

IAAPA Expo Asia 2024 Exhibitor Bulletin #1 – 8 February 2024

Dear IAAPA Expo Asia 2024 Exhibitor,

Congratulations on contracting for exhibit space at IAAPA Expo Asia 2024! If you have any questions during the planning process, feel free to reach out to our team so we can ensure you have the best exhibiting experience at IAAPA Expo Asia. Also, if anyone on your team should be receiving Exhibitor Bulletins, please tell us so we can add them to the email list.

Thank you!

IAAPA Operations Team
Exhibitors@IAAPA.org

Exhibitor Services Guide Now Available

The online [Exhibitor Services Guide](#) (ESG) contains all the order forms and information exhibitors need to have a successful IAAPA Expo Asia 2024. The ESG is broken down into sections. Here are some of the highlights:

General Information – Includes [deadlines](#), [contacts](#), [schedules](#), [important show information](#), links to the [floor plan](#) and [safety guidelines](#), and more.

Compulsory Forms – ALL exhibitors need to complete some items in advance of the Expo including [Booth Layout Form](#) and the [Booth Profile](#). If you are using a [non-official contractor](#), that is also required. Once Exhibitor Registration opens, you'll be able to find the link to register your on-site team here as well.

Shell Scheme and Raw Space Forms / Booth Display Guidelines – As you design your booth and components to include, be sure to review the [display guidelines](#). Information for [Shell Scheme](#) exhibitors and those who contracted [Raw Space](#) (space only) also have forms that need to be completed.

Official Vendor Forms – IAAPA has arranged with reputable companies to provide products and services that you'll need to have a successful exhibit. Working with official contractors will save you money and are backed by IAAPA. All the [official contractor PX System Co., Ltd.](#) and [Queen Sirikit National Convention Centre \(QSNCC\) forms](#) are here including [electrical](#), [furnishings](#), [carpet](#), [air/water/drain](#), and much more are located here.

Marketing Opportunities – Make sure to take advantage of the wide variety of tools IAAPA has to help your company and product stand out, including the [Exhibitor Success and ROI Center](#), [sponsorships](#) and [advertising](#), and more.

Rules and Regulations – To ensure IAAPA Expo Asia is one of the premier trade shows in the Asia market, there are requirements that all exhibitors should be familiar with including [show](#) and [IP](#) policies, and potential [violations](#).

Reduced Exhibitor Move-in Date

Please be aware that the move-in schedule is reduced by one day compared to 2023 in Singapore.

Move-In (25 – 27 May 2024)

| | | |
|---|---------------------------------------|---------------|
| Official Contractor/ Freight Forwarder | Saturday – Sunday 25 – 26 May 2024 | 08:00 – 20:00 |
| Raw Space Exhibitors Larger than 36 sqm Move-in | Saturday 25 May 2024 | 12:00 – 20:00 |
| All Raw Space Exhibitors Move-in | Sunday 26 May 2024 | 08:00 – 20:00 |
| Shell Scheme Exhibitor Move-in | Monday 27 May 2024 | 08:00 – 17:00 |

Do Note All Exhibitor MUST complete booth setup by Monday, 27 May by 17:00. Please be sure your team and contractor is aware of this reduced schedule. If you have any questions or concerns, please contact exhibitors@IAAPA.org.

Exhibitor Sustainability Pledge

In an effort to make IAAPA Expo more sustainable, IAAPA is inviting exhibitors to participate in the IAAPA Expo Exhibitor Sustainability Pledge during IAAPA Expo Asia 2024. For more information, please visit IAAPA [Exhibitor Sustainability Pledge](#).

Exhibitor Success & ROI Center

Please visit the [Exhibitor Success & ROI Center](#) available to all IAAPA exhibitors. This is your FREE, on-demand, 24/7 exhibiting knowledge resource. Follow the 5-step plan for downloadable tools, strategic planning exercises, recorded webinar information, topical “how-to” articles, and the Ask the Tradeshow Expert email Q&A. You’ll access the latest information and find direct answers to exhibiting challenges.

