

**EXHIBITOR SERVICE MANUAL**

**MAIN MENU**

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**Welcome** to the Artisan Bakery Expo East 2023 Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at Artisan Bakery Expo East 2023. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The **Main Menu** is designed so clicking on a topic will automatically transport you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual. We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions about any areas you need further clarification on.

## GENERAL INFO

### DATES & TIMES

#### Exhibitor Registration Hours

Saturday, September 30, 2023	8:00 AM – 5:00 PM
Sunday, October 1, 2023	8:00 AM – 5:00 PM
Monday, October 2, 2023	8:00 AM – 4:00 PM

*\*\*\*Exhibitor Registration hours subject to change\*\*\**

**Exhibitors must be registered and have badges before entering the exhibit hall.**

**EAC representatives must be pre-registered (via EAC Form) and have company ID, nametag, or company uniform.**

#### Move-in

Friday, September 29, 2023	8:00 AM – 5:00 PM
Saturday, October 30, 2023	8:00 AM – 5:00 PM

*Contact Show Management should you have any special move-in requests. Exhibitors will be permitted to stay until 8:00 PM to merchandise the booth. There will be no in-and-out access to the building after 5:00 PM, nor Freeman services.*

#### Show Day

Sunday, October 1, 2023	11:00 AM – 5:00 PM	<i>All booths must be completely set by 11:00 AM</i>
Monday, October 2, 2023	11:00 AM – 4:00 PM	<i>All booths must remain set until 4:00 PM</i>

*Exhibitors will be permitted to access the exhibit hall beginning at 8:00 AM each show day and 1 hour after show close.*

#### Move-out

Monday, October 2, 2023	4:00 PM – 8:00 PM
Tuesday, October 3, 2023	8:00 AM – 2:00 PM

Important information regarding move-out:

- Freeman will begin returning empty containers once aisle carpeting is removed on Monday, October 2.
- Outbound carriers for exhibitors must arrive & check-in by 12:00 PM on Tuesday, October 3.
- All exhibitors should be completely packed & material handling forms turned into the Freeman Service Desk by Tuesday, October 3 at 2:00 PM.

### EXHIBIT HALL LOCATION

Atlantic City Convention Center  
One Convention Blvd  
Atlantic City, NJ 08401

## VENDORS

Click on vendors to get more information.



FREEMAN  
[ORDER ONLINE](#)



[BUILDING INFORMATION](#)



ONPEAK (HOUSING)  
[BOOK NOW](#)  
(855) 906-2787



EXHIBIT LIKE AN  
EXPERT!  
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INSURANCE  
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LEAD RETRIEVAL  
[DOWNLOAD FORM](#)



BUSINESS CENTER  
[ORDER ONLINE](#)



REFRIGERATED  
DISPLAY CASES &  
ACCESSORIES  
[DOWNLOAD FORM](#)



PLANT RENTAL  
[DOWNLOAD FORM](#)

## SHOW PLANNER

Click on items to get more information and link to the website or form.

### ASAP

UPDATE SHOW DIRECTORY  
LISTING

[EXHIBITOR CONSOLE](#)

### JULY

#### 24<sup>th</sup>

LEAD RETRIEVAL TIERED  
PRICING DEADLINES  
ORDER FORM

- Tier 1: On or before 7/24/23
- Tier 2: 7/25/23 – 9/4/23
- Tier 3: After 9/4/23

### SHIPPING

FREEMAN ADVANCE  
WAREHOUSE SHIPPING  
BEGINS August 30, 2023

- Accepted through Friday, September 22 without surcharge.

SHOW SITE SHIPPING BEGINS  
September 29, 2023

- Shipment arriving before this date may be refused by the facility.

### SEPTEMBER

#### 1<sup>st</sup>

FREEMAN EARLY BIRD  
DEADLINE

[ORDER ONLINE](#)

- Booth Furnishing
- Booth Accessories
- Labor
- Signs & Graphics
- AV Orders

### SEPTEMBER

#### 1-16<sup>th</sup>

ACCC EXHIBITOR  
SERVICES DEADLINES

- [F&B Sampling](#) (Sept. 1<sup>st</sup>)
- [Internet, Telephone](#) (Sept. 15<sup>th</sup>)
- [Electrical](#) (Sept. 16<sup>th</sup>)
- [Booth Cleaning](#) (Sept. 16<sup>th</sup>)

### SEPTEMBER

#### 15<sup>th</sup>

PLANTS & FLORAL  
DISCOUNT PRICING ENDS

[ORDER FORM](#)

### SEPTEMBER

#### 17<sup>th</sup>

BOOTH SECURITY  
Advanced Order Rate ends

[ORDER ONLINE](#)

### EXHIBITOR

#### FORMS

- [EAC Info & EAC COI Form](#)
- [Exhibitor Insurance Form](#)
- [Hanging Sign and Airborne Objects Form](#)
- [Booth Variance Form](#)
- [Meeting and/or event space request Form](#)
- [Photography/Video/Broadcasting Approval Form](#)

### BEFORE YOU ARRIVE

- Submit Certificate of Insurance
- Coordinate Hotel & Travel
- Register Booth Personal in Advance
- Update Show Directory Exhibitor Profile and/or Listing
- **NEW PROCESS!** Submit EAC Notification Form & EAC Certificate of Insurance
- Submit Food Sampling & Beverage Approval Form
- Download App

## INSURANCE

Artisan Bakery Expo East 2023 does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to Artisan Bakery Expo East 2023 before the show.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- **Workers' Compensation** insurance unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- **Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading, and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e., POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), Atlantic City Convention Center (Facility), and Freeman (General Service Contractor). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be contained on the certificate: [CLICK HERE FOR AN EXAMPLE](#)

"Producer" – Name, Address, and Phone Number of the insurance carrier

"Insured" – Company Name, Address, Phone Number, and Booth Number

"Description of Special Items" – "Emerald – Artisan Bakery Expo East 2023, Freeman, Atlantic City Convention Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates October 1<sup>st</sup>, 2022 – October 2<sup>nd</sup>, 2023.



Submit your insurance documents online through the [Exhibitor Console](#). Be sure the name of the attachment reflects the name of the insured exhibiting company.

