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TO: ALL EXHIBITORS  
FROM: Morgan Crescent  
Expo Manager  
DATE: March 16, 2018  
SUBJECT: **Exhibitor Letter**

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## Welcome to the 2018 St. Jude Rock 'n' Roll Nashville Health & Fitness Expo!

We are pleased to have you with us, and we are looking forward to an exciting and successful show. To help you plan, please review the useful information below.

### EXHIBITOR KIT

The exhibitor kit for Xpert, our decorating company, is included in your booth confirmation email. The kit contains information and order forms for freight handling, labor, booth cleaning, optional furnishings, electricity, phones, etc.

### EXPO DATES & HOURS

Exhibitor Setup:	Wednesday	April 25	10am – 5pm
	Thursday	April 26	8am – 11:30am
Expo Hours:	Thursday	April 26	12pm – 7pm
	Friday	April 27	10am - 7pm
Move Out:	Friday	April 27	7pm - 10pm

- **Please contact me in advance if you need additional time for setup**
- All booths should be set up and staffed by 11:30am on opening day
- Please arrange to have staff in your booth at all times during show hours
- All materials must be removed from the Expo hall by 10pm on Friday

Exhibitors with badges may enter the hall at 8:00 am on show days. For safety reasons, **children under 18 years of age** will not be permitted on the exhibit floor during set-up and dismantling hours.

### HOTELS

If you have not already made your hotel reservations, we urge you to do so **ASAP**. For hotel information please see our website <http://www.runrocknroll.com/nashville/the-weekend/hotels/>

### BOOTH FEES AND FORMS

Exhibitors may not occupy their booths until their booth fees are paid and forms submitted to Competitor Group Inc.

Exhibitors are required to submit their Exhibitor Agreement and Certificate of Insurance before the expo begins. Exhibitors are required to maintain one million dollars (\$1,000,000.00) Comprehensive Liability Insurance and to name Competitor Group, Inc. as an Additional Insured to the policy. A Waiver of

Subrogation is also required.

Please contact your insurance agent or Robertson Taylor International at (818) 815-2600 or [securevendorinsurance.com/RobertsonTaylor](http://securevendorinsurance.com/RobertsonTaylor) in order to obtain your COI.

### **PARKING FOR EXHIBITORS**

Paid parking is available at Music City Center.

### **EXPO CREDENTIALS**

Please pick up your exhibitor's packet and badges at the Exhibitor Information booth during setup hours. This material cannot be mailed to you. To enter the hall, simply identify yourself as an exhibitor to the security guard. **To avoid theft, badges must be worn during all hours when the hall is closed to the public, especially during setup and move out. During show hours, wearing the badge is optional.**

### **BOOTH FURNISHING**

Each 10'x10' booth is furnished with one 6' black draped table, two chairs, carpeting, a wastebasket, pipe and drape. If you would like any additional furnishings, you can rent them from Xpert.

### **BOOTH APPEARANCE**

- Displays and merchandise should have a neat and professional appearance consistent with the quality standards of the Music City Center and IRONMAN.
  - For example, handwritten signs or the use of cardboard cartons for display fixtures are not permitted
- Merchandise should be displayed in appropriate display containers, and not simply piled on tables
- There should be no overflowing trash visible in your booth

### **BOOTH DISPLAY HEIGHT**

- Maximum height for all booths is 8 feet. Display fixtures, signs or merchandise may not be placed above the standard 8' height of the booth backdrop (10' for constructed displays)
- Maximum height for constructed displays may extend to 12 feet only with prior approval from show management
- Tents may be used if they do not block visibility of adjacent booths. Fire Department regulations also require that they be made of fire-retardant material, and exhibitor must have available at the expo a document certifying that the tent fabric is fire-retardant
- Only major event sponsors may hang banners or fixtures from the ceiling

### **JANITORIAL SERVICES/BOXES/TRASH**

- Show management provides aisle cleaning only - additional janitorial services, including booth vacuuming, are available at exhibitor's expense through Xpert.
- Companies sampling food or beverage must arrange for porter service through Xpert.
- During show hours, exhibitors who have not ordered porter service must empty their wastebaskets in the dumpster provided, and **not** in the public trash bins
- Please break down your boxes before discarding them - Thank you!

