



Exhibitor FAQs and Schedule

Attendees

Show attendees are independent retail store owners and their staff. Attendees may have one or more brick-and-mortar store locations. Due to privacy laws, the URA does not distribute attendee contact information. We encourage vendors to consider other ways to collect the information such as prize drawings, newsletter sign-ups, etc.

Exhibitor Service Kit

Shepard Exposition Services is the official URA show decorator. Shepard emails the service kit to exhibitors approximately 120 days before The Show.

Booth Furnishings

Each 10' x 10' booth will have an 8' high back drape and two 3' high side divider drape. Each exhibitor is identified with a 7" x 44" identification sign, and receives one 6' draped table, two chairs, and one wastebasket. Those with bulk space, 20'x20' or larger, do not receive table and chairs. See the Exhibitor Service Kit for additional booth furnishings, services, and equipment.

Exhibit Rules & Regulations (See Exhibit Agreement for Additional Rules)

- Any portion of an exhibitor's display that extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor's own expense, be smooth, flush-finished, and painted, with no exposed framework or artwork.
- Companies renting space on both sides of an aisle may NOT place carpet across the aisle or display products in the aisle. This is common ground and must be clear. No portion of an exhibit structure may extend beyond the assigned floor space.
- To fully promote the activities of the URA Trade Show, the Association prohibits anyone from using hospitality suites or meeting rooms two days before, two days after, and during the URA show. Companies cannot encourage the absence of visitors/attendees from the Trade Show or any scheduled event.
- Before or after URA scheduled events, exhibitors may invite retailers to join them for dinner or cocktails, so long as no more than three retail stores are included at one time. Multiple vendor reps may not gather at the same table or combine into one larger group.

Carpet

The exhibit hall is carpeted; however, carpet may be ordered to compliment your display. See the Exhibitor Service Kit for color choices and prices.

Distribution of Advertising Material/Canvassing/Soliciting

Demonstrations, interviews, market research, order taking, etc., are restricted to the exhibitor's contracted space. Activities may not interfere with normal traffic flow nor infringe on the aisle or neighboring exhibits. Anyone representing a non-exhibiting firm is prohibited from canvassing or distributing advertising or marketing material in the venue of The Show.

Electric Services

See the Exhibitor Service Kit for services and pricing.

Food & Beverage Service Sponsored by Exhibitors

URA staff must approve services offered to attendees. In addition to the cost of the food and beverages, there is a \$1,000 sponsorship fee. URA promotes sponsorships before, during, and after the show.

Labor Rules

Nevada is a "right-to-work" state. Full-time employees of the exhibiting company may set up the display as long as it does NOT require using powered tools. Install/dismantle labor, freight handling, rigging, and electricians are coordinated by the decorator. See the Exhibitor Service Kit for details.

Music or Videos

Exhibitors may play soft background music or play videos in their booth so long as it does not interfere with neighboring booths or conversations.

Shipping

See the Exhibitor Service Kit for shipping instructions. Contact the hotel for instructions and policies to ship to hotel guest.

Signs/Banners Over Booth

Banners may be hung over your exhibit space. The banner cannot go outside of your contracted booth space or hang across an aisle. See the Exhibitor Service Kit for more information.

Wi-Fi Service

See the Exhibitor Service Kit for more information.

Exhibitor Schedule (Subject to Change)

Saturday, October 17

8:00 am – 5:00 pm ~ Exhibitor Move-In
5:00 pm – 7:00 pm ~ Welcome Party

9:00 am – 6:00 pm ~ TRADE SHOW OPEN

11:30 am – 1:00 pm ~ Lunch on the Trade Show Floor
6:30 pm – 9:00 pm ~ Great Gatsby Party w/Retailers

Sunday, October 18

8:00 am – 5:00 pm ~ Exhibitor Move-In
9:00 am – 4:00 pm ~ Retailer Education
6:30 pm – 9:00 pm ~ Casino Night w/Retailers **20th Anniversary Celebration

Tuesday, October 20

8:00 am – 9:00 am ~ Breakfast
9:00 am – 12:00 pm ~ TRADE SHOW OPEN
11:00 am ~ Prize Parade on show floor
12:00 pm – 5:00 pm ~ Exhibitor Move-Out

Monday, October 19

8:00 am – 9:00 am ~ Breakfast