

USITT STAGE EXPO 2012 – Long Beach

EXHIBIT SPACE INFORMATION & REGULATIONS

STAGE EXPO LOCATION

Long Beach Convention & Entertainment Center
Exhibit Halls A/B
300 E. Ocean Blvd.
Long Beach, CA 90802
www.longbeachcc.com

HEADQUARTERS HOTEL

Hyatt Regency Long Beach
200 South Pine Avenue
Long Beach, CA 90802
www.hyatt.com

STAGE EXPO SCHEDULE

MOVE IN/SET UP

Monday, March 26	noon – 8 pm
Tuesday, March 27	8 am – 8 pm
Wednesday March 28	8 am – 8 pm

SHOW HOURS

Thursday, March 29	11:00 am – 5:30 pm
Friday, March 30	11:00 am – 5:30 pm
Saturday, March 31	9:30 am – 2:00 pm

STAGE EXPO ONLY TIMES

Thursday, March 29	11 am - 1:00 pm and 4 pm – 5:30 pm
Friday, March 30	11 am - 1:00 pm and 4 pm – 5:30 pm
Saturday, March 31	9:30 – 11 am and 12:30 – 2 pm

MOVE OUT

Saturday, March 31	2 pm – 8 pm
Sunday, April 1	8 am – 12 noon

CONTACT INFORMATION

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EXHIBIT BOOTHS

\$18/SQUARE FOOT

Exhibit booths may be selected by USITT organizational members. Booth space is available in 10' x 10' increments. Exhibitors select exhibit booths from the space available on the current layout. Booth spaces are assigned in the order that contracts are received.

COMMERCIAL TABLES

\$900 EACH

Commercial tables may be selected by USITT organizational members whose company's annual gross sales are less than \$250,000 or whose sales in the performing arts market, as determined by USITT, are less than \$100,000. In order to qualify for a Commercial Table, please include a statement from a CPA or attorney acknowledging that the company meets either qualification.

NON-COMMERCIAL TABLES

\$700 EACH

Non-Commercial Tables may be selected by USITT organizational member organizations which operate with a not-for-profit status. All public educational institutions are qualified to select a Non-Commercial Table. Other organizations that meet the qualifications must include a statement from a CPA or attorney acknowledging that the organization meets the qualification or provide copies of appropriate IRS documentation.

USITT MEMBERSHIP

All exhibitors must be USITT organizational members at the Contributing, Sustaining or Supporting level. Membership may be paid with the Exhibit Space Contract and is renewable annually. Exhibitors must maintain their membership in good standing at the time of completing the Stage Expo Exhibit Space Contract, and during Stage Expo.

MEMBER DISCOUNTS

USITT offers enhanced membership benefits to USITT organizational members who support the Institute at the highest levels. Contributing Members receive a 20% discount on Stage Expo exhibit space; Sustaining Members receive a 15% discount on Stage Expo exhibit space. Visit www.usitt.org for information on all three levels of organizational membership.

PAYMENT SCHEDULE

A payment of 50% of the space cost is due with the Stage Expo application & contract form. The 50% balance will be invoiced in December, and full payment must be made by December 31, 2011.

TERMS AND CONDITIONS

The Exhibit Space Application and Contract is subject to acceptance by USITT. Exhibitors requesting space after December 1, 2011 must pay the total exhibit space charge when the Stage Expo Exhibit Space Application and Contract is submitted.

CANCELLATIONS

**Until December 31, 2011, all but 25% of the total space cost will be refunded.
After this date there will be no refunds.**

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SERVICES AND ITEMS SUPPLIED TO EXHIBITORS

Exhibitors with full-conference exhibitor badges are invited to attend all conference sessions and events. USITT will print a listing of exhibitors in the Conference Program including exhibitor's name and space number, with a brief description. Exhibitors will be offered the opportunity to purchase advertising space in the Conference Program.

EXHIBIT BOOTHS

Each **non-island booth** is supplied with 8' high back drape and 3' high draped side rails in show colors. **Island booths** wishing to have 8' high back drape in show colors may submit a written request to USITT. A floor sticker indicating the exhibitor and booth number will be provided. Booth exhibitors receive up to four full-conference exhibitor badges and up to four Stage Expo Only exhibitor badges for each 10' x 10' booth space.

