

FEBRUARY 6-8, WEST PALM BEACH, FL



EXHIBITOR REFERENCE GUIDE

EXPO LOCATION

Palm Beach County Convention Center

Exhibit Hall AB
650 Okeechobee Blvd
West Palm Beach FL, 33401

EXHIBIT HALL SCHEDULE

Move-In

Tuesday, February 5 8 a.m.–5 p.m.

IMPORTANT: All exhibits must be set and ready to open by 5 p.m. on Tuesday, February 5. Please plan travel arrangements accordingly.

Show Hours

Wednesday, February 6 9 a.m.–6:30 p.m.
Thursday, February 7 9 a.m.–2:30 p.m.

Dismantle

Thursday, February 7 2:30–7 p.m.

IMPORTANT: Freeman will begin returning empty containers as soon as the show closes. The entire process takes approximately two to four hours. Out of respect for the show, your neighbors, and the conference attendees, please do not pack up your booth prior to 2:30 p.m. on Thursday, February 7. *Early tear-down is a blatant violation of show rules and regulations.* Please plan travel arrangements accordingly. All displays must be completely removed from the exhibit hall by 7 p.m. on Thursday, February 7.

WHAT'S INCLUDED WITH YOUR BOOTH?

The following is included in the rental fee of each 10' x 10' booth:

- 8' high draped back wall, 3' high draped sidewalls in show colors
- one 7" x 44" identification sign
- one complimentary Full Conference Exhibitor registration per 10' x 10' booth (allows access to EXPO, general sessions, and education sessions)
- three Booth Personnel registrations per 10' x 10' booth (allows access to the exhibit hall only)

- company listing in the program guide, the January 2019 issue of *TD* magazine, the conference website, and the conference app
- use of the preconference and post-conference attendee mail list for one-time use through a third-party mail house.

ADDITIONAL BOOTH EQUIPMENT AND SERVICES

The following order forms are included in this service kit in the “Facility/Other Contractors” section. Please check the actual forms for their deadline dates. Order all services at least three to four weeks in advance.

Telecommunications • Catering • Audiovisual • Photography
 Floral • Computer Rental • Lead Retrieval • Electrical

Remember that on-site orders are last on the priority list and usually more expensive. To save time and money and to reduce lines at the service center, please order in advance.

DISPLAY RULES

Standard 10’ Deep Booth (linear)

- Definition:** One or more 10’ x 10’ units in a straight line
- Height:** Front 5’ of booth cannot exceed 4’ in height
 Back 5’ of booth cannot exceed 8’ in height
- Intent:** Each exhibitor is entitled to a reasonable sightline from the aisle. Limiting the display fixture’s height and location is meant to accommodate the sightlines of neighboring exhibitors.

Perimeter Wall Booth

- Definition:** One or more 10’ x 10’ units in a straight line located on the perimeter walls of the EXPO.
- Height:** Front 5’ of booth cannot exceed 4’ in height.
 Back 5’ of booth cannot exceed 12’ in height.
- Intent:** Because the outer perimeter booths do not back up against another exhibitor’s booth, display back walls and materials will not interfere with or distract from any other exhibitor booth.

Please refer to the ATD Contract Terms, Form B, for more display information.

SHOW COLORS

Drape: Teal/Tan

Carpet: Latte

BOOTH CLEANING

Cleaning of your exhibit space is not included with the rental of your booth. Additional services for debris created must be ordered through Freeman. A form for cleaning services can be found under the section labeled "Freeman."

LABOR JURISDICTIONS

Please see the Labor Jurisdiction Guidelines under the Freeman link in this service kit. Please read all union information before arriving on site. If you have any questions, please contact the Freeman Exhibitor Services Department at 407.816.7900.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors who plan to use a service contractor other than the official contractor (Freeman) to unpack, erect, assemble, dismantle, and pack displays or equipment must provide the service company name, address, and supervisor name to Show Management in writing by January 5, 2019. Please refer to the Exhibitor-Appointed Contractor form found in the service kit. This form must be submitted with a Certificate of Insurance.

EXPECTED ATTENDANCE

Management expects 1,500 learning professionals who focus their daily attention on the design, delivery, management, and strategy of technology and learning to attend ATD TechKnowledge 2019.

DISTRIBUTION OF GIFTS, SAMPLES, OR PRINTED MATERIALS

Exhibitors can distribute gifts, samples, souvenirs, and printed material only from the confines of their booth space. Any materials left outside your booth will be removed, and if the activity persists, your booth may be shut down.

UNDER 18

No one under the age of 18 is permitted in the EXPO at any time, especially during move-in. Please instruct your on-site booth staff to leave children at home or with another adult while they access their booth.