



## REFERENCE & GENERAL GUIDELINES

### **AGE LIMIT IN EXHIBIT HALL**

For reasons of safety and the professional nature of this event, **NO ONE UNDER 18 YEARS OF AGE** (including infants) will be allowed at GEOINT 2010 either as an attendee or as booth personnel. This policy will be strictly enforced.

### **BADGES**

Register for your exhibitor badge registration online at [www.geoint2010.com](http://www.geoint2010.com). Each exhibiting company is entitled to two (2) complimentary exhibit booth personnel badges per 100 square feet of exhibit space. Additional exhibit booth personnel badges may be purchased online for \$195 per badge. Badges must be worn at all times. Badges will be printed and available for you to pick up on-site at GEOINT 2010.

Exhibitor badges provide access to:

- The Exhibit Hall during move-in & move-out
- The Exhibit Hall for all three (3) show days
- The Welcome Party on Monday, November 1<sup>st</sup>
- The receptions held within the Exhibit Hall
- Corporate Hospitality Night, Wednesday, November 3<sup>rd</sup>
- Meals served within the Exhibit Hall
- Closing Celebration on Thursday, November 4<sup>th</sup>

Exhibitor badges do not include access to:

- The General Sessions or breakout tracks

### **BALLOONS**

Exhibitors are not permitted to have helium filled balloons in the Exhibit Hall.

### **BOOTH CHANGES**

Booth location may be subject to change at any time from the initial assignment through move-out. Modifications to an exhibitor's display, including but not limited to fixture placement, material display distribution, model's attire, and noise levels, may be made by USGIF at any time. Exhibitor's booth space unoccupied by 3:00 pm on Monday, November 1, 2010, is subject to reassignment without notification.

## **BOOTH CLEANING**

Exhibitors must order cleaning service directly from Brede Exposition Services. To order, complete the Cleaning Form. Mail or fax to Brede Exposition Services before the cutoff date of October 15, 2010, to receive the discounted pricing.

## **BOOTH CONSTRUCTION, DECORATIONS, AND STAGE SCENERY:**

New Orleans Fire Marshall Regulations state that decorative and construction materials must be non-combustible or flame-resistant material or treated with a solution to make the material flame-resistant. All curtains, drapes, carpet, and decorative materials must be non-combustible or flame-resistant material or approved by the Fire Marshall. Any merchandise or material attached to drapes or table skirts must be on non-combustible or flame-resistant material or approved by the Fire Marshall.

## **CANOPIES & CEILINGS**

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements. The base of the Canopy should not be lower than seven feet (7') from the floor and within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings.

## **CARPET**

USGIF will carpet all public space and aisles in the Exhibit Hall E and F. Exhibitors are responsible for carpeting their entire booth space. To order carpet, complete the Carpet Order Form. Mail or fax to Brede Exposition Services before the cutoff date of October 15, 2010, to receive the discounted pricing.

## **CEILING HEIGHT**

The ceiling height in Exhibit Hall E is 27' and F is: 37'

## **COMPANY SIGN**

Brede Exposition Services will provide a FREE 7" x 44" company booth identification sign for all companies exhibiting in linear booths (10' x 10'). See Brede Exposition Services for any corrections on show site. Island booths will NOT receive a FREE sign.

## **CONTRACT**

A GEOINT 2010 Application & Contract must be completed prior to move-in.

## **CONTRACTORS & SHOW SERVICES**

Forms for a variety of services are included in the Exhibitor Service Kit. These forms should be completed and forwarded directly to the vendor specified on the form. We feel

we have selected the best service vendors available for GEOINT 2010 and encourage all exhibitors to make use of their services.

### **DECORATIONS**

Decorations are not permitted on ceilings, painted surfaces, columns, fabric, or decorative walls of the New Orleans Ernest N. Morial Convention Center. All decorative materials must be flameproof and are limited to the confines of your exhibit space. (This does not apply to hanging signs above island booths).