## YOUR PROMOTION AND YOUR NEIGHBORS

IRONMAN strives to offer all exhibitors the conditions most favorable to promoting their products or services. Therefore we ask that all aspects of your promotion be limited to your booth area, so that you do not interfere with your neighbors' ability to attract and speak with expo attendees. For example, **loud music or flashing lights** intrude on neighboring booths, and are prohibited. Similarly, if your promotion attracts long lines that block access to neighboring booths or clog the aisles, we will ask you to limit or suspend some aspects of your promotion. This frequently happens with **wheels to spin for prizes**.

## FREIGHT & LABOR

Music City Center is a "right to work" venue. Please consult the Xpert exhibitor kit for price lists, order forms, and other information.

### Advance Shipping

- Music City Center will not accept advance shipments. All advance shipments must be sent to the Xpert warehouse.
- Freight shipped in advance to the Xpert warehouse will be delivered directly to your booth prior to setup hours on Wednesday, April 26<sup>th</sup>. Using this service avoids lines at the loading dock and ensures early delivery of freight to your booth, so we encourage you to consider this option.

### Arriving Freight

- Please label all freight clearly with your Booth Number, c/o Xpert, and "Rock 'n' Roll Nashville Health & Fitness Expo." For specific labeling instructions, please see the Xpert Exhibitor Kit.
- If you are shipping freight directly to the Expo, please note that deliveries will only be accepted during expo setup hours (see above for setup hours).
- Music City Center **will not** accept and store deliveries before this time.

### Drayage (moving freight between your vehicle and your booth)

- Please see your Xpert Exhibitor Kit for more information. If you are bringing freight to the expo, please note drayage charges by weight for larger quantities of materials.

### Return Freight

- All materials must be removed from the hall by 10pm on Friday, April 28<sup>th</sup>.
- Music City Center will not hold materials for a later pick-up.
- Xpert representatives will be on site to assist exhibitors with return freight.

## SAMPLING OF FOOD & BEVERAGES

- Music City Center does not permit exhibitors to sell food or beverages.
- **All vendors who need to sample will need to submit a sampling form to the catering department at Music City Center**
- No permit is required from the Nashville Health Department
- Exhibitors sampling food or beverage **must** order porter services through Xpert

## SECURITY

- Twenty-four hour security service is provided by the Expo. Although we cannot guarantee the security of articles left in your booth overnight, we have enhanced security with this policy: When the Expo is closed, no venue or exhibitor personnel will be allowed in the exhibit areas

unless accompanied at all times by Security.

- We suggest that you take small valuables with you at night.

#### **STORAGE OF FREIGHT AND EXHIBIT MATERIALS**

- Your freight and exhibit materials must be stored within your booth.
- Music City Center has no facilities for secure or open storage space before, during or after the Expo.
- If you have special storage needs, please contact Laura **before** the Expo.

#### **AISLE SAFETY**

Fire Department safety regulations require that aisles be kept clear at all times. Please be sure that your table and other booth furnishings do not go past the **edge of your carpet**. We must ask that your promotions remain within the confines of your booth. **Please do not leaflet or distribute products in the aisles or near the doors.**

#### **HELIUM BALLOONS**

Helium-filled balloons may not be given out to expo visitors, or used for booth decoration.

#### **TRADEMARK**

Rock 'n' Roll Nashville™ is a registered trademark. Use of its name or logos on written materials, products or publicity must be approved and authorized in writing by Competitor Group, Inc.

#### **EXPO OFFICE**

Expo Staff members from IRONMAN will be available at the show to be of assistance to you. Please feel free to call on us.

**Please contact Morgan by phone or e-mail with any questions about booth space, display policies, or the convention center. Please call Xpert with any questions about furniture, labor or freight handling.**

See you in Nashville!

-Morgan & John