine cannot be operated during show hours.
- Flammable or combustible mixtures, waste, liquids and other hazardous materials are not permitted without approval of the Sands.
- Any use of two wire extension cords is prohibited. Multiple outlets and electric cords must be grounded and must not exceed their listed amp rating.
- No storage of any kind is allowed behind the back drapes, display wall or inside the display area. All cartons, crates, containers, packing materials, etc., which are necessary for repackaging should be labeled with "empty" stickers and removed from the show floor.

Facility Information

The Sands Expo
201 East Sands Avenue
Las Vegas, NV 89169
Phone: 702-733-5556
<http://www.sandsexpo.com>

GENERAL INFORMATION

First Aid

The first aid office is located on the lower level across from meeting room #401.

Freight Handling

Based on Union Regulations, Freeman personnel must perform the following in terms of freight handling:

- Unloading of all exhibits and exhibit materials arriving at the Sands via union carriers, company-owned and operated trucks, cars, vans and station wagons.
- Delivery of all such materials to exhibitors' booths.
- Removal of exhibitors' empty cartons and crates for storage during the show.
- Return of empty carton and crates to the exhibitors' booth at the conclusion of the show.
- Removal of all packed cartons and crates from exhibitors' booths, and the reloading onto union carriers, company-owned and operated trucks, cars, vans and station wagons at the shipping platform of the Sands.

Freeman

Freeman is the official service contractor for HD 2010 and can provide the following services to exhibitors: booth furnishings, carpet, decorations, display rental, labor, material handling, signs, etc. You may place orders using their online ordering service. Freeman show services can be ordered any time, 24 hours a day, from anywhere you have access to the Internet. Please refer to the Freeman Online form for instructions under the **SERVICE ORDER FORMS** tab or visit www.myfreemanonline.com and click on the "Login" link in the top right corner. If you need assistance with Freeman Online, call the Customer Support Center at 888-508-5054.

Any discrepancy in items ordered and items received or any complaint or question concerning service, etc., must be reported immediately to the Freeman Service Desk at show site. Discrepancies will be resolved and/or any valid adjustments to your account will be made at that time and approved by the Freeman supervisor in charge. Absolutely, no credits will be issued after the show closing.

Freeman Service Desk Hours

Saturday, May 15	1:00PM – 5:00PM
Sunday, May 16	8:00AM – 5:00PM
Monday, May 17	8:00AM – 5:00PM
Tuesday, May 18	8:00AM – 5:00PM
Wednesday, May 19	8:00AM – 5:00PM
Thursday, May 20	8:00AM – 5:00PM
Friday, May 21	8:00AM – 10:00PM
Saturday, May 22	8:00AM – 8:00PM
Sunday, May 23	8:00AM – 12:00Noon

Hand Carry Material Guidelines

As defined under the Las Vegas Showsite Work Rules, an exhibitor may "hand carry" material provided they do not use material handling equipment to assist them. When exhibitors choose to "hand carry" material, they may not be permitted access to the loading dock/freight door areas. Please refer to all the Union Rules & Regulations for Las Vegas. If you have any questions, please contact Freeman at 702-407-4696.

HD Approved Vendors

Only those companies listed within the service kit are approved by show management to provide exhibitors with products and service for the upcoming show. Show management is aware that many of our exhibitors have been solicited by outside vendors not affiliated and/or endorsed either by Nielsen Business Media or Hospitality Design magazine.

GENERAL INFORMATION

Hotel and Airline Information

Exclusive discounts on hotel rates are available for Hospitality Design 2010 participants. Make your hotel reservations early since hotel rooms in Las Vegas are expected to sell out quickly during Hospitality Design 2010. To make reservations contact Onpeak, the Hospitality Design 2010 official hotel reservation service provider.