### **DECORATOR**

Brede Exposition Services has been selected as the official decorator (general services contractor) for GEOINT 2010. The forms for labor, furniture, fixtures, booth cleaning, etc. can be found in the exhibitor service kit. Take advantage of pre-show discounts and return completed forms via mail or fax prior to the deadline date of October 15, 2010.

Brede Exposition Services will have a service desk on-site from move-in through move-out for any other services needed. Remember, when you order any services on-site, you will be charged substantially higher rates. Plan ahead. ORDER NOW. SAVE!

### **DEMONSTRATIONS**

Demonstrations must be located so that crowds are comfortable and contained within the confines of an exhibitor's space. Crowds can not block the aisles. Sound levels, glaring or flashing lights, or other distracting demonstrations are subject to adjacent exhibitor and Show Management approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business.

### **DISTRIBUTION OF PROMOTIONAL ITEMS**

You are allowed to attract attendees to your booth and work with them in your area; however, you are not allowed to pass out brochures and information in areas other than your booth. Working in the aisle or approaching attendees outside your booth space is not allowed.

This includes the registration area, common aisle, conference rooms, and every area outside of your booth. No stickers or footprints are to be placed in the common areas or aisles of the Exhibit Hall without written permission from USGIF. No literature drops in the hotels are allowed unless contracted with USGIF in advance.

### **DRAPES**

Your in-line booth consists of 8' high blue/gold/black back drape and 3' high blue side drape. Any request for different colors will be at exhibitor's expense and must be obtained from Brede Exposition Services. Note: Island booths will not be draped unless requested by exhibitor. If requested, drape will need to be ordered and will be at the exhibitor's expense.

## **ELECTRICAL**

New Orleans Ernest N. Morial Convention Center will be happy to assist in ordering the correct amount of power for your exhibit. Please call 504-582-3036 with any questions regarding electrical or plumbing services.

## **EXHIBITOR APPOINTED CONTRACTOR (EAC)**

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and EAC comply with the requirements as set forth under the Labor Services section of the exhibitor service kit.

Additionally, if the exhibitor appoints an EAC who is not the official service contractor, please complete the form by September 29, 2010 and return to Brede Exposition Services.

Note: EAC's will not be allowed to proceed without the required documents and insurance information.

EAC's will be given temporary work badges during move-in and move-out hours. EAC's that need access to the exhibit hall floor on Saturday, October 30 – Monday, November 1 will be required to register as exhibit booth personnel.

## **EXHIBIT CONSTRUCTION**

Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths. The maximum allowable height is 8' in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. **No hanging signs are permitted above linear booths.**

An island booth is any size booth exposed to an aisle on all four sides. The entire cubic content of the space may be used up to the maximum allowable height, **which is 18', including signage.**

USGIF must approve in advance all multi-level/double-decker booths and any special or unusual exhibit construction or installation requirements. Companies must submit black line drawings for their request to be considered. Please email questions in advance to [carrie.drake@usgif.org](mailto:carrie.drake@usgif.org).

## **EXHIBITOR SERVICE DESK**

A service desk staffed by the official show vendors will be open during move-in, show-hours, and move-out. Orders for all services should be placed in advance to take advantage of pre-show pricing. On-site orders may entail delays and higher costs!

Note: Exhibitors should check directly with show supplier for status of pre-show and on-site orders in addition to any changes to orders.

**TIP: Make sure you print and bring with you copies of all event orders placed.**

## **FIRE REGULATIONS**

All doors and openings must be kept clear. Exit signs, fire alarms, and extinguishers must be visible at all time.

## **FOOD GIVEAWAYS**

Exhibitors desiring to give away any food or beverage from their booth must order directly from Aramark.

## **HANGING SIGNS**

Hanging signs and graphics is permitted over *island booths only*. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. All hanging signs must be rigged by Brede Expositions Services. All hanging signs must not exceed 18' from the floor to the top of the sign.

## **HEIGHT OF BOOTHS**

All linear booths may not exceed 8' in height of the backwall. All island booths may not exceed 18' in height.

