

Exhibitor FAQ's

Attendee Stats

Our attendees are independent retailer store owners, mostly brick and mortar. Some have just one location and some have several. We anticipate over 400 retail store representatives per show, representing over 250 store fronts ... all in one place at one time.

Move-In and Move-Out

Move-In is Sunday, October 22, from 8 am to 5 pm and/or Monday, October 23, from 8 am to 5 pm.

Move-Out is Wednesday, October 26, from 3 pm to 8 pm and for bulk spaces more time may be granted on Thursday, October 27, from 8 am to noon.

Booth Equipment

Each 10' x 10' booth will be set with 8' high back drape and 3' high side divider drape.

Any portion of an exhibitor's display which extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor's own expense, be completely smooth, flush-finished and painted, with no exposed framework. It must be finished in such a manner as not to be unsightly to exhibitors in adjoining booths or to the Association.

Exhibits which span across an aisle may NOT use carpet across the aisle and/or signs over the aisle. This is common ground and must be kept clear. No portion of an exhibit structure may extend beyond the assigned floor space.

Each exhibitor will also be provided with one 7" x 44" identification sign, one 6' draped table, two chairs, and one wastebasket. Additional booth furnishings and equipment may be ordered through the official decorator.

Carpet

The convention center exhibit hall floor is concrete; therefore, you may want to order carpet for your booth space. There will be midnight blue aisle carpet. No portion of an exhibit structure may extend beyond the assigned floor space.

Electric Services

See Service Kit that will be emailed approximately 120 days prior to the show.

Shipping Exhibit Material

Please note that if you ship to the hotel you could incur charges from them. Please check with the hotel before shipping to make sure you know their policy. See the Expo Convention Contractors Exhibitor Service Kit for shipping instructions to the warehouse and on-site.

Labor Rules

The Gaylord is a Stagehands Union, but it is a "right-to-work" state as well. The use of union labor is not required. Certain services, such as rigging and utilities, are required to be performed by convention center qualified personnel.

Exhibitors that are full time employees can set up their own booth but if they hire outside labor it must come from the Stagehand Union **Exhibit materials that can be hand-carried in (without the use of a dolly or cart), is permitted. This freight must be hand-carried in.**

Signs/Banners Over Booth

Banners may be hung over your exhibit space. The banner cannot go outside of your contracted booth space. If you have booths that span across an aisle, the sign may NOT go across the aisle; this is common ground and must be clear. Contact Expo Convention Contractors for required forms and fees.

Entertaining Customers

To fully promote the activities of the URA Trade Show, the Association prohibits anyone from using hospitality suites and/or meeting rooms two days before, two days after, and during URA activities. Companies cannot encourage absence of visitors/attendees from the Trade Show or any scheduled event. If an exhibitor is found in violation of these rules, their booth will be shut down immediately and booth space fees will not be refunded.

Before and/or after URA daily scheduled events, you may invite attendees to join you for breakfast, dinner, or cocktails, so long as you take representatives from no more than 3 retail store locations at one time. Multiple vendor representatives may not gather at the same table or combine into one larger group.

Wi-Fi Service

See Service Kit that will be emailed approximately 120 days prior to the show.

Drinks and/or Food Service

Exhibitors may provide food and/or drinks from their booth; arrangements must be made through the URA. This is considered a sponsorship; the fee is \$1,000 for the sponsorship plus the cost of food and/or beverages. The URA will promote your sponsorship and service prior, during, and after the show.

Music and/or Videos

You may play soft background music and/or videos in your booth if it does not interfere with neighboring booths and conversations. If the sound can be heard beyond your booth space, you will be required to turn down the volume or discontinue use.

Distribution of Advertising Material/Canvassing/Soliciting

Booth/promotional activities, such as demonstrations, live interviews, market research, etc., may not interfere with normal traffic flow nor infringe on neighboring exhibits. Booth/promotional activities are not permitted outside of the exhibitor's assigned booth space. Canvassing or distribution of advertising material by an exhibitor outside their booth space or anyone representing a non-exhibiting firm is strictly prohibited.

Security

Guard service during the URA Trade show is provided; however, each exhibiting company is solely and fully responsible for their own exhibit material and should insure their exhibit against loss or damage from any cause whatsoever. Be sure your materials are insured from the time they leave your facility until they are returned after the show. URA recommends that exhibitors arrange for all-risk coverage, usually provided as a rider to your existing policies.