Extend Your Brand Beyond Your Booth through Advertising and Sponsorship

Expand your reach beyond the Exhibit Hall! The May / June issue of Funworld will have a focus on the Asia-Pacific region and will have bonus distribution at this year's IAAPA Expo Asia. Your print ad will be seen in print and online by a readership of over 47,000. In addition, you can connect with buyers in the APAC market by advertising on the official IAAPA WeChat Channel throughout the year. Contact Julie at jricewithere@iaapa.org for an insertion order today! Expand your brand recognition by becoming a sponsor at IAAPA Expo Asia today! There are rewarding opportunities available to sponsor the IAAPA Theatre, Aisle Signs, Attendee Badges, and more! Check out the [Sponsorship Prospectus](#) to see all sponsor benefits and contact Cheryl Sulock at CSulock@IAAPA.org for more information.

Be Aware of Fake Mailing Lists and Unauthorized Vendors

Many companies use the internet to gain access to IAAPA's exhibitor list then reach out to you via telephone or email pretending to be an official vendor or housing provider for IAAPA. Before agreeing to do business, check the show's [official contractor list](#) or contact exhibitors@IAAPA.org to be sure they are IAAPA-approved.

Companies offering you access to past IAAPA Expo Asia attendees are not from IAAPA. IAAPA does not sell or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies. For more information, click [here](#).

Quick Links

[Exhibitor Services Guide](#) (order forms, show info)

[Update Booth Profile for Attendees](#) (required)

[Submission of Required Documents](#): Safety, Booth Layout

[Exhibit Hall Floor Plan](#)

[Exhibitor Success & ROI Center](#)

[Hotel Reservations](#)

Exhibitor Registration – Coming Soon!

[Sponsorships](#) and [Advertising](#)

For a complete list of links to exhibitor information, check out the [Exhibitor](#) page to help guide you to exactly what you need!

IAAPA Expo Asia 2024 Exhibitor Bulletin #2 – 15 March 2024

Booth Layout Deadline Approaching

As you begin to plan for your exhibit on-site, make sure you are familiar with IAAPA's [booth layout and display guidelines](#). Exhibit fixtures, components, and attached identification signs in shell scheme and raw space-only booths that are 3 meters deep are limited to 2.5 meters high. Booths 6m deep and above may extend up to 6m. Double-sided signs, graphics, and logos above 2.5m must be setback 3m from the adjacent booths or be covered/finished on the side facing the adjacent booth. Review all the guidelines [here](#).

All exhibitors need to complete the online [Booth Layout Form](#) no later than **5 April**. Raw/space only booths, those with inflatables, requesting a variance, and/or greater in size than 36sqm, must also upload files as detailed [here](#). [Login now](#) and click Required Documents to complete.

Discounted Hotel Rates Available

IAAPA has partnered with hotels to offer competitive hotel rates on a range of accommodation types. Please click [here](#) to reserve your accommodation now!

Online Ordering of Exhibitor Services

Have you started reviewing the [Exhibitor Services Guide](#) containing all the information and order forms you need to successfully exhibit at IAAPA Expo Asia? Click the [Vendor Order Forms](#) dropdown for all the details. Don't delay—[deadlines](#) are approaching!

Insurance

IAAPA has contracted a basic general liability policy on behalf of each exhibitor of US\$2 million general aggregate and US\$1 million per occurrence coverage. This covers each exhibiting company, so they are not required to submit a customized certificate with show information to IAAPA for review.

However, any exhibitor displaying an amusement ride or device (per ASTM 747-06) which allows audience participation, using flammable materials, or serving food or beverage items that is the exhibitor's own product, will need to carry US\$3 million general aggregate and US\$2 million per occurrence and provide IAAPA with a copy of that certificate via the [Audience Participation Safety Form & Ride Registration](#) or via email at exhibitors@IAAPA.org by **5 April**. As well, all non-official contractors are required to carry and submit a COI as outlined [here](#). If you need assistance obtaining either of these additional policies, please contact Pitchayut Peeratiphat with Lockton Wattana Insurance Brokers (Thailand) Ltd at +66 (0) 2 635 5000 (Ext. 6502) or Pitchayut@lockton.com.