## **INSURANCE**

Exhibitor must carry statutory limits for workers' compensation coverage and commercial general liability, including products and completed operations, independent contractor's personal injury, and blanket contractual liability insurance limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate. This coverage must be evidenced by a certificate of insurance with a 30-day notice of cancellation provision to the holder. The certificate must name USGIF, New Orleans Ernest N. Morial Convention Center and Brede Exposition Services as additional insured and must be provided to USGIF at least 30 days before the proposed exhibit date (no later than October 1, 2010).

***NOTE:** While USGIF provides perimeter security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to save and hold harmless USGIF, their management, agents, and employees from any and all claims, liabilities, and losses for injury to persons (including death or damage to property arising in connection with Exhibitor's use of exhibit space), except such losses as may be the result of the sole negligence of USGIF.*

**Exhibitors will not be permitted to move-in or set-up unless USGIF has received a Certificate of Insurance that includes the information stated above.**

Please mail or fax the Certificate of Insurance to:

Carrie Drake  
Event Operations and Community Relations Manager  
USGIF  
2325 Dulles Corner Blvd., Suite 450  
Herndon, VA 20171  
PH: (703) 793-0109, ext. 105  
FX: (703) 793-9069

Exhibitor understands that neither USGIF nor the New Orleans Ernest N. Morial Convention Center maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor is responsible for any and all damages caused by Exhibitor or Exhibitor's agents, employees, or guests.

### **LABOR**

Labor includes all people who install and dismantle your exhibit booth as well as carpenters. Labor does not include the people who handle your freight (material handling). Remember that drayage service is the cost of labor to move your exhibit materials in and out of the GEOINT 2010 exhibit hall.

### **LEAD RETRIEVAL**

Capturing qualified attendee leads at a show is one of the most important reasons to exhibit! USGIF and RCS Registration have made it easy for you to increase your leads and maximize your return on investment by offering a great form of electronic lead retrieval at GEOINT 2010.

### **MATERIAL DISPLAY & DISTRIBUTION**

Display items include, but are not limited to, counter cards, posters, magazines, business cards, etc. These items must display your product or your company's or the contracted company's promotional material only. Second or third party displaying of materials is not permitted. If you have another company's promotional material to display, please send a sample of the item to USGIF for approval. All requests will be evaluated to determine if display of these materials is in the best interest of the show. Working in the aisles or approaching people outside of your booth is not allowed.

### **MODELS & HOSTESSES**

GEOINT 2010 is a professional trade show. Costumed models/hostesses cannot wear "solicitation-type graphics" such as a T-shirt with name and booth number of exhibitor, etc. outside their designated booth area. Show Management will strictly enforce this policy. In addition, models/hostesses may not wear any apparel that may be deemed inappropriate.

### **MULTI-LEVEL & ENCLOSED BOOTHS**

According to the New Orleans Fire Marshall, The following regulations apply to all Multi-Level & Enclosed booths:

- All booths that are completely enclosed must have a smoke detector within the enclosed area that can be heard outside the enclosed area.
- If any enclosed or multiple story booth is over 50 feet in length and holds more than 50 people, it must have at least two marked exits.
- The travel distance within any booth or exhibit enclosure to an exit access aisle may not be greater than 50 feet.
- Multiple Story booth plans must be submitted to the Fire Marshall's office for approval. The plans must specify maximum number of occupants and have a

structural engineer's stamp certifying that the platform can bear the maximum occupant load.

- Multiple story booth must contain at least two 10-pound fire extinguishers, ABC type (2A10BC), with at least one fire extinguisher per floor.

USGIF must approve in advance all multi-level/double-decker booths, any special or unusual exhibit construction or installation. All requests for multi-level booth must be submitted on or before September 14<sup>th</sup>, 2010. Please submit requests to Carrie Drake, Event Operations and Community Relations Manager. Companies must submit black line drawings for their request to be considered. Please email questions to [carrie.drake@usgif.org](mailto:carrie.drake@usgif.org).

