

# Make your business flow

Valve World Americas Expo & Conference



June 7 - 8

**2023**

Houston | TX, USA

Expo & Conference

George R. Brown Convention Center



[www.valveworldexpoamericas.com](http://www.valveworldexpoamericas.com)



EXHIBITOR RESOURCE MANUAL



This manual serves as your exhibitor service resource for the show. You may access this information in this document and online through both the 'Exhibitor Service Kit' link located in the [Exhibitor Services](http://www.valveworldexpoamericas.com/exhibitors/exhibitor-services) page of [www.valveworldexpoamericas.com/exhibitors/exhibitor-services](http://www.valveworldexpoamericas.com/exhibitors/exhibitor-services) at any time. This manual was designed to help you effectively plan and prepare for the Valve World Americas Expo show. Please review it carefully and completely.

We would like to emphasize that taking the time to plan and prepare for Valve World Americas Expo early will save you both time and money. As you read through this manual, please pay close attention to the pages that include **important checklists**, **show information** and **deadlines** as well as the move-in and move-out information. You may want to print these pages out and use them as a guide for ordering your rental items, planning for marketing opportunities, and packing for the show.

As Show Management, our main goal is to provide our exhibitors with the tools they need to have a successful show. If we can assist you in any way, please let us know by emailing [aduering@mdna.com](mailto:aduering@mdna.com). For specific questions regarding the exhibit hall, freight docks, and freight doors, please contact our General Services Contractor, FREEMAN, at +1 (888) 508-5054.

We look forward to working with you, now, and for many years to come!

At Your Service,

The Valve World Americas Expo & Conference Sales Team

Alexander Duering  
Messe Düsseldorf North America  
[aduering@mdna.com](mailto:aduering@mdna.com)

## Table of Contents

Contact Information.....	2
Event Information.....	3
Event Location.....	3
Exhibit Hall Hours.....	3
Logistics.....	3
Move-in .....	3
Move-out .....	3
Shipping/Freight .....	4
Registration .....	4
Housing and Transportation .....	5
Show Requirements.....	5
Mandatory Forms .....	5
Liability Insurance.....	5
Carpet and Drape.....	6
Labor and Union Regulations .....	6
Security .....	6
Vendors and Order Forms .....	7
Appendix A – Show at a Glance.....	8
Appendix B – Exhibitor Checklist .....	9
Appendix C – Important Dates & Deadlines.....	10
Appendix D – Exhibitor Liability Insurance Requirements.....	11
Appendix E – Shipping and Move-in 101.....	13
Appendix F – Booth Rules and Regulations.....	17

### Contact Information

FREEMAN: +1 (888) 508-5054  
[ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com)

Show Management:  
Alexander Duering  
+1 (312) 621-5808  
[aduering@mdna.com](mailto:aduering@mdna.com)

## Event Information

**Event Location:** George R. Brown Convention Center, 1001 Avenida De Las Americas, Houston, TX 77010

**Exhibitor Service Desk Location:** Exhibit Halls D/E

\*Specific questions regarding the exhibit hall, freight docks, and freight doors should be directed to FREEMAN at +1 (888) 508-5054.

### Exhibit Hall Hours

Exhibit staff may enter the hall at 8:00 am each morning to set up their booth, but only those who are wearing an Exhibitor Booth Personnel or Exhibitor Delegate badge will be permitted early access to the hall. All other attendee types will not be permitted to enter the hall until it officially opens. Show management approval is required to access the exhibit hall outside the below hall hours and before 8:00 am.

**All exhibits must be staffed during the following times.**

- Wednesday, June 7, 2023, 9:00 am – 5:00 pm (exhibitor-only access starts at 8:00 am)
- Thursday, June 8, 2023, 9:00 am – 4:00 pm (exhibitor-only access starts at 8:00 am)

## Logistics

### Move-in

Exhibitor Move-In is scheduled as follows:

Monday, June 5, 2023 12:00 pm – 8:00 pm

Tuesday, June 6, 2023 8:00 am – 8:00 pm

Any exhibitor, or their exhibitor appointed contractor, requiring entry to the exhibit hall outside the scheduled dates and hours must obtain written permission from show management. Due to union rules, additional labor charges may apply.

**Inbound carriers must check in at the Shipping Dock.** Loading docks become busy and cannot always accommodate late afternoon arrivals due to heavy congestion.

