

## EXHIBITOR A-Z INFORMATION

### Attendee Requirements

The Exposition & Conference is for the trade only. Qualified buyers may register online at [www.hdboutique.com](http://www.hdboutique.com) or onsite. NO ONE UNDER 16 YEARS OF AGE IS PERMITTED.

### Balloons

Helium balloons are NOT allowed on the show floor at any time and should not be used in the design of the exhibit space or be distributed.

### Booth Catering Service

All food and beverage distributed from your booth must be ordered from the Miami Beach Convention Center's exclusive caterer, Centerplate. Menus can be found in the *Official Service Provider Order Forms* section of the HD Boutique Exhibitor Manual.

### Booth Cleaning

Freeman is the exclusive booth cleaning contractor for this show. Please note: your booth will NOT automatically be vacuumed the night before the show opens unless you order this service. To order booth cleaning, please refer to the *Freeman Information & Order Forms* section in the HD Boutique Exhibitor Manual.

### Booth Construction

HD BOUTIQUE IS A "CUBIC CONTENT" SHOW. Booths must be constructed as detailed in the "Nielsen Booth Construction & Display Guidelines" located in the *Show Rules & Regulations* section of the HD Boutique Exhibitor Manual. Violations could result in a fine and/or loss of priority points.

### Coat & Baggage Check

Coat & Baggage Check Service will be provided for all exhibitors and attendees. A \$2.00 fee per item will be charged.

### Clean Floor Policy

All crates and skids must be tagged and removed from the exhibit floor no later than 4:30 pm on Monday, September 13, 2010. This will allow Freeman and the cleaning provider sufficient time to complete the laying of the aisle carpet and the overall cleaning of the exhibit hall as well as provide exhibitors the space to complete their booth set up by keeping aisles clear.

There will be no exceptions to this policy. Crates without empty or access storage stickers will be tagged by the area floor managers or Freeman and removed from the exhibit hall – whether full or empty. Exhibitors may request product to be returned to their booth at the exhibitor's expense. Depending on where the crates are located, it may not be possible to access the crates prior to move-out.

### Exhibitor Appointed Contractor (EAC)

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the exhibitor must complete the online exhibitor appointed contractor form. Completion of this form qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC. For more information on the regulations pertaining to EAC's, please refer to the *Show Rules & Regulations* section of the HD Boutique Exhibitor Manual.

### Exhibitor Unloading

Freeman will handle and control the unloading and loading of all vehicles at the loading dock. For additional information, please refer to the "Freeman Show Site Work Rules" located in the *Show Policies & Procedures* section.

Full-time exhibitor personnel shall have the right to unload personal vehicles and hand carry exhibit material provided:

- They utilize the unloading space designated by the service contractor and the facility.
- The vehicle is a Privately Owned Vehicle (POV) and is no larger than a panel van.
- They do NOT use hand-trucks, pallet jacks, or 4-wheel dollies.
- They utilize no motorized lift equipment.
- The vehicle is NOT left unattended at any time and is removed once it has been unloaded.

**Facility**

Miami Beach Convention Center  
1901 Convention Center Drive  
Miami Beach, FL 33139  
Phone: 305-673-7311  
[www.miamibeachconvention.com](http://www.miamibeachconvention.com)

**First Aid**

A fully equipped first aid station, staffed by licensed medical professionals, will be available during move-in, show days and move-out. You may use any house or exhibit booth telephone for fire, medical or police assistance. First Aid will be located in the main entrance of C-Lobby.

**Freight Free Aisles**

The floor of the Exhibit Hall will be marked to indicate all "Freight Free Aisles". If your booth borders one of these aisles, please keep your crates and materials out of these aisles so that they remain clear for the free movement of freight.

**General Service Contractor**

Freeman is the General Service Contractor for HD Boutique. Freeman provides furniture rental, material handling, cleaning, labor, etc. Orders can be made online or using the order forms in the *Freeman Information & Order Forms* section of the HD Boutique Exhibitor Manual.

**Hanging Signs**

No hanging signs are permitted for the HD Boutique Show. Please contact your sales person for further information.

**Hotel Arrangements**

onPeak (the new name of Ambassadors) is HD Boutique's official hotel agency and the best way to book. Hotel arrangements can be made through the *Housing & Travel* section of the HD Boutique website at <https://onpeak.compassreservations.com/compass/webdirect.cfm?code=HDB10>.

**Insurance**

Show management requires each exhibiting company and exhibitor appointed non-official contractor to carry general liability insurance, automotive liability insurance and workmen's compensation coverage. Please refer to the "Insurance Requirements Policy" in the *Show Rules & Regulations* section of the HD Boutique Exhibitor Manual for specifics on insurance requirements.

**Lead Retrieval Units**

Lead Retrieval Units may be rented from Convention Data Services using the link or form provided in the *Official Service Provider Order Forms* section of the HD Boutique Exhibitor Manual. On-site, Lead Retrieval Units can be picked up from and returned to the Lead Retrieval counters at the Exhibitor Service Center.

### **Marshaling Yard**

- 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.
- Drivers must check-in no later than **3:30 PM** in order to be off-loaded on arrival date. POV's (Personally Operated Vehicles) and vehicles utilizing Caddie Service must check in at the Marshaling Yard. Direct shipments must arrive on your targeted move-in date.
- All shipments must be accompanied by a certified lightweight & heavyweight ticket. **NO EXCEPTIONS!**
- The Marshaling Yard is located in the "Preferred Parking Lot" at the Miami Beach Convention Center. For Marshaling Yard directions, refer to the "Marshaling Yard Map" in the *Shipping Information* section.