### **MUSIC AND OTHER COPYRIGHTED MATERIAL**

Each Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in the exhibitor's booth or display. Show Management reserves the right to remove from the exhibit all or any part of any booth or display, which incorporates copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

### **PHOTOGRAPHY (BOOTH)**

Capture the work you have put into your exhibit with a photographic history of your booth. This will be invaluable when trying to remember what the booth looked like for future shows. To make an appointment or discuss pricing, contact the official show photographer at:

Oscar Einzig Imaging  
325 N. LaSalle Street, Suite 425  
Chicago, IL 60610  
PH: (312) 922-0056  
FX: (312) 922-2866

### **PHOTOGRAPHY & VIDEO RECORDINGS**

Unauthorized photography or video taping of exhibits is strictly prohibited. Exhibitors may only photograph their own exhibits.

### **PLANTS & FLORAL**

Nothing spruces up an exhibit like a few well placed plants and floral arrangements. This is an easy, cost-effective way to make your exhibit look warm and inviting. To order plants and floral arrangements see the order form in the exhibitor service manual or contact:

Randy Biernacki  
Interior Gardens  
4809 Oak Springs Drive  
Arlington, TX 76019  
PH: (800) 769-4043  
FX: (877) 561-9115

## **SHARING BOOTHS**

Sub-leasing or multiple companies sharing an exhibit space is **strictly prohibited**. Only those companies who have **contracted** with USGIF for exhibit space will be allowed exhibit booth personnel and sales literature in a booth.

## **SECURITY**

Most thefts occur during the move-in and move-out process; especially the first half hour after the show closes. Taking these precautions will help prevent a loss from your booth:

- After setting up your exhibit and at the end of the show each night, cover your materials with a sheet or some type of cover (it pays to follow the old saying, "Out of sight, out of mind.").
- Do not leave valuables unattended in your booth such as purses, laptops, etc.
- Make sure you put valuable materials away at night before you leave your booth.
- Hire specific booth security to guard your exhibit and materials.
- At the close of the show, pack your valuables first and do not leave them unattended.
- Do not indicate the contents of your boxes, i.e. VCR, Computer, Laptop, etc.
- Make sure you have confirmed all arrangements to have booth and equipment shipped out have been made.

## **SHIPPING**

In order to have your booth/exhibit ready to set-up when you arrive, we encourage you to ship your exhibit and materials in advance to the advance warehouse. The last day shipments may arrive at the advance warehouse is October 22, 2010. Shipments received by this date will be delivered by Brede Exposition Services to your booth. Shipping information and labels are located under Material Handling in the exhibitor service kit.

**NOTE:** Make sure you keep all shipping information at your fingertips in case you need to track your shipment. (This is never fun, but knowing tracking numbers will expedite the process when looking for a lost shipment.)

## **SMOKING**

Smoking is strictly prohibited at the New Orleans Ernest N. Morial Convention Center.

## **SOLICITATION OF ATTENDEES OR EXHIBITORS**

Solicitation of any kind is prohibited at the GEOINT 2010 Symposium. By registering to attend, you acknowledge this policy and agree that you will not advertise, represent or distribute literature for products or services to our exhibitors, attendees, or staff without the express written approval of USGIF. Any attendee that violates this policy will forfeit their registration credentials.

## **TELECOMMUNICATIONS & NETWORK**

The New Orleans Ernest N. Morial Convention Center will provide telephone and internet service. Please call 504-582-3088 for specific questions.

## **TENTS, AWNINGS AND CANOPIES:**

According to New Orleans Fire Prevention division, written plans must be submitted 60 days prior to event for approval.

## **VEHICLES IN THE EXHIBIT HALL**

Vehicles may not displayed without written approval from the MCC Public Safety Department 504-582-3050.

- Fuel level must be no more than 1/8<sup>th</sup> tank.
- Fuel tank gas cap must be locked or sealed to prevent mishandling or escape of vapors.
- Batteries must be disconnected.
- One key to the vehicle must remain in the booth at all times.
- Vehicles may not be started anytime during the show.

All requests for vehicles in a booth must be submitted on or before September 29, 2010. Please submit requests with black line drawings of their booth indicating where the vehicle will be positioned for consideration Carrie Drake, Event Operations and Community Relations Manager, [carrie.drake@usgif.org](mailto:carrie.drake@usgif.org).