All exhibits must be set and all empty crates **must be removed by 8:00 pm on Tuesday, June 6, 2023.** After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Exhibitors may lose their right to exhibit if they do not adhere to this schedule.

**Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company personnel are permitted in the Exhibit Hall during move-in and move-out.** No one under the age of 18 is permitted on the show floor at any point during the show. All of the above persons **must wear a wristband or wear their exhibitor personnel badge** at all times during move-in and move-out. Wristbands for EACs will be available from security at the shipping dock. All exhibitor appointed contractors (EACs) must be submitted to Show Management via the **EAC Form.**

### Move-out

**All exhibits must be moved out by Friday, June 9, 2023 at 12:00 pm, no exceptions.**

**Exhibitors may not dismantle any portion of their booth before 5:00 pm on Thursday, June 8, 2023. All boxes/cartons are to remain out of sight until the Exhibit Hall is closed.** Exhibitors may lose their right to exhibit at Valve World Americas in the future, if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until the close of the show.

Move-out is scheduled as follows:

Thursday, June 8, 2023 4:00 pm – 10:00 pm

Friday, June 9, 2023 8:00 am – 12:00 pm

**Outbound carriers must check in at the shipping dock Thursday, June 8, 2023.** Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. If your carrier is not on time, FREEMAN will force your freight either to the FREEMAN Warehouse or via FREEMAN Transportation shipping, at the exhibitor's expense. Exhibitors will be required to select one of the aforementioned options on their Outbound Bills of Lading (OBOL) and must turn in their OBOL to the FREEMAN Service Desk onsite. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the FREEMAN Warehouse or via FREEMAN Transportation shipping at the exhibitor's expense. In order to save time, you can **prepare your OBOL in advance**.

Empty crates and containers will be delivered after aisle carpet has been removed. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. **You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.**

### Shipping/Freight

We encourage you to read [Appendix E: Shipping and Move-in 101](#) for more information. Below is a highlight of the details for 2023.

For inbound shipments, be sure that your onsite staff have copies of all Bill of Lading (BOL) and/or tracking information. It is very difficult to trace a shipment without proper references. When filling out your shipping labels, please remember to list your booth number to avoid any miss-delivered freight.

Valve World Americas encourages exhibitors to use FREEMAN - the preferred show carrier. **We highly recommend you send your shipment and if nothing else, your carpet to the advanced warehouse.** FREEMAN will deliver your shipment and/or your carpet to your booth by 12:00 pm on the morning of the first move-in date. If you do ship anything direct-to-show, this allows for your carpet to be installed while those shipments are being unloaded.

Exhibitors must turn in their OBOL to the FREEMAN Service Desk onsite before your carrier will be allowed access to the loading docks. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the FREEMAN Warehouse or via FREEMAN Transportation shipping at the exhibitor's expense. In order to save time, you can **prepare your OBOL in advance**.

### Registration

Location: Grand Concourse of Exhibit Halls C and D

**Looking Cube** is our official registration provider. Even though you booked your booth, you still need to register the individuals who will be attending the event.

### Housing and Transportation

Make sure to book your housing early, as discounted rooms in our housing block are limited.

## Visa Procedures

A letter of invitation or affidavit of support is not needed to apply for a nonimmigrant visa.

Please visit the U.S. Department of State's website

<https://travel.state.gov/content/visas/en/visit/visitor.html> for instructions in order to get a visa to attend our trade shows. If you would like to take supporting documents to your interview appointment, we recommend for attendees to take along a copy of your registration documents and for exhibitors to bring a copy of the company's admission into the show. In case of a rare exception, the individual Consulate will advise the applicant of any additional requirements.

## Show Requirements

### Mandatory Forms

Below is a list of MANDATORY forms that every exhibitor must submit. **The deadline to submit forms is Monday, May 29, 2023. Please review the full list of deadlines in Appendix C.**

- **Onsite Contact Information Form** (required for all)
- **Exhibitor Liability Insurance** (required for all)
- **Booth Diagram and Hanging Sign Diagram** (required if 400+ sq. ft.)
- **EAC Form** (required if using anyone other than FREEMAN labor)

### Liability Insurance

Valve World Americas requires ALL EXHIBITORS to carry commercial general liability insurance. Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance. As a standard requirement for all of our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance must be in force during the lease dates of the event, October 13 – 14, 2021, naming Messe Duesseldorf North America (150 N. Michigan Avenue, Suite 2920) as the certificate holder. The Additional Insureds must read as follows: Messe Duesseldorf North America, George R. Brown Convention Center, and KCI Publishing Corporation.