Food and Beverage

All food and beverage sampling must be approved in advance by IAAPA show management, please contact Exhibitors@IAAPA.org. If you wish to arrange any booth catering for your staff or customers, you may arrange it through QSNCC, which is exclusive to all booth catering. Please contact Ms. Suphawinee Chumsuk (Boom), QSNCC - F&B Management at +66 (0) 2229 3164 or suphawinee.chu@qsncc.com.

Exhibitor and Guest Registration Coming Soon!

Complimentary exhibitor staff badges are provided for exhibitors and their staff working in exhibitor booths during the exhibition days. Exhibiting companies are allotted five (5) staff badges for the first 9 net square meters of exhibit space and two (2) staff badges for each increment of 9 net square meters of exhibit space up to a maximum of 50 complimentary exhibitor badges. Additional staff badges are available at the member/non-member rate. See full details are [here](#).

The Exhibitor Guest Program ensures your customers and prospects can attend IAAPA Expo Asia, as your guest, for free. You will receive a unique code that you provide to your guests to register themselves and access to the trade show floor will be free. Upgrade options are available during the registration process.

Once Exhibitor Registration is open you will be able to register your booth staff using your Company Contract Password that was used to apply for booth space. Contact exhibitors@IAAPA.org if you cannot locate it. Exhibitor Registration and Exhibitor Guest Registration will open toward the end of March. Watch your email for an announcement once live.

Become an IAAPA Expo Asia 2024 Sponsor today!

Looking for an effective way to strengthen your brand recognition at IAAPA Expo Asia 2024? Sponsorships are available for the IAAPA Theatre, Aisle Signs, Onsite Maps, and more! [Check out the exciting opportunities](#) and contact Cheryl Sulock at CSulock@IAAPA.org for more information.

Revolutionize Your Exhibiting Experience and Amplify Business Growth

IAAPA Expo Asia's new Hosted Buyer Program brings together pre-qualified, high-quality buyers from non-endemic vertical markets (hospitality, retail, venture capitalists and angel investors, finance, commercial development, government, etc.), providing you with unparalleled opportunities to expand your reach and forge valuable connections. By connecting with buyers from these thriving sectors, you can unlock new avenues for collaboration, innovation, and success.

Refer a buyer today by having them fill out the prequalifying form [here](#). [Learn](#) more about the hosted buyer.

Upcoming Deadlines

- No Date [Booth Profile](#) (compulsory)
- 5 April [Booth Layout Form](#) (compulsory)
- 5 April [Order forms for official contractor \(PX System\)](#)
- 5 April [Audience Participation Safety Form](#) (compulsory)
- 6 May [Shipping Documents](#)
- 5 April [Utility Forms \(MBS\)](#)
- [Exhibitor Awards Application](#)

See the complete list of [Exhibitor Deadlines](#).

Quick Links

- [Exhibitor Services Guide](#) (order forms, show info)
- [Update Booth Profile for Attendees](#) (required)
- [Submission of Required Documents](#): Safety, Booth Layout
- [Exhibit Hall Floor Plan](#)
- [Hotel Reservations](#)

Exhibitor Registration – Coming Soon!

[Sponsorships](#) and [Advertising](#)

For a complete list of links to exhibitor information, check out the [Exhibitor](#) page to help guide you to exactly what you need!

Did you miss the previous Exhibitor Bulletins? Find past issues [here](#). If you have any questions about this information contained within or need additional details relating to your booth at IAAPA Expo Asia 2024, please contact Exhibitors@IAAPA.org. Thank you!

If you have any questions as you prepare to exhibit, please [contact](#) an IAAPA representative or IAAPA appointed service provider.

IAAPA Expo Asia 2024 Exhibitor Bulletin #3 – 9 April 2024

Booth Layout Submission Past Due

For exhibitors who have not yet submitted their booth layout, the deadline has now passed! It is crucial that you complete the online [Booth Layout Form](#) immediately. Raw/space-only booths, those with inflatables, requesting a variance, and/or greater in size than 36sqm, must also upload files as detailed [here](#). Please [login now](#) and click on Required Documents to complete the submission.

