



## 2017 American Towman's Tow Expo Dallas Exhibitor Manual

### Location:

Gaylord Texan Hotel & Convention Center  
1501 Gaylord Trail  
Grapevine, TX 76051

### Schedule:

#### Move-in & Set-up

Wednesday, Aug. 16	1 pm to 5 pm*
Thursday, Aug. 17	8 am to 5 pm**
Friday, Aug. 18	8 am to 10 am

\* Trucks and trailers move-in

\*\* All Exhibitors

#### Show Hours:

Friday, Aug. 18	11 am to 5 pm
Saturday, Aug. 19	11 am to 5 pm

#### Move-Out

Saturday, Aug. 19	5 pm to 10 pm
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### Wrecker Pageant

The Awards Ceremony begins at approximately 4:30 pm Saturday, Aug. 19 in the Pageant area. Dismantling or removal of exhibits is **prohibited** before the official close at 5 pm Saturday, Aug. 19. All vehicles and materials must be removed from the building by 10 pm, Saturday, Aug. 19.

### Facility Description

The Show is in the Convention Center of the Gaylord Texan Resort Hotel.

### Hotel Reservations

Exhibitor Hotel Reservations may be made through [www.towexpodfw.com](http://www.towexpodfw.com). The Hotel Reservations Form is also included in this packet. If there are any questions, contact Miriam Ortiz, 800-732-3869, ext. 214 ([mortiz@towman.com](mailto:mortiz@towman.com)). Headquarters Hotel is the Gaylord Texan Hotel & Resort.

## **Booth Specifications**

Booths will be furnished with an 8' high five-panel alternating red and white cloth back wall and a 3' high red side rail with one company identification sign. Aisles will be carpeted in "roadway" carpet on two main aisles and two cross aisles, and blue carpet throughout the remainder of the floor.

Bulk spaces for vehicles (400 s.f. or more) will be separated from adjoining spaces with 3' high side rail only.

## **Exhibiting Rules & Limitations**

In the following, the term "Exhibit" refers to the display structure(s) only, and the word "Product" refers to the item(s) sold by the exhibitor. Exhibit limitations refer **ONLY** to the Exhibit (display structures & accessories) but not to the product in its normal configuration. The purpose of the rules is to prevent visual blockage of adjacent exhibitors. Please contact show management if there are any questions.

- A. Single or multiple in-line booths (10x10, 10x20, etc.)  
Exhibits may **not** exceed 8' height and any portion over 4' high may not be placed closer than 6' from the front aisle. Freestanding literature columns that do not exceed 18" wide are acceptable.
- B. Island space (aisle on all 4 sides) or Peninsula space (aisle on 3 sides):  
Island booths must be open on all four sides. **Note:** Peninsula booths may not have walls over 4' high extending more than one-half the distance to any aisle. Exhibits, including balloons, flags, banners, etc. may not extend beyond 20' high and may not block the view of any adjacent exhibit.

**NOTE:** No portion of any exhibit or product may extend over any aisle. All exposed, unfinished portions of any exhibit must be acceptably covered.

## **Use of Exhibit Space**

Exhibitors shall not assign or sublet any part of their exhibit space, and no person or company that has not contracted for exhibit space is permitted to solicit attendees from any part of the total event.

## **Activity Outside the Convention Center**

Show management policy prohibits both exhibitors and non-exhibiting suppliers to show and/or sell products outside the Convention Center or in the surrounding parking lots. This policy is to protect the show investment of all exhibitors.

## **Attached Products**

Exhibitors who require products from other manufacturers, (e.g. a winch on a tow body) to demonstrate their products should utilize the products of fellow exhibitors whenever possible. Otherwise, exhibitors are responsible to make sure

there are no salespersons, advertising signs or literature concerning the products of non-exhibitors.

In addition, exhibitors are prohibited from placing promotional literature in other areas of the convention center such as registration area, food areas, restrooms, etc.

### **Parking**

Public parking is available in the Gaylord Texan Hotel Resort & Convention Center parking garage adjacent to the convention center.

### **Show Service Contractors**

Exhibitors are urged to read this manual very carefully and to complete and return all the necessary or optional forms to the proper suppliers as soon as possible. **Late orders and “floor” orders may be charged as much as 50% additional** and choices may be limited.

### **Work Rules**

In Dallas market, show decorator is responsible for **all** material handling equipment (e.g. forklifts, dollies, etc.) for the unloading and movement of materials to and from booths; for exhibit set-up and dismantling; for the removal and return of empties and reloading of vehicles.