COMMERCIAL AND NON-COMMERCIAL TABLES

Each **table** exhibitor is supplied with a 6' long x 2' wide x 30" high draped table and 2 chairs, with a sign indicating the exhibitor's name and table number. Table exhibitors receive up to two full-conference exhibitor badges and up to two Stage Expo Only exhibitor badges for each table.

EXHIBITOR KIT

A link to a comprehensive Exhibitor Kit will be sent to all exhibitors in January.

LABOR REGULATIONS

Shepard Exposition Services contracts labor with local labor unions for material handling, decorating and installation labor. IATSE performs all hanging and rigging. Exhibitors are limited to one person working for one hour, before they are required to hire union personnel to assist in constructing their booth. SES offers labor through the exhibitor manual or on-site at the SES Customer Service Desk. If an exhibitor wishes to use their own contractor to assemble their booth, they may do so provided an Exhibitor Appointed Contractor Form (EAC) is filled out and approved by SES prior to the show.

MATERIAL HANDLING

Exhibitors are permitted to hand carry materials to their booth space, but exhibitors are not permitted to use rolling carts, hand trucks or any motorized equipment. All shipments arriving from a transportation company such as UPS, FEDEX, Yellow, Roadway, or any for hire carriers would be considered drayage and would be handled by SES.

SECURITY

USITT will contract for security during set-up, show days and move-out. USITT's liability will not extend to the contents of individual exhibit spaces. Exhibitors may make individualized security arrangements if desired.

SPACE ASSIGNMENT & CHANGES

Exhibit space assignments will be made by USITT, and USITT will do everything possible to accommodate location preference. USITT reserves the right to alter booth locations to conform with local fire and safety rules.

Space selection may only be finalized upon receipt of payment.

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RULES AND REGULATIONS

- 1) Exhibits shall be designed and set up to fit within the assigned exhibit space, and may not infringe on other booth spaces or the aisles.
- 2) The exhibitor's responsibility is to be "a good neighbor" to adjacent exhibitors. Exhibit operations must be conducted so as not to trespass upon the rights of other exhibitors. USITT reserves the right to request exhibitors to modify noise, smoke, fog, light or other output from an exhibit booth. Exhibitors agree that they will comply with all requests made by USITT. USITT reserves the right to remove from Stage Expo any exhibitor who does not comply with USITT requests.
- 3) USITT will work with all exhibitors to accommodate specific booth space needs. A standard **booth** is up to 10' in height with one side open to the aisle and two sides at 3' high for 2/3 of the depth of the booth. Exhibits over 10' high, and exhibits whose configurations differ from standard must indicate their special needs on the Application & Contract form. Booth design changes that occur after the completion of the form must be communicated in writing to USITT no later than December 31, 2011.
- 4) A standard commercial or non-commercial **table** is allocated a space not to exceed 7' wide. Exhibits over 7' wide will need to purchase 2 table spaces or a booth. Diagonal installations that infringe upon adjoining tables will not be permitted. No table exhibit can be taller than 8'. Exhibits must not intrude into any aisle.
- 5) Exhibitors shall not permit any other firm, person or corporation to use exhibit space allocated to them, or exchange space with other exhibitors unless approved by USITT.
- 6) Exhibit spaces must be staffed at all times. Exhibitors shall have their exhibits complete prior to the opening of Stage Expo and exhibits shall remain intact during all Stage Expo hours. Early disassembling of exhibits is not allowed.
- 7) The exhibitor is expected to follow all national, state and local safety regulations in the construction and operation of exhibits. Exhibitors shall use only materials that are flame resistant and in conformity with local fire and safety regulations.
- 8) Exhibitors must follow all regulations of the Long Beach Convention Center.
- 9) Each exhibitor should provide liability or other insurance on exhibit materials.
- 10) USITT reserves the right to terminate, at any time, the privilege of any exhibitor to exhibit, if USITT determines that the:
 - a) exhibitor has failed to comply with the foregoing rules
 - b) exhibit does not further the technical or education aims of USITT
 - c) exhibitor's accounts and membership dues with USITT are not in order

In the event of termination by USITT, the exhibitor shall promptly remove all equipment and personnel from the exhibit area. No portion of exhibit space charges shall be refundable.