



## Preparing for the Expo A Step-by-Step Guide through the IAAPA Expo 2024

### Exhibitor Services Guide



Exhibitor Deadlines / To Do List  
(2<sup>nd</sup> tab on page)

#### FIRST STEPS

1. Review the Deadlines/Exhibitor To Do List items and download the reminders to add them to your calendar to ensure you don't miss ordering by the discount deadlines.



Badges / Exhibitor Registration Info

2. Review the Badges / Exhibitor Registration Info for registration instructions, badge guidelines and allotments, and wristband procedures (Exhibitor Registration coming soon).



Hotel Reservations

3. Make Hotel Reservations for you and your team (be sure to review the [Exhibitor Schedule](#) dates and times to ensure you include ample time for set-up and tear-down of your booth).



Important Show Information

4. Review the Important Show Information with general information and items you need to know.



Booth Design & Display Guidelines

#### BOOTH ELEMENTS

5. Review the Booth Design & Display Guidelines information so you understand the height limits, requirements, and restrictions based on your booth type.



Booth Layout Form

6. Login to your Exhibitor Console and complete the Booth Layout form (*completion and submission of this form is required of all exhibitors regardless of booth size*).



If your booth is 20'x20' or larger, displaying inflatables, and/or you are requesting a variance to the Booth Design & Display Guidelines, you **must** include a complete rendering of the proposed exhibit and display components with the Booth Layout form for approval.

OCCC Multi-Level & Covered Booth Application

7. If your booth is multi-level or covered, please review the Multi-Level and Covered Exhibits section and the OCCC's requirements. Also, the OCCC's Multi-Level and Covered Booth Application must be submitted for review and approval.



Animal Guidelines

8. If you are planning to have any animals in your booth, please review the Animal Guidelines. Approval must be requested from IAAPA at [exhibitor@IAAPA.org](mailto:exhibitor@IAAPA.org).



**Balloons & Other Lighter-Than-Air Objects Agreement**

**Order Floor Covering Online through GES**

**Order Furnishings Online through GES**

**Orange County Convention Center Online Ordering**

**Smart City Networks Online Ordering**

**Orange County Convention Center Online Ordering**

**Audio/Visual & Computers**

**Floral & Plants**

**Interpreters, Hostesses, and Talent**

**Lead Retrieval**

**Food and Beverage Sampling Approval Request Application**

**Provide Additional Insurance**

**Order Dry, Refrigerated, and Freezer Storage**

9. If you plan to have any balloons or lighter-than-air products, be sure to complete and submit the OCCC's Balloons & Other Lighter-Than-Air Objects Agreement.
10. All booths must have carpet or another form of floor covering over the entire concrete floor within your contracted booth space. You can either bring your own floor covering or order one from GES.
11. If you need to order furnishings for your booth space, you can review the variety of furnishing options offered by GES and order specific items or a discounted booth package.
12. If you require electricity in your booth to power, laptops, lights, display materials, etc., or other utilities, such as air, gas, water, or cable TV, they can be ordered online from the Orange County Convention Center.
13. If your booth needs Internet access beyond the basic Wi-Fi provided by IAAPA, you can order additional Internet from Smart City Networks.
14. If your booth qualifies (20'x20' and larger) and you plan to have a hanging sign or other suspended objects, the Orange County Convention Center is the exclusive provider of aerial rigging services, and this can be ordered online from OCCC.
15. If you need to order any other booth enhancements, such as:
  - Audio/Visual & Computers
  - Floral & Plants
  - Interpreters, Hostesses, and Talent
  - Lead Retrieval
16. If you plan on distributing any food or beverage from your booth that is produced or distributed by your company, please be sure to complete the following steps:
  - a. Complete the Food and Beverage Sampling Approval Request Application to receive approval from Sodexo Live!, the exclusive caterers at the Orange County Convention Center.
  - b. Obtain the additional insurance required for serving food and beverage items not supplied by Sodexo Live! and provide IAAPA with a copy of the certificate of insurance by uploading it using the form in your Exhibitor Console.
  - c. If you need to store any food or beverage items during the show, dry, refrigerated, and freezer storage can be ordered through Sodexo Live!

OCCC's Gas, Cooking, Open Flame Agreement Form

d. If you plan on cooking or using an open flame, gas, or heat producing device, you must complete and submit the OCCC's Natural/LP Gas, Cooking, Open Flame, Heat Producing Device Agreement Form for Fire Marshal approval. If a Fire Watch is required, IAAPA will pay for this provided the exhibitor places the order with OCCC by October 18.

Exhibitor Catering Menu

17. Any general food and beverage needed in your booth must be ordered from Sodexo Live!, the exclusive caterers at the Orange County Convention Center.

Audience Participation Safety Form

18. Login to your Exhibitor Console and complete the Audience Participation Safety Form (*completion and submission of this form is required of all exhibitors regardless of booth size*).