### NEED GENERAL LIABILITY INSURANCE?

Marsh/TotalEvent Insurance offers General Liability Insurance for \$65 plus tax [ORDER ONLINE](#)



*Certificate Holder Information should be listed as:*

**Artisan Bakery Expo East 2023**

31910 Del Obispo, Ste 200

San Juan Capistrano, CA 92675

## REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

## BOOTH REGULATIONS

### CONSTRUCTION/DESIGN

#### **NEW! Artisan Bakery Expo East is a “Cubic Content” show**

Cubic content refers to the use of space rules in a standard booth space. This means exhibitors can build their exhibit within the entire width, depth and up to the maximum allowable height, depending on the booth type. **A line-of-sight booth design is no longer required.** See booth types and examples on following pages.

All exposed exhibit components extending above the 3’ high pipe and drape sidewalls must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.

*Please note that electrical service is not included with your booth equipment but to accommodate possible power requirements, electrical outlets will be installed in every inline booth. An audit will be conducted by electricians and on-site charges will apply if the electrical service is utilized without an order on file.*

#### **Artisan Bakery Expo East is a “No Concrete” show**

Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations. Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.

### **Early Teardown Policy**

Early booth breakdown is strictly prohibited. Artisan Bakery Expo East is committed to eliminating these practices from the show floor on the final day of the tradeshow. Please keep this in mind when making staffing decisions and travel arrangements.

### **Show Colors**

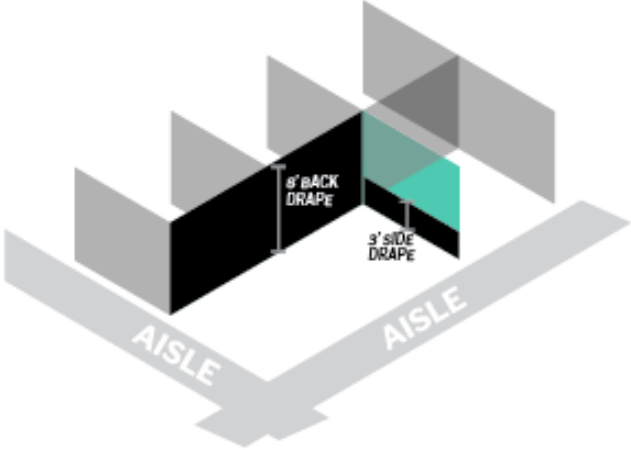
Backwall & Side Drape: Blue & White

Aisle Carpet: Midnight Blue

Standard / Linear / Inline Booth Guidelines


<p><b>Definition and/or Dimension</b>                  Linear booths, also called “inline” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.</p> <p>Linear and perimeter booths are commonly ten feet 10 ft. (3.05m) deep and multiples of 10 ft. (3.05m) wide, i.e., 10’ x 10’, 10’ x 20’, 10’ x 30’, etc.</p>	<p><b>INLINE BOOTH SPACE</b>                  10 X 10, cubic content, with provided drape, max height 8'</p> <p>The diagram illustrates a 10-foot wide by 10-foot deep inline booth. It shows the booth's front, back, and side walls. A vertical dimension line indicates an 8-foot maximum height. The booth is situated between neighboring booths, with an aisle on one side. The text 'not to scale' is present in the bottom right corner of the diagram.</p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8’ high pipe and drape back wall</li> <li>• 3’ high pipe and drape side walls</li> <li>• 7” x 4” booth identification sign with company name and booth number.</li> <li>• Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1)</li> </ul> <p>All other equipment, furnishings and services are the responsibility of the exhibitor.</p>	<p><b>Use of Space – Cubic Content Rule:</b>                  Exhibitors may build their exhibit within the entire width and depth of their booth and up to the maximum allowable height of 8 ft. (2.44m) of the linear booth type/variation.</p> <p><b>“Wiggle Room” Factor</b>                  The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Floor Covering</b>                  Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p><b>Exposed Surfaces</b>                  All exposed exhibit components extending above the 3’ high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.</p>
<p><b>Hanging Signs / Graphics</b>                  Linear / inline booths are <b>not permitted</b> to have hanging signs.</p> <p>Freestanding signs, logos and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>Required Forms</b>                  Certificate of Insurance                  Exhibitor Appointed Contractor (EAC) – if applicable                  Food &amp; Beverage Sample Form</p>

## Corner Booth Guidelines

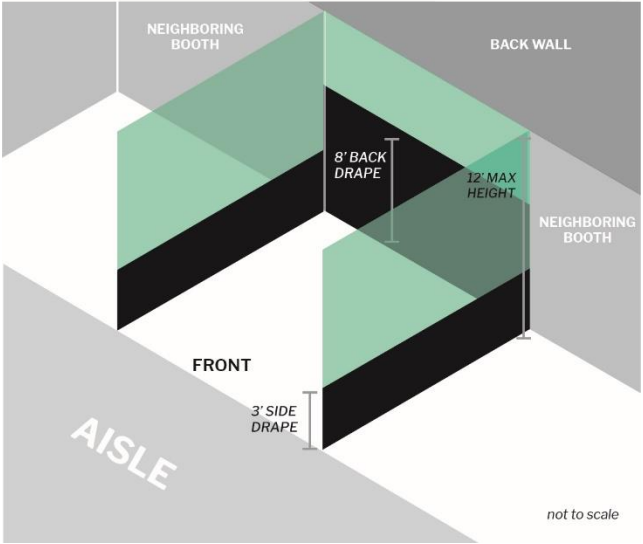
<p><b>Definition and/or Dimension</b> A corner booth is a standard booth exposed to the aisle on two sides.</p>	<p style="text-align: center;"><b>CORNER BOOTH SPACE</b> aisles on 2 sides; cubic content w/ provided drape</p> 
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall</li> <li>• 3' high pipe and drape side wall (between neighboring booth)</li> <li>• 7" x 44" booth identification sign with company name and booth number.</li> <li>• Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1)</li> </ul> <p>All other equipment, furnishings and services are the responsibility of the exhibitor.</p>	
<p><b>Use of Space - Cubic Content Rule</b> Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>"Wiggle Room" Factor</b> The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Floor Covering</b> Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p><b>Exposed Surfaces</b> All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p><b>Hanging Signs</b> Hanging signs are <b>not permitted</b> in corner booths.</p>	<p><b>Required Forms</b> Certificate of Insurance Exhibitor Appointed Contractor (EAC) – if applicable Food &amp; Beverage Sample Form</p>