Messe Düsseldorf North America, KCI Publishing Corporation, George R. Brown Convention Center, Houston First Corporation, the General Service Contractor (FREEMAN), and their agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, the aforementioned parties will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor, and the exhibitor shall indemnify and hold harmless the aforementioned parties from all liability which might ensue from any cause whatsoever. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due. The exhibitor understands that none of the organizations or sponsors maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

Additional insurance and/or fire marshal approval may be necessary for certain booth sizes or equipment. For details, please refer to the [Exhibitor Rules and Regulations \(Appendix F\)](#) and the [Fire Regulations](#).



## Carpet and Drape

Professional floor covering in your booth is MANDATORY but not included with your booth purchase. If you are not providing your own floor covering, you must rent it from FREEMAN. Linear Booths measuring 10'X10' are equipped with complimentary 8 ft. (2.44m) high black back-drape and 3 ft. (1.22m) high black side-drape dividers, one 6' X 30" skirted table, two Limerick chairs, one wastebasket, and a 7"X44" identification sign. You may order carpet, at your own expense, carpet or a different color of drape via the **FREEMAN Service Kit**.

## Labor and Union Regulations

Each city has different union regulations and labor laws. For details, please contact FREEMAN at +1 (888) 508-5054.

## Security

Security guards will be stationed at the exhibit hall entrances and selected docks, during non-show hours, beginning with move-in. All reasonable precautions will be taken to protect your equipment and displays during installation, show hours, and dismantling. Show management, the General Service Contractor, and the exhibit facility management are not responsible for the safety of property from theft, damage by fire, accident, or other causes. All property of the exhibitor is understood to be under exhibitor control in transit to, from, and/or within the exhibit hall. Exhibitors are responsible for their own property and should lock or remove any equipment after-hours. If you wish to arrange for dedicated security within your booth, contact Show Management to arrange it with a third-party vendor.

## Vendors and Order Forms

### General Service Contractor:

FREEMAN (**Discount Deadline: May 8, 2023 at 5:00 pm Central Time**), [Order >>](#)

- Material handling / Drayage (exclusive provider) **\*Save 10% if you ship roundtrip through FREEMAN**
- Carpet/Floor Covering (mandatory)
- Shipping
- Booth setup
- Booth furnishings
- Custom booth design
- Signage

**Rigging:** Either FREEMAN or Staging Solutions, depending on the weight of your sign, [Learn More >>](#)

### Facility and Other Contractors: [Order >>](#)

- Audio Visual (Staging Solutions)
- Cleaning (George R Brown)
- Catering (Levy, exclusive provider)
- Electrical (SmartCity Electric, exclusive provider)
- Floral & Plants Order Form (Spencer Florabunda)
- Internet and Telecommunications (SmartCity, exclusive provider)

**Lead Retrieval:** Looking Cube

Appendix A – Show at a Glance

**SHOW AT A GLANCE**

<b>WHEN:</b>	JUNE 7-8, 2023
<b>WHERE:</b>	George R. Brown Convention Center 1001 Avenida De Las Americas Houston, TX 77010
<b>GENERAL CONTRACTOR:</b>	FREEMAN Tel. +1 (888) 508-5054 Fax +1 (469) 621-5613
<b>HOUSING:</b>	We encourage you to book through them early for the best selection and price. No special hotel blocks are confirmed for this event.
<b>ADVANCE SHIPMENT DATES:</b>	Begins May 8, 2023 and must be received at the warehouse by May 30, 2023 by 4:00 pm Central Time.
<b>SHOW SITE SHIPMENT DATES:</b>	Freight will be accepted at show site beginning June 5, 2023.
<b>EXHIBITOR MOVE-IN:</b>	Monday, June 5, 2023 12:00 pm – 8:00 pm Tuesday, June 6, 2023 8:00 am – 8:00 pm
<b>SHOW HOURS:</b>	Wednesday, June 7, 2023 9:00 am – 5:00 pm Thursday, June 8, 2023 9:00 am – 4:00 pm
<b>EXHIBITOR MOVE-OUT:</b>	Thursday, June 8, 2023 4:00 pm – 10:00 pm Friday, June 9, 2023 8:00 am – 12:00 pm
<b>SHOW COLORS:</b>	Aisle carpet will be tuxedo color; booth drape will be black.