Exhibitors may unload and hand-carry material in and out of the facility – **PROVIDED** – the material can be carried by one person – one trip. Exhibitors may also unload their own vehicles and must use their own hand trucks or dollies to bring their material to their booth without using show decorator personnel.

Exhibitors are permitted to drive exhibit vehicles only onto the floor and position them in their booth spaces.

Exhibitors are permitted to erect and dismantle their own exhibits – **PROVIDED** – the work does not involve more than two employees and is completed within one hour, **AND**, the workers are bonafide employees of the exhibitor, registered in advance with show management as “Exhibitors” and wearing Exhibitor badges.

**All labor is supplied through:**

Shepard Exposition Services  
Customer Service  
10001 Fannin St.  
Houston, TX 77045

phone: 832-799-5700  
fax: 832-415-0517  
email: [houston@shepardes.com](mailto:houston@shepardes.com)

Shepard online is: [www.shepardes.com](http://www.shepardes.com) Tow Expo Dallas show code is:  
T118930817.

Shepard is responsible for the following services and necessary forms are enclosed:

- Receiving and warehouse freight • Removal, storage and return of empties
- Unloading and freight movement to/from booths • Furniture & carpet rentals
- Exhibit set-up and dismantling • Booth & carpet cleaning

**Shipping/Delivery to the Convention Center**

Booth exhibitors are urged to take advantage of the warehouse service offered. Advance freight, received at the warehouse before Friday, August 11<sup>th</sup> will be in the exhibitor's booth no later than the scheduled move-in time as shown on the Move-In schedule enclosed.

Access to the loading facilities at the Center is limited and will be controlled by the Service Contractor. Access to the exhibit floor will also be controlled by the Service Contractor.

Empty Crates, handled by the contractor, will be removed, stored and returned without charge. "Empty" labels are supplied from the Service Deck and must be attached to all crates and cartons as soon as they are empty and ready for storage. Fire regulations do not allow storage under tables or behind drapes.

**Electrical & Telephone**

These services are provided by the Gaylord Texan Hotel & Resort on the forms enclosed. Questions concerning these services should be directed to the Center. The phone numbers are on the forms. Completed forms must be sent or faxed to the Convention Center (not Shepard).

**Independent Set-up Contractors**

Exhibitors utilizing set-up contractors, other than Shepard, must inform both show management and Shepard in writing not less than 30 days prior to move-in, and also provide proof of workman's comp and liability insurance and agree to all show regulations.

**Cleaning**

General cleaning consists of vacuuming the aisles and public areas only. Exhibitors are responsible for maintaining their own booths. Special booth

cleaning may be ordered from the Service Contractor. Waste containers must be placed in, or adjacent to the aisle for pickup.

### **Optional Services**

Exhibitors who have need for any of the following services should contact either show management or Shepard:

Special floral requirements	Cellular phone rentals
Video, audio and projection rentals	Exhibit Booth rentals
Computer equipment rentals	Exhibit booth cleaning

### **Lead Retrieval**

Gathering important leads is made easier with an electronic lead retrieval system from **American Trade Show Services**. See order form included in this packet.

### **Value package**

A "Value Package" is available through Shepard Expo Services and offers a substantial savings over separate orders for the same items.

### **Online Orders**

Shepard Expo Services offers Online ordering via [www.shepardes.com](http://www.shepardes.com) with Show Code T118930817.

### **Beverage/Food/Snack**

The exclusive catering contractor is the Gaylord Texan Hotel & Resort Convention Center. Contact is Brannon Smith, Event Manager at the Gaylord Texan Hotel & Resort at 817-778-3679 or [brannon.smith@gaylordhotels.com](mailto:brannon.smith@gaylordhotels.com). Exhibitors planning to distribute beverage or food items from their booth must have written authorization from both the Gaylord Texan Hotel & Resort and show management.

### **Payment Policy**

Payment in full with advance orders is required by all suppliers. Details are shown on the order forms. Labor ordered must be signed for and picked up at the Service Deck and returned to the service Desk upon completion. If labor is unsatisfactory, refer to the Service Desk.

### **Security**

The Exposition provides 24-hour guard service beginning with move-in, but will NOT guarantee against loss of any kind. Exhibitors should contact their insurance agent for information regarding all-risk coverage on their exhibit, including shipping, exhibiting and return. (See appropriate item #6 on the back of your exhibit space contract form.)

### **Public Safety**

All exhibit and decorative material must be fire resistant and meet the standards of the National Board of Fire Underwriters. Certificates must be submitted on

request. Empty containers must be removed from the exhibit area and may not be stored under tables or behind displays. Fire alarms and/or extinguishers located with the exhibitor's space must be exposed and accessible at all times. All exhibits are subject to inspection by authorities having jurisdiction. Propane, or any liquefied petroleum tanks (empty or full) are not allowed inside the facility.

