

Orlando Gift Show Orlando Cash & Carry Show *Set-Up Manual General Information*

1. SHOW MANAGEMENT

The Orlando Gift Show and Orlando Cash & Carry Show are managed by Urban Expositions. Prior to the show please direct all inquiries to:

Urban Expositions
1690 Roberts Blvd., NW
Suite 111
Kennesaw, GA 30144
800-318-2238 (ph)
678-285-3976 (ph)
678-285-7469 (fax)

2. VENUE

The Orlando Gift Show and Orlando Cash & Carry Show will be held July 24- 27, 2010 at the:

Orange County Convention Center
West Concourse, Hall B2/3
9800 Universal Drive
Orlando, FL 32819

(This is the "Old Building" across the street from the Peabody Hotel)

3. SHOW OFFICE

The show office will be located right off the main hall in Room 209 A, right across from Registration.

Show Office Hours:

Thursday	July 22, 2010	8:00 AM - 6:00 PM
Friday	July 23, 2010	8:00 AM - 6:00 PM
Saturday	July 24, 2010	7:00 AM - 6:00 PM
Sunday	July 25, 2010	8:00 AM - 6:00 PM
Monday	July 26, 2010	8:00 AM - 6:00 PM
Tuesday	July 27, 2010	8:00 AM - 5:00 PM

4. EXHIBITOR MOVE-IN

Thursday	July 22, 2010	8:00 AM- 6:00 PM
Friday	July 23, 2010	8:00 AM- 6:00 PM

All set-up activities in will be restricted to the confines of the booth space after 4:00 PM on Friday July 23, 2010, to allow for crate storage, aisle carpet installation, and building cleaning and show management final inspection. **All exhibitors must check in or call the show office by 2:00 PM Friday, July 23 to prevent booths from being reassigned to another company.** Any exhibitor needing additional time for set-up must receive approval from show management in the show office and will be required to sign in and out with show security.

Set-up of booths must be finished by 9:00 AM Saturday July 24, 2010.

****The last couple of years, we have had quite a few buyer complaints with regards to the parking. Please make sure you park your trucks & cars towards the back of the parking lot for show days. This is so we can accommodate YOUR buyers. We thank you in advance and hope that you understand this is to benefit YOUR buyers.**

5. SHOW DATES AND HOURS

Saturday	July 24, 2010	9:30 AM - 5:30 PM
Sunday	July 25, 2010	9:30 AM - 5:30 PM
Monday	July 26, 2010	9:30 AM - 5:30 PM
Tuesday	July 27, 2010	9:30 AM – 3:00 PM

Exhibitors will be allowed in the exhibit area one hour prior to the opening of the exhibition during show days, and two hours prior to the opening of the exhibition on opening day.

6. EXHIBITOR MOVE-OUT

Tuesday	July 27, 2010	3:00 PM - 11:00 PM
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****NO DISASSEMBLING** of exhibits will be allowed until after 3:00 PM on Tuesday, July 27, 2010. It was noted at the past shows, there were increased incidents of early breakdown on the last day. We received many complaints from buyers and exhibitors alike who felt disrupted by those companies who began breaking down their booths early. These occurrences will not be tolerated and understand that this policy is in place to benefit you by offering the best selling environment to all qualified participants. Failure to adhere to this policy will result in loss of future booth space. Forklifts and dollies will not be permitted in the aisles until the aisle carpet has been removed.

7. SERVICES INCLUDED IN EXHIBIT COST

Included in the cost of each booth are the following:

- Carpet
- On-site drayage/freight handling & empty storage
- Buyer Invitations & Stickers
- Listing in Official Show Directory & Pre-Show Planner
- Two Chairs
- 1st Night's Booth Cleaning
- One Wastebasket per booth
- 8' Back & 8' Side Booth Drape
- In the Gift/ Order Writing Section you receive one (1) 6' or 8' draped table. Forms must be completed and returned to RPM.
- In the Cash & Carry/ Immediate Delivery Section you receive two (2) 6' undraped tables. Forms must be completed and returned to RPM.

8. EXHIBITOR REGISTRATION

To avoid delays upon arriving for move-in, all exhibitors are requested to complete the Exhibitor Badge Order Form. This must be filled out by July 1, 2010

9. ATTENDANCE OF CHILDREN

Due to insurance liabilities and safety, no persons under 16 years of age shall be admitted during move in and move out.

THIS RULE IS STRICTLY ENFORCED

10. TERMS AND CONDITIONS

Please review all the terms and conditions associated with exhibiting in the Orlando Gift Show and Orlando Cash & Carry Show. They are outlined on the backside of the "Official Show Contract/ Directory Listing Form."