## Appendix B – Exhibitor Checklist

- **Immediately – Review the Booth Rules and Regulations** on page 16 of this document.
- **Immediately – Review the Important Move-in/Move-out Dates and Deadlines** [webpage](#).
- **Register booth staff**. You will receive a confirmation email with your login information. Please let us know if you have not received your login information.
- **Book housing**. Make sure to book your housing early, no particular hotel block is set for this event.
- **Submit mandatory forms**. See page 5 for a complete list of required forms. **The deadline for all forms is May 29, 2023.**
- If you're not using FREEMAN labor, **submit the EAC Form** and the required insurance.
- Increase your visibility and **purchase a sponsorship**. Contact our sales team for sponsorship opportunities.
- **Order items for your booth**. See page 6 for a list of vendors.

## **Appendix C – Important Dates & Deadlines**

Discount Deadline for FREEMAN Orders      May 8, 2023 at 5:00 pm Central Time  
Mandatory Forms Due:                              May 29, 2023

- EAC Form
- Onsite Contact Information
- Exhibitor Liability Insurance Form
- Booth Diagram & Hanging Sign Form (if 400+ sq. ft.)

## Appendix D – Exhibitor Liability Insurance Requirements

### Required Coverage

Valve World Americas requires ALL EXHIBITORS to carry commercial general liability insurance. Note that liability insurance is separate from Exhibitor Appointed Contractor (EAC) insurance. As a standard requirement for all of our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance must be in force during the lease dates of the event, October 13-14, 2021, naming Messe Duesseldorf North America (150 N. Michigan Avenue, Suite 2920) as the certificate holder. The Additional Insureds must read as follows: Messe Duesseldorf North America, George R. Brown Convention Center, and KCI Publishing Corporation.

Messe Düsseldorf North America, KCI Publishing Corporation, George R. Brown Convention Center, Houston First Corporation, the General Service Contractor (FREEMAN), and their agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, the aforementioned parties will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor, and the exhibitor shall indemnify and hold harmless the aforementioned parties from all liability which might ensue from any cause whatsoever. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due. The exhibitor understands that none of the organizations or sponsors maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

See sample certificate of insurance on the next page.

### What You Need to Send Us

Liability Insurance is **MANDATORY** for all exhibitors. Separate insurance is also required if you hire an Exhibitor Appointed Contractor (EAC).

**Exhibitor Liability Insurance:** All exhibitors must carry liability insurance and submit a copy of their policy to [aduering@mdna.com](mailto:aduering@mdna.com)

**Exhibitor Appointed Contractor Insurance:** All exhibitors who hire labor other than FREEMAN, the official show contractor, must submit an **EAC Form** and a Certificate of Insurance for EACs to Show Management ([aduering@mdna.com](mailto:aduering@mdna.com) or via fax +1-312-781-5188). This form can be found in the FREEMAN Exhibitor Service Kit.

Exhibitor Appointed Contractors who have not been approved by Show Management will not be permitted by security to enter the exhibit hall during setup and breakdown times, and you may be required to hire FREEMAN labor at your own expense.



Sample

# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> THIS is provided by <b>YOUR Insurance</b> <b>Company</b>	<b>CONTACT NAME:</b> _____	
	<b>PHONE (A/C, No, Ext):</b> _____	<b>FAX (A/C, No):</b> _____
<b>E-MAIL ADDRESS:</b> _____		
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
<b>INSURER A:</b> Insurance Company Name		
<b>INSURER B:</b>		
<b>INSURER C:</b>		
<b>INSURER D:</b>		
<b>INSURER E:</b>		
<b>INSURER F:</b>		