**Peninsula / End Cap Booth Guidelines**

<p><b>Definition and/or Dimension</b>                  An endcap or peninsula booth is exposed to the aisle on three sides. End cap booths are comprised of two booths and peninsula booths are comprised of at least four booths.</p>	<p style="text-align: center;"><b>PENINSULA BOOTH SPACE</b>                  cubic content, aisles on 3 sides, with provided drape,                  max height 8'</p>  <p style="text-align: right; font-size: small;">not to scale</p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall</li> <li>• 7" x 44" booth identification sign with company name and booth number.</li> <li>• Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1)</li> </ul> <p>All other equipment, furnishings and services are the responsibility of the exhibitor.</p>	
<p><b>Use of Space - Cubic Content Rule</b>                  Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>"Wiggle Room" Factor</b>                  The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Floor Covering</b>                  Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p><b>Exposed Surfaces</b>                  All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p><b>Hanging Signs</b>                  Hanging signs are permitted in peninsula booths, 400 sq ft or larger, with Show Management approval. Submit your hanging sign request via the <a href="#">Exhibitor Console</a> under "Important Exhibitor Forms".</p>	<p><b>Required Forms</b>  <b>Certificate of Insurance</b>  <b>Exhibitor Appointed Contractor (EAC) – if applicable</b>  <b>Food &amp; Beverage Sample Form</b></p>


Perimeter Booth Guidelines

<p><b>Definition and/or Dimension</b> A perimeter booth is a standard booth that backs to a wall of the exhibitor facility rather than another exhibit.</p>	<p style="text-align: center;"><b>PERIMETER BOOTH SPACE</b> booth backs up to wall in event space, max height 12'</p>  <p style="text-align: right;"><i>not to scale</i></p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall</li> <li>• 3' high pipe and drape side walls</li> <li>• 7" x 44" booth identification sign with company name and booth number.</li> <li>• Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1)</li> </ul>	
<p><b>Use of Space - Cubic Content Rule</b> Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 12ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>"Wiggle Room" Factor</b> The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Floor Covering</b> Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p><b>Exposed Surfaces</b> All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p><b>Hanging Signs</b> Hanging signs are <b>not permitted</b> in perimeter booths.</p>	<p><b>Required Forms</b> Certificate of Insurance Exhibitor Appointed Contractor (EAC) – if applicable Food &amp; Beverage Sample Form</p>

## Split Island Booth Guidelines

<p><b>Definition and/or Dimension</b> A split island booth is a booth exposed to the aisle on three sides and shares a common backwall with another split island booth.</p>	<p style="text-align: center;"><b>SPLIT ISLAND BOOTH SPACE</b> 8' provided fabric wall, max height 8'</p>  <p style="text-align: center; font-size: small;">Not to scale. Colors shown may differ from actual booth fittings.</p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall</li> <li>• 7" x 44" booth identification sign with company name and booth number (for companies 400sqft and under)</li> <li>• Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1)</li> </ul>	
<p><b>Use of Space - Cubic Content Rule</b> Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>"Wiggle Room" Factor</b> The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Floor Covering</b> Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p><b>Exposed Surfaces</b> All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p><b>Hanging Signs</b> Hanging signs are permitted in split island booths, 400 sq ft or larger, with Show Management approval. Submit your Hanging Sign request via the <a href="#">Exhibitor Console</a> under "Important Exhibitor Forms".</p>	<p><b>Required Forms</b>  <b>Certificate of Insurance</b>  <b>Exhibitor Appointed Contractor (EAC) – if applicable</b>  <b>Food &amp; Beverage Sample Form</b></p>

**Island Booth Guidelines**

<p><b>Definition and/or Dimension</b> An island booth is any size booth that is exposed to aisles on all four sides but is typically 20' x 20' or larger.</p>	<p style="text-align: center;"><b>ISLAND BOOTH SPACE</b> aisles on 4 sides</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• All island booths are provided a raw space</li> <li>• Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1)</li> </ul> <p>All equipment, furnishings and services are the responsibility of the exhibitor.</p>	
<p><b>Use of Space – Cubic Content Rule</b> Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 12ft.</p> <p>If an exhibitor plans to have structures taller than 12ft, please submit details for review by Show Management using the <b>Booth Variance Request Form</b> in the <a href="#">Exhibitor Console</a> under "Important Exhibitor Forms".</p>	<p><b>Floor Covering</b> Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire retardant in compliance with local fire and safety regulations.</p>
<p><b>Hanging Signs</b> Hanging signs are permitted in island booths, with Show Management approval. Submit your Hanging Sign request via the <a href="#">Exhibitor Console</a> under "Important Exhibitor Forms".</p>	<p><b>"Wiggle Room" Factor</b> Since island booths do not have any adjacent booths, the "wiggle room" rule is not applicable.</p>
<p><b>Multi-Level Exhibits</b> A Multi-Level exhibit consists of a display fixture comprised of two or more levels. A multi-level exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes.</p> <p>All Multi-Level exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to the facility at least sixty (60) days in advance of move-in.</p> <p>Please submit multi-level exhibits details to Show Management using the online <b>Booth Variance Request Form</b> in the <a href="#">Exhibitor Console</a> under "Important Exhibitor Forms".</p>	<p><b>Required Forms</b> <b>Certificate of Insurance</b> <b>Exhibitor Appointed Contractor (EAC) – if applicable</b> <b>Food &amp; Beverage Sample Form</b></p>

## Hanging Signs & Airborne Objects

Hanging signs & airborne objects are permitted in all island, split island, and peninsula / end-cap booths with Show Management approval. All other standard booth types do not qualify for hanging signs and graphics, regardless of size. The exception to this rule is if you purchased a signed peninsula / end-cap booth package; a sign will be created and hung above your booth by Show Management.

All signage is to be hung at a height of 14 ft from the floor to the bottom of the sign to ensure consistency throughout the show floor. Size of the signage itself can be up to 8 ft tall and must be finished on all sides.

Hanging Signs should be placed 10 ft away from neighboring booths.

Any booth design variance from this rule must be submitted to Show Management and receive approval. Submit a **Booth Variance Request Form** with your design details and request, in the [Exhibitor Console](#) under “Important Exhibitor Forms”.