Please note that failure to submit your booth layout immediately may result in a violation including a loss of exhibit seniority and/or monetary fine.

Exhibitor and Guest Registration Is Now Open

Complimentary exhibitor staff badges are provided for exhibitors and their staff working in exhibitor booths during the exhibition days. [Login now](#) to get started. If you need password assistance please contact exhibitors@IAAPA.org.

The Exhibitor Guest Program ensures your customers and prospects can attend IAAPA Expo Asia, as your guest, for free. Exhibitors should log in to the [Exhibitor Registration](#) portal to view their unique code, which they can then share with customers and the link to [Attendee Registration](#). If the code is not listed, it indicates that the exhibitor hasn't paid their booth fee. Codes will be made available within 5 business days after full payment is received. This unique code allows guests to register themselves and grants them access to the trade show floor for free. Upgrade options are available during the registration process. Note, your guests must register themselves to receive the guest registration so please do not attempt to register them yourself.

Connect+ is Now Open to Exhibiting Companies

Using IAAPA's mobile app, **Connect+**, exhibitors can enhance their exhibiting experience and connect with attendees. The primary exhibiting contact should [login now](#) to set up the profile by **27 April**. Note, each of your exhibit staff will need to be registered through [Exhibitor Registration](#) with a unique email in order to access the app. [Learn more now!](#)

Exhibitor Awards

The online application is now open! [Login](#) to your eBooth and click Required Documents to get started now! The deadline is **20 May**. Click [here](#) for more information.

Pre-Site Contractor Briefing

IAAPA is organizing a pre-site briefing for all exhibitors and contractors on **22 April, 2pm**, at **Room 201 in QSNCC**. During the meeting, we will cover safety work procedures, the move-in/move-out schedule, and rules and regulations etc. We strongly encourage contractors and exhibitors to participate if possible. Contact Ivan Zhang at izhang@IAAPA.org for further details.

Last Chance to Become a Sponsor at IAAPA Expo Asia

Limited time remains to expand your brand recognition by becoming a sponsor at IAAPA Expo Asia! There are rewarding opportunities still available to sponsor the Leadership Breakfast, the Opening Reception,

Attendee Badges and more! Check out the [Sponsorship Program](#) to see all sponsor benefits and contact Cheryl Sulock at CSulock@IAAPA.org to become a sponsor today!

Revolutionize Your Exhibiting Experience and Amplify Business Growth

IAAPA Expo Asia's new Hosted Buyer Program brings together pre-qualified, high-quality buyers from non-endemic vertical markets (hospitality, retail, venture capitalists and angel investors, finance, commercial development, government, etc.), providing you with unparalleled opportunities to expand your reach and forge valuable connections. By connecting with buyers from these thriving sectors, you can unlock new avenues for collaboration, innovation, and success.

Refer a buyer today by having them fill out the prequalifying form [here](#). [Learn](#) more about the hosted buyer.

Share Your News with the Media

Exhibitors are encouraged to provide the IAAPA press team with information about new products or services you'll be displaying your booth for media promotion. Click [here](#) for more information and complete the form [here](#) by 20 May

Upcoming Deadlines

- Past Due [Booth Layout Form](#) (compulsory)
- Past Due [Order forms for official contractor \(PX System\)](#)
- Past Due [Audience Participation Safety Form](#) (compulsory)
- Past Due [Utility Forms \(MBS\)](#)
- 27 April [Booth Profile](#) (compulsory)
- 6 May [Shipping Documents](#)
- 20 May [Exhibitor Awards Application](#)
- 20 May [Media Promotion](#)

See the complete list of [Exhibitor Deadlines](#).