**INSURED** SPORTS AND RECREATION PROVIDERS ASSOCIATION (PURCHASING GROUP) AND ITS PARTICIPATING MEMBERS:

Exhibitor Name  
 Street  
 City, State, Zip Code

**COVERAGES**                      **CERTIFICATE NUMBER:**                      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b>			Policy Number	10/11/2021 12:00 AM	10/14/2021 12:01 AM	GENERAL AGGREGATE \$ 2,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						PRODUCTS - COMP/OP AGG \$ 2,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		X				PERSONAL & ADV INJURY \$ 1,000,000
							EACH OCCURRENCE \$ 1,000,000
							FIRE DAMAGE (Any one fire) \$ 300,000
							MED EXP (Any one person) \$ 5,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						
	<b>AUTOMOBILE LIABILITY</b>						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTO	<input type="checkbox"/> NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident) \$
							\$
	<b>UMBRELLA LIAB</b>	<input type="checkbox"/> OCCUR					EACH OCCURRENCE \$
	<b>EXCESS LIAB</b>	<input type="checkbox"/> CLAIMS-MADE					AGGREGATE \$
	DED \$	RETENTION \$					\$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>						WC STATU-TORY LIMITS \$
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A				E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$
							AD&D MAXIMUM MEDICAL DEDUCTIBLE
							TERMS OF PAYMENT

# SAMPLE

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Additional Insured: Messe Duesseldorf North America, George R. Brown Convention Center and KCI Publishing Corp. As respects to claims arising out of the operations of Exhibiting Company at the Valve World Americas Expo & Conference Expo October 13-14, 2021.

<b>CERTIFICATE HOLDER</b> Messe Duesseldorf North America 150 N. Michigan Avenue, Suite 2920 Chicago, IL 60601	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	<b>AUTHORIZED REPRESENTATIVE</b> <i>John Hancock</i>

## Appendix E - Shipping and Move-in 101

We know that shipping can be a confusing part of exhibiting at a trade show, which is why we have outlined some important information and tips below. For full information, visit the **Exhibitor Service Kit** and read the information under the Shipping and Material Handling. If you have any questions, contact the FREEMAN Exhibitor Service team.

### What is Material Handling / Drayage?

Material handling / drayage is the unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading of your shipment at the close of the show. This service is not included in the cost of your booth space. Avoid unexpected costs at show site and pre-order this service below with FREEMAN, the exclusive material handling provider for the show. Shipping and logistics costs are separate and are not included in material handling rates. We recommend you **estimate your material handling costs** in advance to avoid any surprises.

### Step 1: Select a Shipping Vendor

You have the option to select an outside carrier for your shipping needs. Select a carrier with experience in handling exhibition materials. Make sure to give your carrier explicit information as to where and when to check in. Delivery and pick up times are often out of the range of normal delivery hours. Make sure your carrier is committed to meeting your target dates and times. While making shipping plans to the show, also plan for the return shipment. FREEMAN Transportation is also available for your shipping needs.

### Step 2: Pick a Shipping Option

**Advance-to-Warehouse** – This is the recommended option. Your items will arrive at the FREEMAN warehouse and will be delivered to the exhibit hall by the FREEMAN freight team.

#### ***Advance-to-Warehouse Benefits***

- Storage of materials for up to 30 days prior to your show. Some convention centers and hotels do not have facilities for receiving or storing freight
- Delivery of shipment to your booth by 12:00 pm on the first move-in day which saves valuable setup time
- FREEMAN can confirm receipt and delivery of your items when you use this option, whereas if you ship with a different vendor, tracking is done solely through that vendor

#### ***Advance-to-Warehouse Logistical Details***

Advance freight can arrive **between September 13, 2021 and October 6, 2021**

Address: FREEMAN / JETCO  
3010 Aldine Bender Rd  
Houston, TX 77032

#### ***Advance-to-Warehouse Steps***

- Remove all old shipping and empty storage labels
- Print Advance Shipping labels

- Order Material Handling/Drayage
- Remember to confirm receipt of your shipment prior to leaving for the show
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise
- Certified weight tickets must accompany all shipments
- Take the time to ensure that your display and products are packed neatly and securely
- Do not ship uncrated materials to warehouse

**Direct-to-Show** – Your items will be shipped directly to show site. Note, that when you select this option, your shipment is not guaranteed to be in your booth at the start of move-in time. Your shipment will arrive to your booth based on when the carrier checks in and it depends on the wait-time at the shipping dock.

### ***Direct-to-Show Logistical Details***

Cannot deliver before **October 11, 2021**

Address: FREEMAN  
George R. Brown Convention Center  
1001 Avenida de las Americas  
Houston, TX 77010

### **Step 3: Print Shipping Labels**

Shipping labels are available in the service kit for both advance-to-warehouse and direct-to-show. Make sure to clearly note your booth number.