Ancillary and Satellite Events

19. If you would like to host an ancillary or satellite event during IAAPA Expo, please review the requirements and submit the Ancillary and Satellite Event Application.

Shipping – General Information

### GETTING YOUR EXHIBIT TO THE SHOW

20. If you will be shipping your booth materials, please review the Shipping - General Information and determine if you are shipping your materials to the Advance Warehouse or Direct to Show Site.

Hanging Sign Shipping Labels

- If shipping to the Advance Warehouse, please note the address, the date range within which shipments can arrive without additional fees, and that GES only accepts crated shipments.

Hanging signs must be shipped to the Advance Warehouse using the Hanging Sign Shipping Labels.

Exhibitor Schedule and Move-in/out Info

- If shipping Direct to Show Site, please review the Move-In Schedule and the Targeted Exhibitor Move-In Map for the earliest date and time you can access the show floor. To request a targeted move-in date change, please contact [GES](#).

International Shipping Information

- If shipping from outside the United States, international exhibitors are advised to arrange shipment through our official international freight forwarder and customs broker, DSV Fairs and Exhibits.

Hand-Carry Policy

21. If you plan to drive your booth materials direct to show site, please review the Hand-Carry Policy, including what items are and are not permitted for hand-carry, self-unloading procedures, and cartload service.

Material Handling – General Information

22. Review the Material Handling -General Information to familiarize yourself with the procedures and rates.

### PREPARATION & ON-SITE SET-UP

23. All booths must be occupied and in progress of being set-up by 5:00 p.m. Monday, Nov. 18.

Order Installation & Dismantle Labor Online through GES

Contact GES

Exhibitor Appointed Contractors (EAC)

Parking at the Orange County Convention Center

Security Tips

Safety Guidelines

Show Rules and Violation Penalties

IAAPA Contract Terms

Intellectual Property Policy and Procedures

Show Policies

Exhibitor Success & ROI Center

Exhibitor Webinars

Booth Profile & Exhibitor Listing

Connect+

- 24. If you need labor for the installation and dismantling of your booth, labor can be ordered online through GES.
- 25. If you need heavy equipment to install your booth, please contact GES in advance of move-in.
- 26. If you are using a company other than GES or your full-time company employees to build/set your booth, please review the Exhibitor Appointed Contractor requirements and terms.
- 27. If you are driving to the Orange County Convention Center, review the parking lot locations and parking rates on the Orange County Convention Center website.
- 28. Review the following information:
  - Security Tips
  - Safety Guidelines
  - Show Rules and Violation Penalties
  - IAAPA Contract Terms
  - Intellectual Property Policy and Procedures
  - Show Policies
- MARKETING YOUR COMPANY & EXHIBIT**
- 29. Visit the Exhibitor Success & ROI Center, your FREE, on-demand, 24/7 exhibiting knowledge resource. You'll find expert guidance to help you make sure every dollar and every hour you invest in exhibiting at IAAPA supports your core business objectives and delivers measurable, financial value beyond cost.
- 30. Review the on-demand and live Exhibitor Webinars available just for IAAPA Expo exhibitors and arranged to help IAAPA Expo exhibitors have a successful exhibiting experience.
- 31. Update your Booth Profile to take advantage of an enhanced directory listing on the IAAPA Expo floor plan and in IAAPA's mobile app.
- 32. Learn how you can enhance your exhibiting experience using Connect+, IAAPA's mobile app. With Connect+, you can connect with attendees, set appointments, manage your team, and so much more.

**Brass Ring Exhibitor Awards**

33. Enter for the IAAPA Brass Ring Exhibitor Awards to be recognized as the Best New Product or Service in the Attractions Industry or the Best Exhibit Booth at IAAPA Expo.

**Sponsorship Opportunities**

34. Consider a sponsorship opportunity to elevate your brand's presence, expand your network, and drive growth through customized sponsorship opportunities.

**Advertising Opportunities**

35. Consider an advertising opportunity to increase your exposure and attract buyers throughout the world with investment in IAAPA's official print and digital media advertising.

**Media Exposure**

36. Discover ways to promote your company and product by sharing your company's news with the hundreds of trade, consumer media, and industry influencers who cover IAAPA Expo.

**Promote Your Presence  
at IAAPA**

37. Download the "We're Exhibiting" graphics and learn about other tools to announce to your network that you'll be exhibiting at IAAPA Expo 2024.

**Exhibitor Guest Program**

38. Invite your customers and prospects to attend IAAPA Expo for free by sending registration passes through the Exhibitor Guest Program.

**Exhibitor Sustainability Pledge**

39. Participate in the Exhibitor Sustainability Pledge to help make IAAPA Expo more sustainable.

**Exhibitor Services Guide**

#### **ADDITIONAL INFORMATION & ASSISTANCE**

For additional information and full details relating to the Expo, please review the Exhibitor Services Guide.

**Exhibitors@IAAPA.org**

Please contact IAAPA for additional questions and assistance.