### Rigging Orders

All overhead hanging must be assembled, installed, and removed by Freeman. Set up instructions must be provided for signs needing assembly.

Hanging signs should be shipped to the Freeman Advance Warehouse arriving between August 30, 2023 and September 22, 2023 using the [Hanging Sign Shipping Label](#). Plan to use two labels on each piece you will be shipping and use a waterproof marker to address the label and mark your booth number.

### Approval Process

If you'd like to request approval to a sign above your booth, please submit your Hanging Sign request via the [Exhibitor Console](#) under “Important Exhibitor Forms”.

Approvals may be issued at Show Management's discretion. Drawings and three-dimensional renderings of both the hanging sign and the floor supported booth structure, with dimensions, should be submitted to Show Management with the approval request and available onsite for inspection.

## Drones

Drones / Unmanned Aerial System (UAS) are strictly prohibited at the Atlantic City Convention Center.

## Lighting/Truss

For **hanging** truss & lighting equipment, ACCC (Atlantic City Convention Center) Utilities responsibilities include:

ACCC personnel/employees:

- Must operate all chain motors, including the final trim.
- Only be allowed in aerial lifts.
- Only will be allowed to operate mechanized equipment.
- Must assemble and disassemble any and all overhead rigging including assembly of all truss, attachment, and disassembly of light fixtures to truss, installation and dismantle of power sources, programmable dimmable lighting packages, chain motors and span sets.

ACCC electricians will run all initial power sources and Freeman personnel will make all connections to the dimmable power sources. ACCC stagehands install and dismantle all programmable dimmable lighting fixtures, video walls, audio, and projection.

For **ground** supported truss & lighting equipment, Atlantic City Convention Center (electrician) responsibilities include:

- Will provide installation and dismantle labor of self-climbing and/or mechanized truss systems.
- Must install and dismantle any programmable dimmable lighting fixtures that are attached to any ground-supported truss.
- Must assemble and disassemble as well as install and dismantle all electrical hanging signs.

## Balloons or Inflatables

Helium balloons are strictly prohibited at the Atlantic City Convention Center. They should not be used in the design of the exhibit space or be distributed as giveaways.

## Food Demonstration

Spectra Food Services & Hospitality is the exclusive food and beverage provider for the Atlantic City Convention Center. As such Spectra Food Services & Hospitality is responsible for the safety of all food and beverage consumed, prepared, and dispensed on property. See also [Food & Beverage Sampling](#).

Please familiarize yourself with the OVG Food Services & Hospitality [Food and Beverage Sampling Policy and Guidelines](#) and if applicable, submit a Food and Beverage Sampling / On-site Preparation no later than (30) thirty days prior to the show.

## FREIGHT & DELIVERIES

### Warehouse Address

Freeman will accept materials at the warehouse address **beginning** Wednesday, August 30, 2023. Materials arriving after Friday, September 22, 2023, Outwill be received at the warehouse with an additional after deadline charge.

Exhibiting Company Name / Booth #

#### Artisan Bakery Expo East 2023

C/O Freeman

140 Central Ave, Ste 130

Kearny NJ, 07032

Warehouse hours are Monday through Friday from 8:00 AM to 2:30 PM, Holidays excluded.

### Direct to Show Site Address

Freeman will receive shipments at the show site address **beginning** Friday, September 29, 2023. Materials arriving before this date may be refused by the facility.

Exhibiting Company Name / Booth #

#### Artisan Bakery Expo East 2023

Atlantic City Convention Center

C/O Freeman

One Convention Blvd

Atlantic City, NJ 08401

### Marshaling Yard

There is no Marshaling Yard.

### Move-in/out Procedures



### Self-Unloading / Hand Carry Policy

Exhibitors may hand carry their merchandise from their personally owned vehicle (P.O.V. i.e., car, van, or SUV) in the designated area(s). All vehicles must be parked in a parking lot/garage; no curbside parking allowed. Hand carry is defined as small items such as cartons or packages that one person can carry. Any mechanical assistance is limited to a small dolly. When exhibitors

choose to hand carry material, they may not be permitted access to the loading dock/freight door areas or four wheeled dolly or cart.

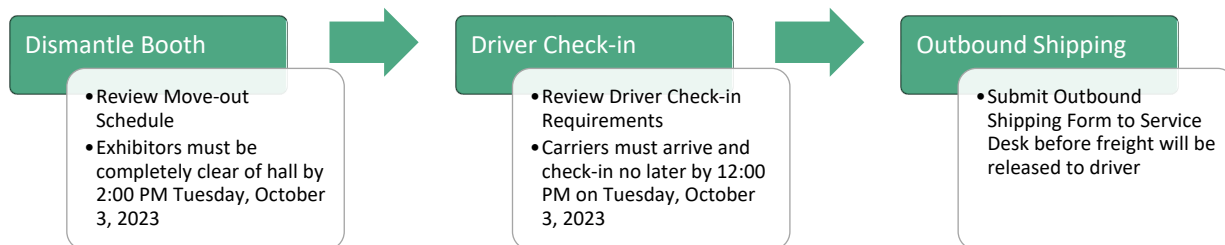
### Privately Owned Vehicles (POV)

The ACCC (Atlantic City Convention Center) has a formal POV program for Privately Owned Vehicles owned by the exhibitor not to exceed the size of a panel van. An area is designated by Freeman that allows the exhibitor to park their vehicle and carry their freight to and from their booth within a time allotment of 20 minutes.

*A POV, or Privately Owned Vehicle, is any vehicle primarily designated to transport passengers and not cargo or freight. Qualifying vehicles include pick-up trucks, passenger van, SUV or taxi.*

### Outbound Shipping

Every outbound shipment will require a material handling agreement and shipping labels. Freeman offers complimentary pre-printing of these items. To take advantage of this service, please complete Freeman's [Outbound Material Handling Authorization and Shipping labels form](#). Your pre-printed MHA and labels will be delivered to your booth prior to the close of the show. *Please note: all third parties must pick up MHA/labels at the Freeman Service Desk.*



### Storage

#### Empty Storage

Exhibitors are allowed to store empty containers or booth items within their booth space as long as it is not behind the booth drape or booth space. Storing items behind the booth drape is a fire hazard and storing items behind your booth is a tripping hazard in the show aisles. This will be strictly enforced by Show Management and the Fire Marshal onsite.