### **Special Notice:**

Motor vehicles on display may contain no more than one-quarter of a tank of fuel and fuel tanks must be locked or sealed and battery cables disconnected. Keys for vehicles must be kept in the booth in case of emergency.

### **Exhibitor Badges**

Exhibitors and their booth staff are required to wear the badge holder with their Exhibitor badges at all times including move-in and move-out, while in the exhibit hall. Exhibitors may **NOT** give Exhibitor Badges to anyone other than persons actually working in the booth. The Badge Form is enclosed and contains complete details.

Exhibitor badge pickup is the far left kiosk at the registration counters.

### **Show Regulations**

- 1- Any exposed, unfinished portion of exhibits must be acceptably covered and exhibits may not be erected, altered, dismantled or removed during the open hours of the show.
- 2- Management reserves the right to install decorative material in any area and to correct any violation of exhibit regulations in any exhibitor's area at the exhibitor's expense.
- 3- The following are specifically prohibited:
  - A. Solicitation or distribution of promotional materials outside the exhibitor's booth (including the aisle in front of the booth).
  - B. Public address, any sound producing or amplifying system projecting sound beyond the exhibitor's booth.
  - C. The operation of emergency and/or strobe lights solely as an attention getting device as well as their operation in any manner which results in complaints from attendees or other exhibitors.
  - D. Television sets receiving commercial broadcasts.
  - E. Any device with an open flame.
  - F. Use of or distribution of stick on decals is prohibited.
  - G. Any other practice resulting in annoyance or complaint from another exhibitor or attendee and confirmed by show management.
  - H. Use of video and/or still cameras to photograph exhibits and attendees as well as interviews either through the use of video cameras or as performed as a reporter representing an organization is prohibited unless permission is granted in writing from show management.

## Care of Facility

Exhibitors are responsible for damage to the facility and to the persons or property of attendees, supplies, other exhibitors, contractors and employees through the carelessness of the exhibitor or their agents or employees. This includes removal of stick-on or other materials on any property where the Exposition could be held liable.

## Amendments

Show management has full power to interpret and/or amend these rules and to make additional rules, which shall be in the best interest of the show as a whole.

## Review

Make certain this Manual is reviewed by each person responsible for shipping, installing, operating, and removing your exhibit. Additional copies are available from show management.

If there are questions concerning Move-In and Move-Out of the show, please contact:

**Henri "Doc" Calitri**                      **800-732-3869, ext. 220**  
**A.T. Expo Corp.**                      **([dcalitri@towman.com](mailto:dcalitri@towman.com))**

**Tommy Anderson**                      **214-202-4936**  
**Show Director**                      **([towexpo@aol.com](mailto:towexpo@aol.com))**

For questions concerning hotel reservations, exhibitor badges, special events, awards or meal functions, contact:

**Miriam Ortiz**                      800-732-3869, ext. 214 ([mortiz@towman.com](mailto:mortiz@towman.com))  
(Hotels, exhibitor badges)

**Annette O'Mahoney** 800-732-3869, ext. 218 ([annette@towman.com](mailto:annette@towman.com))  
(Special events, awards, meal functions- **on site**)

**Helen Gutfreund**                      800-732-3869, ext. 200 ([hgutfreund@towman.com](mailto:hgutfreund@towman.com))  
(Communications, Social Media, Signage - **on site**)

<b>Forms and Special Check List</b>	<b>Deadline Date</b>	<b>Return to</b>	<b>FAX#</b>
Exhibitor Badge Form	<b>Aug.2</b>	American Towman	845-986-5181
Hotel Reservations Form	<b>July 9</b>	American Towman	845-986-5181
Service Contract Forms			
Furniture	<b>July 28</b>	Shepard Expo Serv.	832-799-5700
Labor	<b>July 28</b>	Shepard Expo Serv.	832-799-5700
Freight	<b>Aug 10</b>	Shepard Expo Serv.	832-799-5700
Special Sign	<b>July 28</b>	Shepard Expo Serv.	832-799-5700
Electrical Telephone WiFi	<b>July 25</b>	Gaylord email to: <a href="mailto:brannon.smith@gaylordhotels.com">brannon.smith@gaylordhotels.com</a>	
Audio Visual/Rigging	<b>July 25</b>	PSAV EMAIL TO: <a href="mailto:sgiles@psav.com">sgiles@psav.com</a>	