Phone: 866-772-4410

Online: www.hdexpo.com

Email: <http://events.onpeak.com/hdn10>

Installation & Dismantle of Booths

- Las Vegas has strict work rules and union jurisdictions, please refer to the Show Site Work Rules located in the **SHOW RULES & REGULATIONS** Section of this manual.
- All booths must be completely set-up by 5:00 pm on Tuesday, May 18, 2010.
- All booths must remain completely set until 2:00 pm on Friday, May 21, 2010.
- **Outbound carriers must arrive and check-in no later than 10:00 am on Sunday, May 23.**
- All booths must be completely removed by 11:45 am on Sunday, May 23, 2010.
- Bills of Lading must be turned into Freeman by 10:00 am on Sunday, May 23, 2010.
- Freight will be rerouted beginning at 10:00 am on Sunday, May 23, 2010.
- **Overtime will be charged on all shipments leaving after 5:00pm on Friday, May 21. Overtime will be charged on all shipments all day on Saturday, May 22 and Sunday, May 23.**

GENERAL INFORMATION

Insurance

It is **mandatory** that each exhibiting company carries liability insurance for damage, loss, theft, or accident to their exhibit and/or company personnel. This insurance should be maintained through your company. Coverage provides for your physical booth and any materials shipped – NOT for services ordered or delivered by official service providers. Exhibitors are responsible for payment of all services ordered and delivered by contractors should the event be cancelled for any reason – i.e. ‘acts of God’, blizzards, strikes, terrorism, earthquakes, floods, war, riots, etc. If you need to purchase additional insurance coverage, Show Management recommends visiting www.buttine.com.

Additional insured should be listed as follows: “Hospitality Design 2010, The Sands Expo, The Venetian Casino Resort, Freeman, and Nielsen Business Media” and the certificate must cover the show dates including exhibitor move-in and move-out (**May 16-23, 2010**), along with the exhibiting company’s name and booth number.

Marshalling Yard Information

All delivering carriers must check in at the Freeman Marshaling Yard prior to show-site delivery. Carriers will be assigned an unloading number according to driver check-in time. All shipments must be accompanied by a certified lightweight & heavy weight ticket. **NO EXCEPTIONS!** For your convenience, Freeman has available a full size certified scale at the Marshaling Yard. **The Marshalling Yard is located at 8801 Las Vegas Boulevard South, Las Vegas, NV 89123.**

All POV (Personally Operated Vehicles) and vehicles utilizing Caddie Service must check in at the Koval Lot located at the corner of Koval and Harmon.

For Marshalling Yard directions, refer to the Marshalling Yard Map or call (702) 263-4183.

Move-in (Targeted)

All exhibitors are assigned a target move-in date, which is the date you freight must arrive at the Sands Expo & Convention Center. Exhibitor personnel are not required to be present on the target move-in date but may begin set-up of their exhibit upon delivery of their freight to their booth. Refer to the color-coded Target Floor Plan to determine your target freight move-in date/time. The target freight floor plan is a necessary component of HD. Without a target freight floor plan, it would be impossible to move this show in and open on time because 79% of all exhibitor freight for HD comes directly to show site as opposed to the advance warehouse. Missing your target freight deadline means you will be assessed a 25% penalty (based on your freight charges)! As an exhibitor, you are responsible for alerting your carrier of this target date and holding them responsible for meeting it.

Saturday, May 15	1:00PM – 5:00PM	By Target – see floor plan
Sunday, May 16	8:00AM – 5:00PM	By Target – see floor plan
Monday, May 17	8:00AM – 5:00PM	By Target – see floor plan
Tuesday, May 18	8:00AM – 5:00PM	By Target – see floor plan
Wednesday, May 19	8:00AM – 9:30AM	Final Touch-Up Only

*** All exhibits must be fully installed and crates removed by Tuesday, May 18 at 3:00pm.**

Questions regarding the target freight move-in should be addressed to Freeman at 702-407-4696.

GENERAL INFORMATION

Move Out

Friday, May 21	2:00PM – 10:00PM
Saturday, May 22	8:00AM – 8:00PM
Sunday, May 23	8:00AM – 12:00Noon

Freeman will begin returning empty containers as soon as all the aisle carpeting is removed from the exhibit hall. The entire process will take approximately **8 hours**. During this hectic time, there will be perimeter security, however with all the people in and out the exhibit hall, it's important to take the necessary security precautions. Instead of sitting in your booth all night watching your product and waiting for the return of your empties, take advantage of the Special Move-Out Booth Coverage Program. A security guard will arrive at your booth at 2:00PM, at the close of the show, and will remain in your booth until 8:00AM Saturday morning. This gives you the opportunity to leave Friday, enjoy your evening, and return Saturday morning to pack up your booth. You will have peace of mind knowing that your booth and its contents are secure during the overnight move-out.

All move-out must be completed by 11:45 am, Sunday, May 23. Exhibitors and display houses are requested to meet this deadline or Show Management will have any remaining displays dismantled, packed, and shipped at the exhibitor's or display house's expense and risk.