If an exhibitor needs to store empty containers outside their booth space until show close, they can do so with Freeman, at the exhibitor's expense, using the "empty" stickers or take the container offsite to exhibitor's hotel.

#### Refrigerator/Freezer

Refrigeration and frozen storage are provided by Freeman on show site ONLY and services can be ordered online. Please note that containers must be marked with the [Refrigerated Shipping Labels](#) or [Frozen Storage Shipping Labels](#) and be labeled properly with Artisan Bakery Expo East 2023, booth number and company name. Details regarding disposal of leftover items at the close of the show may be obtained at the Freeman Service Center on-site.

Note that exhibitors are not permitted direct access to cold storage. Arrangements for deliveries need to be made at the Freeman Service Center once on-site.

## INSTALL/DISMANTLE & LABOR REGULATIONS

### Late Set-up

On Friday, September 29<sup>th</sup> and Saturday, September 30<sup>th</sup>, exhibitors are welcome to stay in the exhibit hall past the published move-in time of 5:00 PM to continue setting up their booth but must remain inside the exhibit hall until they are leaving the hall for the night. No re-entry will be allowed after 5:00 PM until 8:00 AM the next morning.

### Labor/Union Laws

There are (4) unions that have jurisdiction over trade shows at the ACCC (Atlantic City Convention Center). **Exhibitors may use full-time company personnel to set-up 10' x 10' and 10' x 20' inline booths and 20' x 20' island booths, however they cannot operate heavy machinery or lift equipment.** If full-time company personnel are utilized, they are required to carry photo ID as well as company identification, such as an insurance identification card or payroll stub. At no time may union labor approach an exhibitor for monetary tips or products. If this occurs, please notify Show Management immediately.

Union labor is not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance, or repairs to your products.

### Forklifts

Forklift labor is an exclusive service provided by Freeman.

### Tipping

Freeman, the official service contractor for Artisan Bakery Expo East 2023 requests that exhibitors do not tip its employees by giving money, merchandise or other special consideration for services rendered. Exhibitors should not give coffee breaks other than mid-morning and mid-afternoon when employees have a fifteen-minute paid break. Any attempts to solicit a gratuity by an employee for any service should be reported immediately to a supervisor of Freeman.

**Freeman is the official service contractor for Artisan Bakery Expo East 2023. As the official service contractor, Freeman has the responsibility for material handling, forklift & rigging labor all suspended hanging sign labor that does not require a motor or lighting.**

A full, detailed list of tasks exhibitors can and cannot complete within their booth are listed below.

Union	Definition of Jurisdiction
<b>Teamster Union</b>	Teamsters handle freight at the exhibit hall. They unload trucks or vehicles and deliver materials to and from booths. They also provide rigging of machinery, moving services, and spot machinery in your booth. The normal rigging crew consists of two men and a forklift. Customarily, this service must be ordered in advance at the exhibitor's expense.
<b>Carpenter Union</b>	Carpenters handle the erection and dismantling of display and exhibit booths. This also includes all display work. Carpenters uncrate and re-crate machinery or equipment and install and remove all draping and floor covering.
<b>Decorators</b>	Decorators install drapery, bunting, banners, as well as table, stage and skid skirting.
<b>Electrical Union</b>	Electricians handle all electrical work, which includes supply power lines to your booth, connecting equipment to outlets, and install signs or headers that are lighted, unless they are permanently a part of the exhibit's back wall.



	Task	An Exhibitor Can	An Exhibitor Cannot
CONSTRUCTION	Use Power tools or other types of carpenter/construction equipment with the exception of heavy machinery or lift equipment within any booth inline booth 10' x 20' and smaller and 20' x 20' island and smaller.		X
	Exhibitor may choose to utilize own personnel to set up and dismantle exhibit within any booth inline booth 10' x 20' and smaller and 20' x 20' island and smaller.	X	
	Exhibitor may hire and EAC (Exhibitor Appointed Contractor to perform work.	X	
FREIGHT	Move any freight <b>by hand carry.</b>	If carried by one person	If required more than one person
	Move any freight from a vehicle larger than a Panel van.		X
	Move any freight moved on equipment larger than a two-wheeled baggage cart.		X
ELECTRICAL	Plugin their own devices and equipment for properly ordered 110-volt electrical service of 1500 watts or less.	X	
	Plugin their own devices of 110 volt/ 1500 watts themselves.	X	
	Install or hang up to four small clip-on lights per booth.		X
	Distribution of all electrical equipment necessary to provide electrical service.		X
	Connect modems, printers, computers and keyboards, test and tune own equipment, and run their own communications cable between machines in the same booth above the booth carpet.	X	
MERCHANTISING	Test and tune equipment.	X	
	Unpack, pack, and arrange their merchandise and products in their exhibit.	X	
	Clean and wipe down their products and display merchandise and parts of their exhibit not installed by other Freeman labor.	X	

**Building Rules/Guidelines**

It is strongly recommended that all exhibitors review and understand the [Atlantic City Convention Center Building Rules & Guidelines](#), especially for Fire Marshal requirements and specific policies and procedures that directly pertain to your booth design and demonstration plans.

## Safety

### Fire Marshal Requirements & Permitting

Please reference the [Atlantic City Convention Center Building Rules & Guidelines](#) for Fire Marshal requirements.

## OSHA Regulations

All exhibitors and hired third-party contractors, must comply with environmental laws and OSHA regulations.

## Cleaning

### Clean Floor Policy

Empty cartons and cases must be removed from your booth. Cartons may NOT be stored behind curtains or in your booth. The Freeman Service Center will provide “empty crate” stickers to affix to boxes, cases, and crates. Freeman will store and return them to your booth at show closing. The policy will be strictly enforced by Show Management and the New Jersey Fire Marshal. Should exhibitors have cartons and cases they need to access throughout the event, Accessible Storage is a service provided by Freeman on a first come first served that allows an exhibitor to access their materials in a Fire Marshal approved designated area. This service can be ordered on show site at the Freeman exhibitor services center.