11. EXHIBITOR INSURANCE

Exhibitors are urged to obtain exhibition insurance through their own insurance company to cover their personnel, exhibit material and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire and theft, etc..

SHOW MANAGEMENT AND THE OFFICIAL SERVICE CONTRACTOR WILL NOT ACCEPT LIABILITY OR RESPONSIBILITY FOR ANY LOSS, DAMAGE OR INJURY OCCURRING TO EXHIBITOR PERSONNEL OR PROPERTY, OR ANY LOSS, DAMAGE OR INJURY CAUSED TO ANYONE OR ANYTHING BY THE EXHIBITORS.

12. PHOTOGRAPHY

Photography of any kind is strictly prohibited unless you receive prior written approval from that exhibitor.

13. HEIGHT LIMITATIONS

Exhibitors **may not** place either fixtures, signs or merchandise above the 8' height of back or sidewalls. Exhibitors may request to display higher than 8ft by submitting detailed plans to Show Management at least 30 days in advance of the opening of the Show; and Show Management grants its approval. Any unfinished sides of displays must be covered or draped at exhibitor's expense.

14. FIRE DEPARTMENT & SAFETY REGULATIONS

All display materials used in the Exhibit Hall **MUST** be certified as flame retardant to conform with fire code regulations.

An affidavit must be kept available in the display for inspection by the Fire Safety officials, stating clearly (i) by whom and when such flame proofing was done; (ii) the exact materials flame proofed and the flame proofing compound used; and (iii) the approximate period of effectiveness of such flame proofing.

Exhibitors should be aware that fire safety officials at the inspector's discretion might perform a flame test.

Exhibit booths constructed of wood must be pressure treated fire retardant wood meeting the requirements of NFPA 703, Standard for Fire Retardant Impregnated Wood and Fire Retardant Coatings for Building Materials.

Packing crates or cartons used as display pieces are permitted provided they are flame retardant and conform to the fire safety criteria.

Flame proofing at Show site is very difficult; so be sure your material conforms to the City and County regulations before you arrive.

15. VIOLATIONS

As a condition for exhibiting, each exhibitor shall agree to observe the show policies. Urban Expositions reserves the right to restrict and/or expel at any time any exhibit that it deems undesirable. Any exhibitor who fails to observe these conditions of the contract, or who, in the opinion of the management of Urban Expositions conducts themselves unethically, will be dismissed from the exhibition without refund.

Complaints regarding any objectionable practice by an exhibitor or official supplier should be reported immediately to the Show Office.

All matters and questions not specifically covered by these show regulations are subject to the decision of the management of Urban Expositions, whose decisions will be final.

16. RPM CompleteXPO

The official service contractor for the 2010 Orlando Gift Show and Orlando Cash & Carry Show is RPM CompleteXPO. Please be sure to carefully review all RPM CompleteXPO information and order forms, located at the back of this manual. To ensure cost efficient, timely service during move-in, please submit all appropriate forms to RPM CompleteXPO well in advance of the deadlines. Please direct all display and freight inquiries to:

RPM CompleteXPO
411 W. Lake Brantley Rd.
Altamonte Springs, FL 32714
407-786-3976
407-786-3977 (FAX)

During the show, RPM CompleteXPO will operate a service desk at the Orlando Gift Show and Orlando Cash & Carry Show, which will be located in back of the hall, near the loading dock. All questions pertaining to freight, material handling, rental furnishing and accessories should be directed to RPM CompleteXPO.

17. SHIPPING, ADVANCED RECEIVING, & MATERIAL HANDLING

Please refer to the forms located in the RPM section of this kit for complete information on shipping, advanced receiving, and material handling.

For safety and insurance reasons, RPM CompleteXPO has jurisdiction over the operation of all material handling equipment and all unloading, reloading and handling of freight.

18. SECURITY

Security will be provided on a 24-hour basis beginning with the first day of move-in and extending through the last day of move-out. Every precaution will be made to ensure the safety of each exhibitor's merchandise. However, it is the exhibitor's responsibility to exercise prudent judgment and to safeguard personal property and belongings. Management is not held responsible for any loss or damage to exhibitor's property.

Any lost or stolen valuables or any breach of security should be reported to the show office immediately. Exhibitors are encouraged to remove or conceal any valuable objects while their exhibit is unattended. Show Management also provides an Armed overnight lock up storage for Cash & Carry Exhibitors.

