

**IMPORTANT ISSUES/  
RULES  
& REGULATIONS**

**SALES MEETINGS**

If you are planning a meeting with non-exhibitor personnel prior to the opening of the show OR during non-show hours, you must advise Show Management in writing prior to the event. In addition, if you are planning any events that will require you to stay past the close of the show, also advise Show Management.

Send details to:                      Janice Montellese, Operations Manager  
    Electric West Show 2009  
    11 River Bend Drive South  
    Stamford, CT 06907  
    Phone: 203-358-3797  
    Fax: 913-981-5616

**INSURANCE**

Neither Show Management, the facility, security contractor, the drayage contractor nor any of their officers, agents or employees will assume any responsibility for exhibitors' property. Exhibitors should include in or have a rider attached to their insurance policies covering the shipment of merchandise to the exposition, the exposition period and the return of their merchandise to their home base.

**EMPTY STICKERS - CRATE REMOVAL**

As soon as you are unpacked, please mark your items for storage with the "EMPTY" stickers. This will help alleviate the congestion in the aisles. "EMPTY" stickers are available from the GES Service Desk located in the exhibitor service area. Be sure your company and booth number are marked on the sticker. All items marked with "EMPTY" stickers will be removed to a storage area, and returned to your booth at the close of the show.

**HAND CARRIED GOODS**

Hand Carried Goods are items that one person can carry themselves (**no hand trucks or dollies**) at one time. This will be strictly enforced.

## 15 Tips To Help Your Booth Staff Have A Successful Show

- 1.) Set clear goals and explain them to your booth personnel. The objectives should be measurable, quantifiable, achievable, and clearly explained.
- 2.) Be sure to highlight your participation at the show with pre-show promotions such as mailings, flyers, or VIP passes. Unlimited supplies of tickets are available. Please see the form in the miscellaneous tab to order your passes.
- 3.) Forecast sales volume by product, market segment and geographic area.
- 4.) Educate yourself on your customers, market potential, and buying habits of potential customers.
- 5.) Practice your sales approach. Be knowledgeable about your products and the sales approach to use with each.
- 6.) Know the strengths and weaknesses of your competitors at the show.
- 7.) Choose a sales strategy that compliments your booth design. (1) Static – Meeting, greeting, qualifying and communicating are all done by booth staffers. (2) Giveaways – Using non-selective, crowd attracting approaches means you need more staff to engage and qualify the large number of prospects drawn into the booth. (3) Audio/Visual – Keeping prospects busy by showing an audio/visual presentation allows you to read their badges and step in to offer specific details and benefits. (4) Exhibitor Product Demonstrations – These require careful planning and pre-show promotions.
- 8.) Learn to “read” the different types of attendees and modify your sales approach to appeal to each individual. Different personalities require a different approach.
- 9.) Use the lead retrieval system to record sales and make notes on what the conversation was about.
- 10.) Do not use slow traffic periods on the floor as a time to sit, look bored, or show frustration. Instead, straighten up your booth, restock magazines or flyers, or make notes on sales leads.
- 11.) Do not overwhelm potential customers with too much information at one time.
- 12.) Know when to get rid of distracters, pests and competitors. You want to use the limited selling hours to your best advantage.
- 13.) Check out other exhibits and staffers to learn what to do and what not to do. Adapt any procedures that seem effective and appealing to you.
- 14.) Meet with your booth personnel for 10-15 minutes after each day of the show to review the events of that day.
- 15.) Reward high achievers in the booth. Return on investments is the key to a successful trade show.

# REGULATIONS

## OBSTRUCTION OF AISLES OR BOOTHS

- The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. Any demonstration or activity, which results in obstruction of aisles, prevents ready access to nearby exhibitor's booths or otherwise creates a hazardous condition, is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

## RESTRICTED ACTIVITIES

- **The distribution of literature, promotional items, samples, etc. is prohibited outside of your contracted exhibit space.** Any distribution or other activity interfering with the activities of neighboring exhibitors or the obstruction of aisles will not be allowed. No materials may be distributed in the common areas of the convention site, including exhibit hall aisles or conference areas, official hotels, or left for distribution in any public areas by the Show. All violators will be issued a warning and may be removed from the Show.
- All photographic rights for the Exhibition are reserved to Show Management. Photography services at or in the Exhibition required or desired by Exhibitors may be obtained by the official photographers (as designated by Show Management) at moderate charges. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to Show Management, whose permission shall not be unreasonably withheld.
- No helium balloons or other lighter than air items, i.e. smoke, confetti, glitter, fog, etc. will be permitted in the exhibit hall.

## FIRE LAWS

- All display materials must be flameproof. Wiring must comply with local fire department and underwriters rules. Smoking in exhibits is forbidden. Aisles, fire exits, and fire extinguishers must not be blocked by exhibits. No decorations of paper, pine bough, leafy decorations, free branches or other combustible materials are allowed. NO storage behind exhibits is provided or permitted. Acetate and most rayon drapes are not flameproof and are prohibited.

## **SOUND LEVEL**

- Sound level of presentations must be maintained at a level so as not to prove disturbing to other exhibitors.

## **ACCESS**

- Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold Show Management harmless from all consequences of exhibiting or failure in this regard.

## **CHILDREN**

- Children under the age of 18 will not be allowed on the show floor. As Show Management, we will enforce this policy on site and continue to do so at future shows. We ask for your assistance in this matter.

## **CHARACTER OF EXHIBITS**

- Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Management.
- Management provides carpet for the aisles of the show to enhance the overall appearance of the show floor.
- It is the exhibitor's responsibility to create an attractive display area. The exhibitor is required to provide carpet to cover the area contracted.

## SECURITY

Each exhibitor must take responsibility for the security of all items in his/her booth. Show Management, the facility and guard service will not accept any responsibility. In an effort to guard against theft, damage and other undesirable occurrences, Show Management provides on a 24 hour basis perimeter uniformed guard service in the exhibit hall including during set-up, show and dismantling hours.

### SECURITY INFORMATION

- 24 hour perimeter guard service is provided.
- Private Guards are available for hire through the security contractor.
- Under NO circumstances will anyone be allowed on the exhibit floor without proper identification - badges MUST be worn at all times.
  - Exhibitor badges are required for all exhibitor personnel during set-up, show and dismantling hours.
  - All attendees are required to wear badges for admission to the show.
  - Exhibitors are allowed on the show floor during the established set-up and dismantling hours. In addition exhibitors will be allowed into the exhibit hall one hour prior to the show opening each day, and must leave within one hour after the show closes each day.

### EXHIBITORS

- **Should not** assume the building is secure.
- **Should not** leave booth unattended during set-up and dismantling.
- **Should not** leave attractive items where others can pick them up.
- Should use strong safeguards.
- Should wear their badges at all times.
- **Should not** hide things behind their booths. Guards cannot see behind your booth.

## **SUGGESTED SECURITY PRECAUTIONS**

- Make sure all personnel are properly badged. Exhibitor badges will be recognized during set-up, show days and breakdown.
- Goods should never be left unprotected in the booth. It takes only a moment for a thief to steal a handbag, an attaché case, or any other item.
- Portable items of all sorts should be kept in a sturdy, strong locked place. A temporarily constructed office in a booth is probably not secure.
- Prototypes, tape recorders, VCR's, DVD's, Plasma Screens, pocket calculators, give-away items are things most often stolen. They should be guarded.

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