Networking & Hospitality Events by Exhibitors

No exhibitor, or any affiliate thereof, shall conduct any off site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours. Show management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only.

New Clean Floor Policy

Help us help you have a successful show! In order to open the show at 9:30AM on Wednesday, May 19, it is imperative all exhibitors comply with the new clean floor policy. If your target date is Saturday, May 15 or Sunday, May 16, your crates and skids must be tagged with empty labels for removal from the hall on Monday, May 17 at 5:00pm. Freeman will begin removing crates starting at 5:00pm on Monday. If your target date is Monday, May 17th or Tuesday, May 18, your crates must be tagged with empty labels on Tuesday, May 18 by 5:00pm.

This will allow Freeman sufficient time to complete the laying of the aisle carpet and the Sand Expo Center cleaning team time to properly clean the exhibit halls as well as provide exhibitors the space to complete their booth set up by keeping aisles clear. Exhibitors/display houses may continue working on product displays until show opening. Freight deliveries on May 19 will be limited to product and small packages only.

Non-Compliance (Early Tear-down, Disregard of Show Rules, Interpretation, etc.)

Exhibitors shall not initiate tear-down, packing, or abandon exhibit prior to close of exhibition hall. In the event an exhibitor tears down prior to the close of exhibits, exhibitor will be issued a non-compliance warning and be subject to set forth fine by HD Show Management and loss of priority point(s).

Outboarding

Any company that is not an official exhibitor that hosts an exhibit or other function at a non-official show venue is in violation of show rules and may lose priority points, seniority and/ or the ability to exhibit at future exhibitions. Exhibiting companies are encouraged to protect their investment and report any violators to show management.

P.A. Announcements

Show Management will restrict announcements to general show information. We will not make announcements regarding exhibitor drawings, lost persons or articles.

GENERAL INFORMATION

Parking

The Sands Expo Center parking spaces are located at The Venetian Casino Resort, which is connected to The Sands Expo Center.

Photography & Filming

There is NO PHOTOGRAPHY in the exhibit hall except by the Official Show Photographer or an APPROVED Exhibitor Appointed Photographer. Photography Policy is included in the **SHOW RULES & REGULATIONS** section of this manual. Photography or recording of any area outside an exhibitor's booth (including, but not limited to Registration Areas, General Sessions and Meeting Rooms) is prohibited. Exhibitors and/or approved Exhibitor Appointed Contractors may photograph or record their own exhibits during Show Days Only. To obtain approval and receive a camera pass, please fill out the "Photography Approval Form" and submit it to Show Management. The form and contact information are located in the **SHOW RULES & REGULATIONS** section of the manual. Show Management and the Official Show Photographer are exempt from this rule. Members of the Press must first receive permission from the exhibitor to photograph the exhibitor's booth. A security hot line will be provided prior to the show to report violators. For your photographic needs, electricity, climate control and lights will be at full power on Tuesday, May 18th from 5:00PM to 8:00PM.

Security Service

Show Management will provide perimeter security which will cover the exhibit hall during move-in, show and move-out. Neither Show Management nor any of the Official Contractors can be held responsible for theft, accident, vandalism, fire or water damage. It is advisable to remove valuable items when you leave your booth or secure them in a safe place whenever the booth is unattended. In-booth security can be ordered at the expense of the exhibiting company. Special rates are available during move-out and refer to the order form for pricing and scheduling. Exhibitors are responsible for the security of their displays at all times and should be properly insured. Additional information is located in the **OFFICIAL SHOW SERVICE PROVIDERS** section of this manual.

Selling Policy

Order taking ONLY is the policy during show hours for all three-show days. It is the sole responsibility of the exhibitor that sells off the show floor to report the appropriate amount of sales tax due. You must have a current seller's license or permit from the Las Vegas Department of Taxation to engage in sales from the show floor.

Shipments

Freeman has the responsibility of receiving and handling all exhibit materials and empty crates. No direct shipments (**prior to 8:00AM on Sunday, May 15**) will be accepted at the Sands Expo & Convention Center and must correspond with your assigned target freight move-in time. Contact Freeman at 702-407-4696 if you have shipping questions. Regardless of which shipping method you use, all freight and bills of lading must be clearly marked with your designated freight move-in date.