Quick Links

- [Exhibitor Services Guide](#) (order forms, show info)
- [Update Booth Profile for Attendees](#) (required)
- [Submission of Required Documents](#): Safety, Booth Layout
- [Exhibit Hall Floor Plan](#)
- [Hotel Reservations](#)
- [Exhibitor Registration](#)
- [Sponsorships and Advertising](#)

For a complete list of links to exhibitor information, check out the [Exhibitor](#) page to help guide you to exactly what you need!

If you have any questions as you prepare to exhibit, please [contact](#) an IAAPA representative or IAAPA appointed service provider. Thank you!

IAAPA Expo Asia 2024 Exhibitor Bulletin #4 – 2 May 2024

Final Call for Stand Plan Submission!

Space-only exhibitors are required to submit their stand plan design promptly for approval. Failure to do so by **6 May** will result in the issuance of a violation notice to the exhibitor. Without stand approval, neither the exhibitor nor the contractor will be permitted to build their booth on site. [Login](#) to Exhibitor Required documents to submit now and ensure all required documents have been submitted.

Prepare for Exhibitor Move-in

Exhibitors may begin set-up based on their booth type and booth size. If your company requires additional time, contact us exhibitors@IAAPA.org regarding your needs and IAAPA will consult with PX System and APT. Time is limited at the loading dock space, so it is important to follow the schedule to avoid unnecessary congestion.

| | | |
|---|------------------|---------------|
| Raw/Space Only Exhibitors Larger Than 36sqm | Saturday, 25 May | 12:00 – 20:00 |
| All Raw/Space Only Exhibitors | Sunday, 26 May | 8:00 – 20:00 |
| Shell Scheme Exhibitor Move-in | Monday, 27 May | 8:00 – 17:00 |
| Exhibitor Set-up Deadline for Inspection* | Monday, 27 May | 17:00 |

*Exhibitors can continue to set up their booths until 20:00 on 27 May, but the exhibitor must have at least arrived by 17:00 to avoid a late set-up violation.

Exhibitor Insurance

Each exhibiting company paid a compulsory fee for exhibitor general liability insurance with their contract. This insurance provides an additional layer of coverage for any incidents that happen in your booth during IAAPA Expo Asia 2024. You will receive an email from Lockton with the policy for your files. If you have any questions about the coverage, please contact Pitchayut@lockton.com or exhibitors@IAAPA.org.

Shell Scheme and Aisle Carpet Colors

The aisle carpet color during IAAPA Expo Asia 2024 will be Orange and the shell scheme carpet will be blue. Note, all booths must be completely covered by carpet or another form of floor covering.

Don't Forget to Register Your On-Site Team

All booth personnel will need an Exhibitor badge to access the trade show floor during IAAPA Expo Asia. Click [here](#) to log in to Exhibitor Registration. Your password is your IAAPA contract password. Once logged in you can register your staff, purchase special event tickets, and view your Exhibitor Guest Code. Full details about exhibitor registration and allotments can be found [here](#).

Share and Get More Guest Passes at IAAPA Expo Asia 2024!

Boost your presence at IAAPA Expo Asia 2024! Share on social, get more exhibitor guest passes! Download social sharing graphics and invite your network to visit your booth for free. IAAPA rewards active posters with additional guest passes. Join us now! <https://www.iaapa.org/expos/iaapa-expo-asia/invite-your-network>.

Discover exclusive travel deals with Trip.com!

Discover exclusive travel deals with [Trip.com](https://www.trip.com)! Enjoy a 7% discount on global hotel bookings (applicable to booking rates plus taxes). Plus, get a fantastic USD100 off when you spend USD 5,000 or more on your flight ticket(s). Don't miss out on these amazing offers! Use coupon code [IAAPAH] (for hotels) & [IAAPAF] (for flights) at checkout. Visit [Trip.com](https://www.trip.com) and start planning your getaway today. Limited time only!

Exclusive attractive discounts to Bangkok's attractions

Discover the best of Bangkok's local attractions at exclusive discounted prices with [Attendee Perks](#) and save up to USD 100 across 10 local attractions during show period.