### Excessive/Bulk Trash, Booth & Material Abandonment

Exhibitors promoting giveaways from their booths which generate excessive trash are required to order porter service for their booth. Note these giveaway items do not include food and beverage sampling. Please review the [cleaning order form](#) for this type of service.

If an exhibitor leaves behind ***any bulk trash, excessive literature and/or booth display materials*** that is not labeled for shipment out or donated through the “Green” program at the end of the show, it will be deemed as trash and the exhibitor will be charged for the removal of these items. Any charges incurred on behalf of Show Management to remove the abandoned materials to ensure that Show Management can comply with the published move-out schedule of the facility as stated in the license agreement for the event will be billed to the exhibitor directly.

Show Management and the facility is NOT responsible for the recovery of abandoned materials that are left in and exhibitor’s booth past the move-out dates and times as published.

## Care of the Facility

It is understood that exhibitors shall neither injure, no mar, nor in any manner deface the premises. Exhibitors will not be permitted to drive nails, hooks, tacks, or screws into any part of the building, put up decorations or adhesives that would deface the premises. All curtains, draperies and decorations made from textiles of combustible fibers, or any other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions. Exhibitors shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agent’s contractors, or representatives.

## DONATIONS

If you have food that you would like to donate after the show, Freeman and Emerald have established a program with several local charities to help you do so. Our goal is to assist you with donating the leftover food to local charities, keep them out of landfills, help to feed the less fortunate and make this as easy as possible for you.

If your company is interested in the donation program, the Freeman Service Center will have the donation forms. You will be given donation stickers to place on your items after they are properly packed up. During move-out, we will pick up your donated items and deliver them to the local charities at no additional cost to you.

## EXHIBITOR APPOINTED CONTRACTOR

### Exhibitor Appointed Contractor Process - **NEW**

An Exhibitor Appointed Contractor (EAC) is a company or contractor hired by the exhibitor, who is not an employee of your company or of an official show contractor. EACs are most often independent installation & dismantle companies but also include supervisors, technicians, photographers, audiovisual, floral, furniture, flooring, and any other contractors who aren't the official of the show but provide a necessary service at show site for the Exhibitor.

Pizza & Pasta Northeast and Artisan Bakery Expo East recognizes that exhibitors may have unique needs or partnerships with vendors other than our official partners. Therefore, we support this choice as long as the EAC conforms to the show and venue Rules & Regulations and carries the required insurance coverage.

With the increasing number of EACs, have come numerous added expenses. These expenses include legal costs resulting from increased liability claims, exhibit hall damage, excess cleaning charges, extra administration costs for wristbands, contracting, insurance tracking, etc. Rather than passing on these added costs to exhibitors, we have implemented an administrative fee payable by the EAC. Each EAC hired by an Exhibitor must agree to the Rules & Regulations and will be assessed a fee. An administrative fee of \$300 per booth location the EAC represents is required. The fee applies to all contractors regardless of the service they provide (labor, supervision, products, services, etc.).

The Exhibitor is responsible for providing the EAC with any necessary information pertaining to the exhibit hall (i.e., utilities, order forms, dates, hours, shipping information etc.)

### EAC CHECK-IN (EASTERN STANDARD TIME ZONE)

- EACs must check-in at the EAC counter.
- Individuals picking up wristbands must show a form of identification (ESCA badge, company badge, business card, or apparel, etc.)
- **Wristbands can be picked up on:**
  - Friday, September 29 ..... 8:00 AM - 5:00 PM
  - Saturday, September 30 ..... 8:00 AM - 5:00 PM

### MOVE-IN AND MOVE-OUT SCHEDULE (EASTERN STANDARD TIME ZONE)

- EACs are only allowed on the show floor during move-in and move-out hours unless approved by show management in advance.
- **Move-in:**
  - Friday, September 29 ..... 8:00 AM - 5:00 PM
  - Saturday, September 30 ..... 8:00 AM - 5:00 PM
- **Show Hours:**
  - Exhibitor appointed contractors are not allowed in the exhibit hall during show hours.
- **Move-out:**
  - Monday, October 2 ..... 4:00 PM – 8:00 PM
  - Tuesday, October 3 ..... 8:00 AM - 2:00 PM

## **EAC REGISTRATION PROCESS**

### **EXHIBITOR COMPLETES: EAC DESIGNATION**

1. Exhibitors must designate their EAC(s) no later than **September 1, 2023**. Designations MUST be made using the NEW online EAC portal. It is the Exhibitor's responsibility to ensure their designated EAC fulfills all requirements. Failure to do so will prevent the EAC from accessing the show floor.

[CLICK HERE](#) and select Confirm EAC to complete the EAC Designation Process

### **EAC COMPLETES: EAC REGISTRATION PROCESS**

2. Once the online EAC Designation Process has been completed, the EAC will then receive an email with further instructions for submitting the required EAC documents which are **due September 1, 2023**.

#### **EACs will NOT be allowed on the show floor unless all of the requirements are satisfied:**

- EAC must pay a fee of \$300 for each booth location you are providing services or products for. Payment will be submitted via the online EAC portal. Payments are NONREFUNDABLE.
- EAC must complete all required documentation via the online [EAC portal](#).
- EAC must agree to the [Rules & Regulations](#) outlined in Exhibitor Service Manual along with the EAC Rules & Regulations.
- EAC must submit a valid Certificate of Insurance (COI) via the online [EAC portal](#). COIs must include the coverages outlined in the EAC Rules & Regulations.

#### **The EAC must upload the COI via the online portal with the following coverages:**

- Commercial General Liability, including contractual liability, with limits of not less than \$1,000,000 each occurrence, \$2,000,000 general aggregate, and \$2,000,000 products & completed operations aggregate. Medical expense coverage of \$5,000 per individual and damage to premises coverage of \$300,000.
- Automobile Liability with a limit of not less than \$1,000,000 combined single limit - each accident; only required if bringing on the show floor.
- Workers Compensation, as required by law, with Employers Liability Limits of not less than \$1,000,000 each accident, \$1,000,000 disease - each employee, and \$1,000,000 disease - policy limit.
- Additional Insureds to the General Liability, Automobile Liability, and Umbrella Liability policies with respect to operations performed by the Named Insured in connection with this project: Pizza & Pasta Expo, Artisan Bakery Expo Emerald X, LLC, Freeman Expositions, LLC, Atlantic City Convention Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives.
- COI must include the complete facility access dates of September 29 – October 3, 2023
- The certificate holder must be listed as: Emerald X, LLC, Attn: Pizza & Pasta Northeast and Artisan Bakery Expo, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675

Should you have any questions regarding the process, please email [PizzaExpo@EACMgmt.com](mailto:PizzaExpo@EACMgmt.com).