### **Occupancy**

- Exhibit displays must be set by 4:30pm on Monday, September 13. Should any space (for which a signed contract has been received and rental payment made) remain unoccupied after this time, show management reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.
- Every exhibit must be fully staffed and operational during the entire exhibition.
- Exhibitor's displays must not be dismantled or packed in preparation for removal prior to 5:00pm on Wednesday, September 15.
- The dismantling of displays begins at 5:00pm on Wednesday, September 15, and continues until 11:45am on Friday, September 17.
- After 11:45am on Friday, September 17, all exhibitor displays or materials left in the exhibitor's space without instructions will be packed, shipped or discarded at the discretion of show management at the exhibitor's expense.

### **Paging/Announcements**

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

### **Parking**

Parking for vehicles is available at the municipal lot on Convention Center Drive ("Preferred Lot"), as well as the parking garage located on 17<sup>th</sup> Street, one block from the facility.

### **Photography & Filming**

- Photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an *approved* Exhibitor Appointed Photographer.
- Exhibitors and/or approved Exhibitor Appointed Contractors may photograph or record their own exhibits during show days ONLY.
- Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, General Sessions, and Meeting Rooms) is prohibited.
- If planning to use an *approved* Exhibitor Appointed Photographer, please complete and submit the online Exhibitor Appointed Photographer Approval Form found in the *Show Management Online Forms* section of the HD Boutique Exhibitor Manual.
- Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth.

### **Press Room**

The Press Room will be located at the Miami Beach Convention Center. Press kits may be dropped off starting Monday, September 13 at Noon. For questions, contact Wagstaff Worldwide at (312) 943-6900.

### **Personally Operated Vehicles (POV's)**

- POV's are vehicles primarily designed for passenger use, such as a car, pickup, small mini-van or SUV.
- POV's are not closed body truck with dual wheels, trucks, utility vans, or trailers pulled by another vehicle. Personal vans filled with exhibit materials will be required to utilize handling services provided by Freeman.
- POV's can be unloaded and/or loaded by hand or apparel rack. Wheeled carts are not permitted.

### **Property Passes**

Exhibitors and Attendees are required to have a completed Property Pass for all merchandise leaving the hall during move-in, show days, and move-out. Property Passes may be picked up at the Freeman Service Desk. Please note that attendees are still required to have a completed Property Pass to remove any goods during move-out. For any merchandise the customer will pick-up or remove from the hall at the close of the show via the loading dock, the Exhibitor must complete a bill of lading naming the customer as purchaser. Both the Exhibitor AND Customer must have a copy of this bill of lading in order to gain admittance to the exhibit hall dock area to remove items from the hall. The Customer will be required to check-in with their vehicle at the designated check-in area in order to be dispatched to available dock space.

### **Registration**

Each exhibiting company may register 10 staff members per 100 net sq. ft. of exhibit space at no charge. Additional staff may be registered for an additional per person charge. Buyers and/or customers are **not** to be registered as exhibitors.

Booth personnel may be registered on-line at [www.hdboutique.com](http://www.hdboutique.com). Badges will be mailed to the main contact for all personnel registered by August 30, 2010. Personnel receiving their badge in the mail can pick up a badge holder and lanyard at the Badge Holder Pick Up counters at the Miami Beach Convention Center.

Personnel registered after August 30, 2010 will need to pick up their badges on-site at Exhibitor Registration located in main entrance of C and D Lobbies.

### **Sales Office**

An on-site Sales Office will be in operation during show days. Please make sure to come by at your scheduled time to select your booth and sign up for future Hospitality Design and HD Boutique events and sponsorship opportunities.

### **Security**

Show Management provides adequate perimeter security on-site. However, it is the exhibitor's responsibility to ensure the security of their exhibit and products. To order in-booth security services for your exhibit, use the Security Services Order Form found in the *Official Service Provider Order Forms* section of the HD Boutique Exhibitor Manual.

Security is required for any before or after hours hospitality function within your booth.

### **Shipping**

Booth materials may be shipped in advance to the Freeman Warehouse or shipped directly to the Miami Beach Convention Center. The specific shipping information, instructions, receiving dates and printable shipping labels are located in the *Shipping Information* section of the HD Boutique Exhibitor Manual.

### **Show Colors**

Backwall: Green & White  
Siderail: Green  
Aisle Carpet: Green

### **Show Directory**

Please go on-line to [HD Boutique Exhibitor Dashboard](#) and complete your Company Profile and Product Category Listing for the Official HD Boutique Show Directory. The deadline for submitting your information is July 23, 2010.

### **Show Office**

An on-site Show Office will be in operation during move-in, show days and move-out.

# HD Boutique

a hospitality design event

**HD Boutique 2010**  
**Miami Beach Convention Center**  
**Miami Beach, FL**  
**September 14-15, 2010**

#### **Shuttle Bus Service**

Shuttle bus service is not provided during HD Boutique.

#### **Targeted Move-In**

Exhibitors will be moving in at a scheduled time based on the location and size of their booth. Penalties may be charged by Freeman if freight does not arrive at the targeted time. Please refer to the color-coded floor plan that is included in the *Shipping Information* section of the HD Boutique Exhibitor Manual.

#### **Union Rules**

Please refer to the Show Site Work Rules which are located in the *Show Rules & Regulations* section of the HD Boutique Exhibitor Manual.

#### **Utilities**

Online ordering and printable order forms for utilities are located in the *Official Service Provider Order Forms* section of the HD Boutique Exhibitor Manual.

#### **Wheelchair & Scooter Rental**

Please call the Miami Beach Convention Center for more information on wheelchairs rentals.