Quick Links

[Exhibitor Services Guide](#) (order forms, show info)

[Update Booth Profile for Attendees](#) (required)

[Submission of Required Documents](#): Safety, Booth Layout

[Exhibit Hall Floor Plan](#)

[Exhibitor Success & ROI Center](#)

[Hotel Reservations](#)

[Exhibitor Registration](#)

[Sponsorships and Advertising](#)

For a complete list of links to exhibitor information, check out the [Exhibitor](#) page to help guide you to exactly what you need!

Did you miss the last Exhibitor Bulletin? Find each past issue [here](#). If you have any questions as you prepare to exhibit, please [contact](#) an IAAPA representative. See you in Bangkok, Thailand!

IAAPA Expo Asia 2024 Exhibitor Bulletin #5 – 14 May 2024

After months of planning, IAAPA Expo Asia 2024 is just days away! The following are some important reminders and information for on-site. Please share this with your entire on-site team.

Reminder: Invite Your Network to Join You in Bangkok

Free custom marketing materials including social graphics and email signature are available on the [Social Media Graphics](#) page for quick download and sharing. There is also an email invitation template available with your [Exhibitor Guest Code](#) to easily invite your customers and prospects to attend IAAPA Expo Asia 2024 for free!

Non-Official Contractors

Exhibitors who have appointed a Non-Official Contractor must ensure that their contractor completes the [Raw Space/Modified Shell Scheme Exhibitors Form](#) and the [Contractor Wristband Form](#) and submits them to the PX System at april.soe@pxsystem.com. Additionally, **exhibitors must ensure that their Non-Official Contractor submits their Insurance Certificate to IAAPA Show Management at exhibitors@IAAPA.org.**

Failure to complete and submit the forms will result in being prohibited from commencing booth construction on-site. To prevent any delays or inconveniences, exhibitors must ensure that their appointed Non-Official Contractor adheres to the terms outlined in the [Non-Official Contractor-IAAPA Agreement](#).

Move-in Equipment

Exhibitors may move in material that can be hand-carried by one person without the use of trolley, hand truck, or other mechanical equipment through the main entrances to the exhibit hall. Hand-carried items include small cartons, packages, or wheeled luggage. Only full-time employees of the exhibiting company will be allowed to hand-carry items and will not be permitted access to the loading dock area(s). Otherwise, labor/lifting equipment will be required for such exhibit handling and can be ordered in advance from the Official Freight Forwarder, [APT Showfreight Limited](#). Any exhibits arriving at the loading dock of Queen Sirikit National Convention Center (QSNCC), will be required to be handed over to APT and shall be subject to on-site handling charges. For safety, only APT is allowed to operate mechanical handling equipment like hydraulic jacks, pallet trucks, forklifts, etc., inside the loading dock of QSNCC and inside the exhibition halls.

Exhibit Set-up Deadline

All booths must be mostly set up and ready for inspection with the surrounding aisles clear of exhibitors' equipment and debris no later than **17:00 on 27 May**. Exhibitors are subject to [fines and/or loss of seniority](#) for setting up Wednesday morning. If you are delayed due to travel or other issues, please contact exhibitors@IAAPA.org.

Last Call: Exhibitor Awards Application

Be recognized as one of the best booths based on booth design, branding, staffing, product in the booth, and overall appeal. Winners receive free recognition on-site including a ticket to attend the Leadership

Breakfast, as well as additional promotion post-show. More information is [here](#). Sign-up through Required Documents form [here](#) by **20 May**.

Don't Forget to Register Your On-Site Team

All booth personnel will need an Exhibitor badge to access the trade show floor during IAAPA Expo Asia. Click [here](#) to log in to Exhibitor Registration. Your password is your IAAPA contract password. Once logged in you can register your staff, purchase special event tickets, and view your Exhibitor Guest Code. Full details about exhibitor registration and allotments can be found [here](#).

Capture Those Leads!

Expotec is the Official Badge Scanning and [Lead Management](#) provider for IAAPA Expo Asia 2024. Most attendees don't carry business cards so with lead retrieval, you can simply scan the QR code on all attendee badges. All scans are saved and allow for quick follow-up post-event. Quantities are limited so please [order today](#) to guarantee your order. For questions, contact Ms. Tina Xie, +86.21.3376.5869*803 or tina.xie@expotec.com.cn. Note, using your camera function on your phone or another lead product will NOT capture the information from the badge QR code.