## **UTILITIES**

### **ELECTRICAL REGULATIONS**

All electrical must be ordered through the [Atlantic City Convention Center](#). Booths may have outlets pre-dropped in the booths. Please be advised that if you plug into these electrical outlets, you will be charged for your power usage at a higher rate than if you had ordered in advance. For your safety and the safety of other show participants, **all electrical work** including floor distribution must be performed by ACCC. Services can be [ordered online](#) or [download the order form](#).

### **LIGHTING**

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting, including spotlights and gobos should be directed to the inner confines of the exhibit space and should not project onto other exhibits or exhibition aisles.

### **COMPRESSED AIR, DRAINS, GAS & WATER (PLUMBING)**

Compressed air, water, drains, fill & drains, and natural gas can be ordered through the [Atlantic City Convention Center](#).

## **INTERNET SERVICES**

Telephone & Internet is not included as part of your booth package. [SmartCity](#) is the exclusive full-service provider for all internet, telephone, and TV services at the Atlantic City Convention Center. Please refer their [website](#) for additional information and ways to order services.

## **ONSITE BOOTH GUIDELINES**

### **DISPLAY**

#### **Animals**

Animals domesticated or non-domesticated are not permitted on the show floor at any time. Under the Americans with Disabilities Act (ADA), Show Management must allow people with disabilities to bring their registered service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting, and protecting persons having seizures, or performing other special tasks.

#### **Booth Appearance & Approvals**

**Artisan Bakery Expo East 2023 is a cubic content show.**

Construction of booths and displays in excess of 8 feet in height, including signage, shall be permitted in island, perimeter, and peninsula booths. Any display over 12 feet in height, and all booths and displays with ceilings or roofs, must have written approval of Show Management. Exhibitors who are installing a ceiling or second story must have Show Management and Convention Center approval to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by the exhibitor are in compliance with exposition standards. This may require the replacement, rearrangement, or redecoration of any items or of any booth. Show management is not liable for any cost that may be incurred by the exhibitor.

#### **Canopies & Ceilings**

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for linear or perimeter booths should comply with cubic content requirements. The base of the canopy should not be lower than 7 feet from the floor. Canopy supports should be no wider than 3 inches. This applies to any booth configuration that has a sight line restriction, such as a linear booth.

#### **Display of Product**

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product or demonstration may extend into any aisle, including the audience. Space within the booth must be designated for any group of attendees viewing or participating in a presentation or demonstration within the booth. All features, signs and/or walls that are facing the aisle need to be covered or finished.

Fog, smoke, and steam machines are not permitted.

Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth which could be interpreted as being a promotion of another company. Items located in the exhibit space must be in good taste or will be removed at the discretion of Show Management.

#### **Floral**

The official provider of floral and plants is TLC National. Download the order form [here](#).

## Hanging Signs and Graphics

Pre-approval for the use of Hanging Signs and Graphics must be obtained from Show Management for all exhibitors. Please fill out the Hanging Sign Approval Form within the [Exhibitor Console](#) and reference the [Hanging Signs & Graphics](#) guidelines listed within this document for more information.

## Refrigerated Showcases & Displays

The official provider for rental refrigerated showcases and displays is Lowe Worldwide Rental Specialists. [Online ordering](#) is available or download the order form [here](#).

## Trademarks/Copyright

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

## Vehicles on Display

Please review the Fire Department Regulations for Display Vehicles found in the [Atlantic City Convention Center Building User's Manual](#).

## DEMONSTRATIONS

### Exhibitor Conduct /Good Neighbor Policy

As a matter of safety and courtesy to others, exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendee are within the contracted exhibit space and no encroaching on the aisle or neighboring exhibits. No activities should be planned, or products displayed in a manner that would require an audience to gather in the aisles. Show Management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Unsportsmanlike, unethical, illegal, or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.

Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance.

### Food & Beverage Sampling

The facility's exclusive food and beverage vendor Spectra Food Service & Hospitality has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served from within the regulations of the city and county. A copy of the food and beverage policy and sampling guidelines can be accessed [here](#).

Any exhibitor sampling products will need to submit a sampling form to the exclusive food and beverage vendor for review and to Show Management for acceptance or rejection. The distribution of food and beverages must be within the exhibitor's allotted space. Any violation could result in fees, the removal of product from the show floor and/or obligatory discontinuation of booth activities. The deadline to submit a sampling form to OVG Hospitality is **August 23<sup>rd</sup>, 2023**.

Peanuts in the shell and cotton candy are NOT permitted on the show floor at any time and may not be distributed from any exhibit booth.

### Hospitality & Networking Events

No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.

Show Management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only. Companies who wish to host hospitality suites must apply in writing to Show Management for permission and must agree that the suites not be open during any scheduled event. Additionally, no exhibitor may hold any revenue-producing event, fundraising event, or event of any type targeted to the event attendees at any time during the event without the advance written approval of Show Management. If an activity is held without approval, Show Management reserves the right to exclude the exhibitor from future events.

### **Noise / Music**

Loud noises, bright lights or other distractions are not permitted. Sound volume of amplifiers or audio-visual presentations must be regulated to not disturb other exhibitors. Sound created by amplified devices should not exceed 80 decibels when measured from the aisle immediately in front of a booth. Management reserves the right to terminate use of equipment determined to be a nuisance.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Show Management does not have a license with any licensing agencies; therefore, exhibitors are responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

### **Raffles, Drawings, and Contests**

Raffles, drawings, and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles, and drawings.

## **ADDITIONAL**

### **Americans with Disabilities Act (ADA)**

All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Click [here](#) for more information on the Americans with Disabilities Act (ADA).

### **Distribution of Promotional Items**

The distribution of samples, printed materials and any promotional material is restricted to within the exhibitor's booth only. Exhibitors may not distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle busses, parking garages, etc., without prior written approval of Show Management.