19. OFFICIAL SHOW DIRECTORY & MARKETING OPPORTUNITIES

Show Management will produce an official show directory for the Orlando Gift Show and Orlando Cash & Carry Show. The show directory will include an exhibit area floor plan, exhibitor listings, general show information and advertising. If you have any questions about your advertisement, please call Russ Turner at 678-370-0350. If you have any questions concerning your listing, please call Katie Grigsby at 678-370-0325. Also please note that Urban Expositions is offering additional marketing opportunities. Please visit the Orlando Gift Show website to view the Marketing Kit.

20. HOTELS

Urban Expositions has retained the services of CONNECTIONS to secure discounted hotel rates in the Orlando area and assist exhibitors and retailers with reservations at these properties. In order to take advantage of these discounts, please contact **CONNECTIONS** at, **800-262-9974** and refer to the Orlando Gift Show and Orlando Cash & Carry Show. OR, you can refer to their website at www.giftshowhotels.com for a complete listing of rooms & rates available.

The Peabody Orlando is the choice hotel for The Orlando Gift Show! It is conveniently located right across the street from the Orange County Convention Center. Please contact Connections as soon as possible to secure your room and the discounted rate!

21. TRAVEL DIRECTIONS

For complete detailed directions to the OCCC please visit the travel link on www.OrlandoGiftShow.com

22. OVERNIGHT TRUCK PARKING

Truckers Paradise is a truck stop that accommodates trucks and RV's coming to the Orange County Convention Center. They are located at 9565 S. Orange Blossom Trail, Phone 407.240.4669. Take International Drive South to Central Florida Parkway, turn left (east) on Central Florida Parkway to South Orange Blossom Trail/441. Turn left (north) on South Orange Blossom Trail/441, go ¼ mile and the truck stop is on your right.

23. REMINDERS OF CONVENTION CENTER RULES

- *Smoking is absolutely prohibited inside the Convention Center
- *There can be no drilling or nailing into the walls of the Convention Center
- *NO CHILDREN under the age of 16 allowed in the hall during Move In and out

All Rules and Regulations for the OCCC can be found in the OCCC section of the Set Up Manual

24. EXHIBITOR ETIQUETTE

- *As a reminder to all exhibitors, please respect other exhibitors.
- *Please do not enter booths other than your own without an invitation from the other Exhibitor.
- *Please keep Music to a minimum.
- *Please do not sell outside of the confines of your booth. All merchandise must stay inside the booth space that you rented.
- *Photographing other booths is expressly prohibited without written permission from the Exhibitor.
- *Please do not interfere with buyers when they are working with other exhibitors

Orlando Gift Show
Orlando Cash & Carry Show

Important Deadlines

Official Show Contract/Directory Listing Form	June 1, 2010
Advanced Discount Pricing for RPM CompleteXPO	July 9, 2010
Exhibitor Show Site Information	July 1, 2010
Hotel & Travel Discounts	ASAP
Electrical Services (Incentive Deadline)	June 30, 2010
Shipping to Advance Warehouse (RPM)- No later than	July 21, 2010
Shipments to the Convention Center- No earlier than	July 22, 2010

***Show Services and Equipment Forms** (see individual forms)

- Accessories
- Furniture
- Material Handling

*Please take special notice to deadlines listed on each form to receive discounted advanced rates.

Important Numbers Quick Reference

<u>QUESTIONS</u>	<u>CONTACT</u>	<u>PHONE</u>
Urban Exposition Staff		
Booth Assignment & Operations	Christina Bell	678-370-0335 678-285-7469(fax) www.OrlandoGiftShow.com
Directory/General Questions	Rachel Horseman	678-370-0341
Advertising	Russ Turner	678-370-0350
Press/ Public relations	Amy Dufour	678-370-0323
Other Service Providers		
Hotel Reservations	Connections	800-262-9974 www.GiftShowHotels.com
Booth Package	RPM CompleteXPO	407-786-3976 407-786-3977(fax)
Display Cases	VU Case Rentals, Inc.	630-766-7443 630-766-6113 (Fax)
Freight/ Shipping Questions	RPM CompleteXPO	407-786-3976 407-786-3977(fax)
Electrical	Orange County Convention Center	407-685-9824 407-685-9884 (fax) www.occc.net
Telecommunications	Smart City Networks	888-446-6911 702-942-6001 (fax) www.smartcty.com
Discounted Meals & Attractions	Orlando Convention Aid, LLC	407-248-8629 407-351-9103 (fax) www.OrlandoConventionAid.com
Show Insurance	John Buttine, Inc.	212-697-1010 212-504-8084 (fax)