Warehouse Receiving Hours: 8:00am – 4:00pm* Monday – Friday

(* Drivers must check in no later than 3:30pm in order to be off-loaded on arrival date.)

Advance Shipping Address:

Exhibiting Company Name/Booth #
HD 2010 Expo & Conference
c/o Freeman
6675 West Sunset Road (215 & Rainbow)
Las Vegas, NV 89118

Direct/On-site Shipping Address:

Exhibiting Company Name/Booth #
HD 2010 Expo & Conference
c/o Freeman
Sands Expo & Convention Center
201 East Sands Avenue
Las Vegas, NV 89169

**(must be delivered between April 16, 2010
and May 10, 2010)**

**(Cannot be delivered prior to 8:00AM,
Saturday, May 15, 2010 and must
arrive according to your targeted freight
move-in schedule)**

GENERAL INFORMATION

Show Colors

Exhibitors may replace the standard booth drape with a color and material of their own choosing at the exhibitor's expense and must comply with all Fire Marshal fire retardant regulations. Drape color changes must also have no effect on exhibitors behind or next to their booth. Contact the Freeman Service Center at 702-407-4696 for pricing options and to arrange your alternate color drape. The primary aisle carpet will be tuxedo (black with white spots). Booth spaces are NOT carpeted and exhibitors are responsible for carpeting their entire booth space.

Show Days

Exhibitors will be allowed in the hall beginning at 8:00 am on Wednesday, Thursday, and Friday. Exhibitors may remain in their booths until 6:00 pm on.

Show Guide and Website Listing Forms

To update your Show Guide and Website Listing, please visit www.hdexpo.com. Information listed for your company on the website by close of business **March 25, 2010** will be used

Show Hours

Open Show Hours

Wednesday, May 19	9:30AM – 5:00PM
Thursday, May 20	9:30AM – 5:00PM
Friday, May 21	9:30AM – 2:00PM

Exhibitor Registration Hours

Sunday, May 16	1:00PM – 4:30PM
Monday, May 17	8:00AM – 4:30PM
Tuesday, May 18	8:00AM – 4:30PM
Wednesday, May 19	8:00AM – 4:30PM
Thursday, May 20	8:00AM – 4:30PM
Friday, May 21	8:00AM – 2:00PM

Special Events (Tickets Required)

Wednesday, May 19	6:30PM – 8:30PM	Platinum Circle Awards – Venetian Hotel
Thursday, May 20	6:30PM – 8:30PM	Party by the Pool – Poolside @ Caesar Palace Hotel

Smoking Policy

No smoking will be allowed in the Exhibit Hall. Please look for designated areas where smoking is allowed.

Sound/copyrighted material

All broadcasting of music in an exhibitor's booth, either live or by mechanical means, is subject to copyright laws. Exhibitors must obtain licenses and pay appropriate fees for copyrighted material before broadcasting music in conjunction with this event. For more information regarding copyrighted material contact: ASCAP (American Society of Composers, Authors, & Publishers) at 800.652.7227, BMI (Broadcast Music Inc.) at 800.925.8451 or SESAC at 800.826.9996. Rule of thumb: sound and noise should not exceed 85 decibels when measured from aisle immediately in front of booth.

Sponsorship Opportunities

For available opportunities, refer to the 2010 HD Sponsorship Menu on our website at www.hdexpo.com and click on "Sponsor" tab or contact your HD Expo Account Executive for more information.

GENERAL INFORMATION

Special Lighting in Booth

Exhibitors should adhere to the following guidelines when determining exhibit space lighting:

- 1) No lighting fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging lights systems should submit drawing to show management for approval.
- 2) Lighting, including gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- 3) Use of halogen rules vary by facility and need to be verified before publication. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb.
- 4) Lighting that spins, rotates or pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring or otherwise detract from general atmosphere of the exhibition.

Storage and Handling

Freeman Decorating Company (official material handling contractor) will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return property marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded. Fire regulations in the Sands Expo prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the exhibit space area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

Trash

Any exhibitors promoting giveaways from their booths, which generate additional trash, are required to order porter service for their booth. Please review the cleaning order form for this type of service. Any wooden crates, exhibit structure and/or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling or disposal.

Utilities: Electrical/Plumbing/Telecommunications/Internet

Order forms for your utility requirements are located in the **OFFICIAL SHOW SERVICE PROVIDERS** Section of this Manual.

Website

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