All models must always remain within the booth space. Advertising materials may be handed out within the booth space only. Distribution from booth to booth or canvassing on any part of the facility property is forbidden.

### **Photography**

Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products. Photographing or producing audio/video of other displays, products, or materials without prior written permission from Show Management and the owner of the subject is prohibited.

Security and labor arrangements required for any approved photography, video recordings or live feeds must be made in advance, at exhibitor's expense. Only official photographers and audio/video producers appointed by Show Management are permitted to photograph or record audio/video of the entire event. Exhibitors wishing to use an outside photographer must receive written permission in advance from Show Management. Seminar sessions may not be photographed, or video/audio recorded.

## Selling at Booth

Selling merchandise from your booth during the show is strictly prohibited.

Any display items sold during the show cannot be removed from the show floor until after closing on the final show day. Exhibitors who choose to sell their display items must work jointly with the purchasing party to arrange for removal of the items from the show floor, while following all move-out and labor regulations. Exhibitors must also escort the purchaser to the exhibit hall exit and confirm with security that the purchaser is authorized to remove the items from the exhibit hall.

## Sharing of Exhibit Space

Exhibitors may not share booth space with another non-contracted or unauthorized manufacturer or distributor.

## Strolling Entertainment & Suit casing

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space is not permitted.

Suit casing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by Show Management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.

The selling or solicitation of products or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by Show Management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties outside of the Atlantic City Convention Center and partnering hotels without permission of Show Management are in violation of this clause.

## SECURITY INFORMATION

Artisan Bakery Expo East 2023 Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Atlantic City Convention Center, agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance to cover loss or damage to their exhibit material.

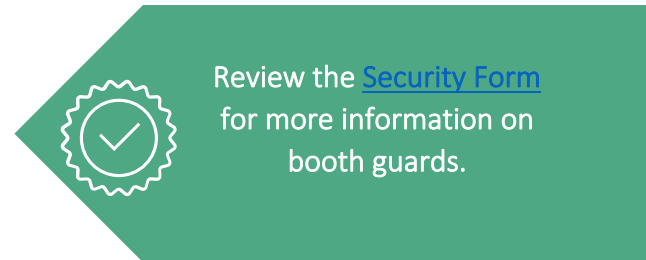
Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

### *Tips To Help Protect Your Product*

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.
- Perform an inventory after your product has been delivered and note any damage or missing items.





- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.

## REGISTRATION

### STAFF BADGES

Register for your staff badges in advance. Booth personnel may be registered online by logging in to your [Exhibitor Console](#). Badges must be picked up by each individual person at onsite registration upon arriving at the Atlantic City Convention Center. Exhibitors will not be allowed to pick up badges for anyone else and everyone must present a photo I.D. when picking up their badge.

Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move-in, move-out and official show hours. No one will be allowed on the exhibit floor at any time without a badge.

Each exhibiting firm receives five (5) booth staff badges per 100 per square foot space occupied. Additional exhibitor registrations are available for a fee. Buyers, customers, and exhibitor appointed contractor personnel should **not** be registered as exhibitors.

Badges are the property of Show Management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.

Exhibitor badges do NOT automatically receive access to conference sessions. If exhibiting staff desire to attend conference sessions, this can be added to their registration for a fee at Exhibitor Registration.

### ADMISSION POLICY

Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official Show Management badge. All personnel representing the exhibitor, or its authorized agents must be properly identified with an official Show Management badge. Once the show has opened, all persons must enter and exit only through designated entrances where security is posted.

#### **Children**

No one under the age of 16 is permitted on the exhibition floor at any time. Show Management reserves the right to request proof of age for any person and restrict minors from the exhibitions floor at any time on any day for safety and liability reasons. No baby strollers are allowed on the exhibition floor.

#### **Early Appointments**

No exhibitors will be allowed access to the exhibit hall prior to posted move-in and move-out days/hours. On show days without scheduled move-in prior to show opening, exhibitors will be allowed access beginning at 8:00 AM and (1) hour after posted official show hours. Additional access may be arranged solely at the discretion of Show Management.

#### **Exhibitor Appointed Contractors (EAC)**

All contracted personnel must pick up an **EAC wristband** at security check in station before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D. An online [EAC Notification process](#) must be completed and qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.

## Guests

All guests must have the proper Guest show badge worn at all times while in the exhibit hall, seminar sessions or any function held by Artisan Bakery Expo East during move-in, move-out or show hours.

## GETTING THERE

### HOTELS

The official hotel agency for Artisan Bakery Expo East 2023 is [onPeak](#). Hotel arrangements can be made online through the [Hotel & Travel](#) page.

With onPeak you will receive descriptions, photos, and maps to help you choose the perfect hotel. An acknowledgement of your hotel reservation will be sent to you immediately via email upon completion of the online process or within 24 hours for reservations received via phone, fax, or mail.

Reservations are accepted on a first-come, first-served basis and require a first night's room and tax deposit guaranteed by check or credit card. All deposits are due when the initial reservation is made. All new reservations, changes, substitutions, and cancellations must be made through [onPeak](#). Please refer to your hotel confirmation for individual cancellation policies.

### PARKING

The Atlantic City Convention Center has a parking fee of \$20 per day. Daily parking has in-and-out privileges if space is available. Overnight parking is not permitted. More information including a map of the Atlantic City Convention Center campus with parking lot locations can be found [here](#).

### SHUTTLES

Shuttles are available to and from designated hotels. More information can be found through the Hotel and Travel link on the [Artisan Bakery Expo East 2023](#) website.

### CITY RESOURCES

Browse through the [Atlantic City Visitor Guide](#) to learn all the attractions, restaurants, and activities that Atlantic City has to offer.

### BUSINESS CENTER

Copiers Plus is the official business center of the Atlantic City Convention Center, located on the first floor Atrium of the Atlantic City Convention Center. To contact Copiers Plus Business Center, call (609)-645-7587, [email](#) or visit their [website](#).

## SPONSORSHIP OPPORTUNITIES

Find opportunities to maximize your exposure and brand presence to the entire Artisan Bakery Expo East audience by visiting the [Advertising & Sponsorship](#) page of the Artisan Bakery Expo East 2023 website.

## ONSITE EXHIBIT SPACE RENEWALS

Onsite booth sales for Artisan Bakery Expo East 2024 will take place in the Sales Booth.