



# American Towman Exposition

November 17-19, 2017  
Baltimore Convention Center (BCC)  
Baltimore, MD 21201

**IMPORTANT**—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.

## Dates and Information

### Schedule:

<b>Move-In &amp; Setup</b>	<b>Wednesday, Nov. 15</b>	<b>8 am to 5 pm*</b>
	<b>Thursday, Nov. 16</b>	<b>8 am to 6 pm **</b>
	<b>Friday, Nov. 17</b>	<b>8 am to 12 noon ***</b>
* Trucks & Trailers only   ** All Exhibitors   *** 100-400 s.f. Exhibitors only		
<b>Show Hours</b>	<b>Friday, Nov. 17</b>	<b>2 pm to 5pm</b>
	<b>Saturday, Nov. 18</b>	<b>11 am to 6 pm</b>
	<b>Sunday, Nov. 19</b>	<b>10 am to 4 pm</b>
<b>Move Out</b>	<b>Sunday, Nov. 19</b>	<b>4 pm to 10 pm</b>
	<b>Monday, Nov. 20</b>	<b>8 am to 10 am</b>

**Wrecker Pageant** – Halls B&C; **Awards Ceremony:** Approx. 3:30 pm, Sunday, Nov. 19 in Hall C near Food Court; trucks may **NOT** be moved nor engines started until 4 pm close of show on Sunday, Nov. 19.

**Tear Down of exhibits** – is prohibited before official close of show at 4 pm, Sunday, Nov. 19.

**Facility Description** – The Show is in halls B-G in the BCC

**Registration** – is located in the Pratt Street lobby of the BCC

**Freight & Vehicle** access is from Charles Street (right off W. Pratt St.)

**Important Phone numbers and dates** – If there are questions concerning Move-In and Move-Out of the show, please contact:

**Henri “Doc” Calitri**                      **800-732-3869, ext. 220**  
**Show Director**                        **([dcalitri@towman.com](mailto:dcalitri@towman.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))  
(Hotel Reservations, Exhibitor Badges)

**Annette O’Mahoney** | 800-732-3869, ext. 218 | ([annette@towman.com](mailto:annette@towman.com))  
(Special Events, Awards, Meal Functions)

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

## Forms and Special Deadline

Check List	Date	Return to	FAX#
Exhibitor Badge Form	Nov. 9	American Towman	845-986-5181
Hotel Reservations Form	Nov. 2	American Towman	845-986-5181
Service Contract Forms			
Furniture	Oct. 27	Shepard Expo Serv.	410-737-9270
Labor	Oct. 27	Shepard Expo Serv.	410-737-9270
Freight	Nov. 8	Shepard Expo Serv.	410-737-9270
Special Sign	Oct. 27	Shepard Expo Serv.	410-737-9270
Electrical Order Form	Oct. 27	Balt Conv. Center	410-649-7327
Telephone Order form	Nov. 6	Balt. Conv. Center	410-649-7327

## Hotel Reservations

Exhibitor Hotel Reservations may be made through [www.towshow.com](http://www.towshow.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)).

## Booth Specifications

Booths will be furnished with an 8' high four-panel alternating red & 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, breakfast area, restrooms, etc.

### **Trade Publications**

Trade magazines (towing, trucking etc.) may only distribute copies of their publications from their booths. No copies may be distributed to exhibitors' booths. Any copies of trade magazines found in any areas of the show outside of their own exhibit booth, will result in that magazine not being invited to participate in future shows.

### **Parking**

Public parking is available in several parking garages close to the Convention Center at fees ranging from \$8.00 and up. The parking area behind the Camden Yards ballpark is available.

**Oversize Vehicle Parking** including RV's and trucks is available in an open lot at the Camden Yards ballpark. The charge is around \$25 per day and \$35 overnight. Check with the attendant on hours of operation for **Friday, Saturday and Sunday**.

For detailed parking information visit: <http://baltimore.org/transportation/parking-information>.

### **Work Rules**

In Baltimore, **Carpenters Union work rules apply**. Union labor 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 – without the use of dollies, hand trucks, and other mechanical equipment.

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 phone: 410-737-9270  
Customer Service fax: 410-737-9274  
7079 Oakland Mills Rd email: [baltimore@shepardes.com](mailto:baltimore@shepardes.com)  
Columbia, MD 21046

Shepard online is: [www.shepardes.com](http://www.shepardes.com) AT Expo show code is: M115451117

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 Wednesday, Nov. 9 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 and exhibit floor at the Center is limited and will be controlled by the Service Contractor and Show Management Security Contractor.

Empty Crates, handled by the contractor, will be removed, stored and returned as a part of the material handling charge. "Empty" labels are available at 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 Edlen Electrical and can be ordered using the forms enclosed. Questions concerning these services should be directed to the Edlen. Their contact information is available on the forms. Completed forms must be sent or faxed to the Edlen Electrical (not Shepard).

### **Internet Service**

Any exhibitors who require an Internet service connection at their booth are asked to call or email Annette O'Mahoney, 1-800-732-3869, 218; or [annette@towman.com](mailto:annette@towman.com) . A special show discount rate has been negotiated and all orders will be handled through Show Management.

### **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.

### **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 Tradeshow Services. See the order form included in this packet.

### **“Econo Package”**

An “Econo Package” is available through Shepard Exposition Services and offers a substantial savings over separate orders for the same items. Check this out on the Shepard Exposition Services’ ordering website at [www.shepardes.com](http://www.shepardes.com) with Show Code M115451117.

### **Online Orders**

Shepard Exposition Services offers online ordering via [www.shepardes.com](http://www.shepardes.com) with Show Code M115451117.

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

The exclusive catering contractor at the Convention Center is Centerplate. Contact at Centerplate is Renata Allen (410-649-7124). Exhibitors planning to distribute beverage or food items from their booth must have written authorization from both Centerplate 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 **must contain a quarter of a tank or less 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 **red-striped** Exhibitor badge holder with their Exhibitor badges at all times including move-in and move-out, while in the exhibit hall. Exhibitors may **NOT** give Exhibitors 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.

### **Note**

Please make certain that this manual is read by each staff member who is responsible for shipping, installation, operation, and removal of your exhibit. Additional copies are available from show management.