On-site Contacts

Have a question or problem on site? Reach an IAAPA representative:

Registration – In front of Hall 2 Registration Counters (Level G).

Sales Office – Booth #1337, Halls 1-3 (Level G): Booking exhibit space at future IAAPA trade shows, sponsorships and advertising, or questions about your booth location.

Operations & Safety Team – Booth #1532, Halls 1-3 (Level G): Questions about audience participation, vendor issues, insurance, booth layout/design issues, move-in/move-out, and show violations.

Exhibitor Services – Hall 1 (Ratchadaphisek) (Level G): Vendor representatives from official contractors, missing or new orders for equipment for your booth, and shipping/freight handling.

Intellectual Property Office – Booth #1532: IP questions, concerns, and complaints.

IAAPA Membership and Member Resources – Registration or IAAPA Member Lounge, Booth #301, Halls 1 (Level G): Discuss member benefits and programs, join IAAPA, or renew your membership.

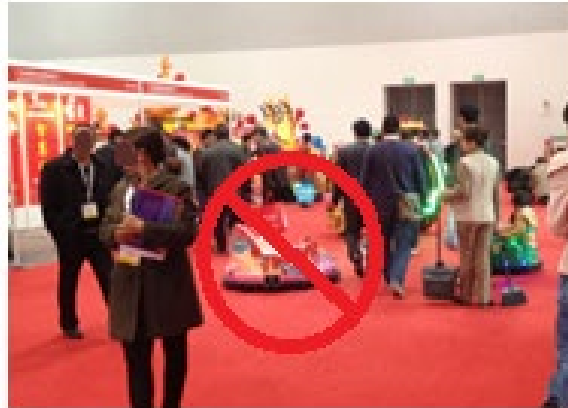
On-Site Rules

IAAPA trade show rules and regulations are different from many other trade shows where your company may exhibit. To ensure your company does not receive any [fines or penalties](#) during IAAPA Expo Asia, IAAPA has outlined some common on-site errors. The following demonstrates practices that are **NOT** allowed.

- 1. All display items must be within the contracted exhibit space.** This includes flags, banners, products, furnishings, and display components.



2. Any **product demonstrations must be within the contracted exhibit space**—no product should sit or extend into the aisles.



3. **No costumed characters in the aisles.** Characters/products must be within contracted exhibit space. Costumed characters are only allowed outside the booth to walk to/from the show floor or the toilets. No wandering the hall.



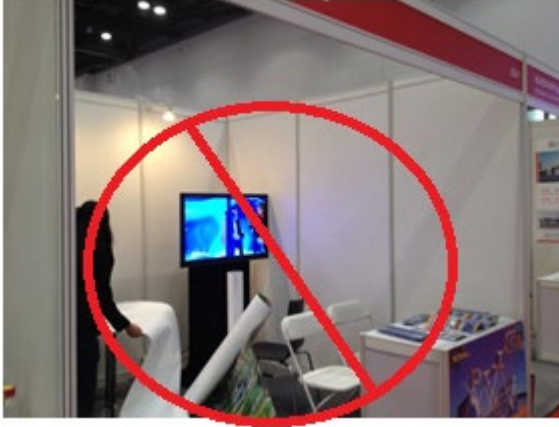
4. Any queues for your product must be within the contracted exhibit space instead of in the aisle.



5. Booth staff is not permitted to walk in aisles with signage or hand out literature. All promotion must take place inside the contracted exhibit space.



6. Booths must be set up by 17:00, Monday 27 May. Fines and penalties will apply for exhibitors setting up Wednesday morning.



If you have any questions about these or any other [Show Rules/Violations](#), please contact Exhibitors@IAAPA.org. Thank you in advance for keeping our show floor safe and professional.

Quick Links

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[Update Booth Profile for Attendees](#) (required)

[Submission of Required Documents](#): Safety, Booth Layout

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