### **Step 4: Provide Information to Your Carrier**

Make sure your carrier has the following information, as they will need to provide it to FREEMAN upon check-in:

- Exhibitor Name / Booth Number / Show name
- Shipper's Bill of Lading (documentation). Make sure your carrier has the following information if you are doing a direct-to-show shipment:
  - Carriers should expect to wait at the Shipping Dock. See below for more details. Make sure you have record of the following information for tracking onsite:
    - Tracking numbers or pro-numbers
    - Carrier name
    - Contact name and number for shipping company
    - Piece count and shipping origin

### **Step 5: Make Sure You Submit Your EAC Information (if applicable)**

Only official contractors, exhibitor appointed contractors (EACs), and exhibiting company Personnel are permitted in the Exhibit Hall during move-in and move-out. All exhibitor appointed contractors (EACs) must be submitted to Show Management via the **EAC Form**.

### **Step 6: Arrange for Your Outbound Shipment**

Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. Make sure your carrier checks into the FREEMAN Shipping Dock with the same name that you have listed on your BOL and that they know your booth number, company name, and outbound destination. If your carrier is not on time, FREEMAN will force your freight either to the FREEMAN Warehouse or via FREEMAN Transportation shipping, at the exhibitor's expense. Exhibitors will be required to select one of

the aforementioned options on their Outbound Bills of Lading (OBOL). Shipping information, outbound forms, and labels will be available at the onsite FREEMAN Service Desk. Exhibitors selecting non-official carriers will need to make their own arrangements for pickup. Make sure that someone from your company will be onsite to oversee the outbound shipment of your display and product. Exhibitors must turn in their OBOL to the FREEMAN Service Desk onsite. **DO NOT leave your OBOL in your booth**, or your freight will be automatically forced to the FREEMAN Warehouse or via FREEMAN Transportation shipping at the exhibitor's expense. In order to save time, you can **prepare your OBOL in advance**.

### GRB Maps and Directions

If you are shipping direct-to-show with a freight company, the truck will have to check in at the loading dock. Docks are accessed from Chartress Street at Walker street. For more instructions and Maps [Click Here >>](#)

- All carriers and privately-owned vehicles must check into the Freight Desk at the freight dock prior to delivery.
- All inbound shipments will be weighed to obtain the gross or heavy weight.
- All inbound shipments must be accompanied by a certified weight certificate and Bill of Lading. Every effort is made to keep this waiting time at a minimum. However, the waiting time depends on many factors, including the number of vehicles, the weight and types of loads, etc.
- All drivers are expected to adhere to the FREEMAN policies and procedures with respect to the loading and unloading of trailers.

### Storing Empty Containers during the Show

Properly labeled empty shipping cartons will be picked up, stored, and returned after the show. Labels are available at the FREEMAN Service Desk and are for empty storage only. Do not store any items in crates marked "empty." FREEMAN has no liability for damage to crates or items sent to empty storage in crates. Empty crates and containers will be delivered starting after the close of the exhibit hall, after aisle carpet has been removed. Loose cartons and fiber cases will be returned first. Wooden crates and skids will be delivered next.

Displays must be completely packed and ready to ship before your carrier or vehicle will be allowed to access the loading docks. To avoid any damage to, or loss of, your equipment, please remain with your exhibit until crates are returned, materials are packed, and your shipment has been picked up. You, as the exhibitor, assume all risk and damage due to loss of equipment and items left unattended.

### Cost-saving Tips

- Give your shipping company adequate lead-time. Try to schedule your pickup far enough in advance that it can be shipped via ground transportation, so you can avoid costly airfreight bills.
- Save on material handling (drayage) costs by shipping your items to arrive on straight time. The best option is to ship advance-to-warehouse. If you ship your freight directly to the convention center and can get it brought into (and back out of) the hall between 8:00 am and 4:30 pm, you'll avoid paying overtime labor charges. Be sure your driver checks in before 12:00 pm to help to guarantee offloading on straight time. Contact FREEMAN or show management if you are unclear about material handling fees and/or times.
- Be sure all your cartons are securely banded/shrink-wrapped to a skid/palette. Loose pieces incur "special handling" charges because forklifts can't quickly remove them from vehicles. Also, be aware that special handling charges can apply in various other circumstances (van lines where freight must be removed from side doors, small-package



delivery companies like FedEx, stacked shipments). Contact FREEMAN if you have questions about whether your particular shipment might incur special handling charges.

- Advise your freight carrier to load all pieces on the truck together, not mixed in with other freight, to avoid special handling charges.
- Remove all old shipping labels.
- Ensure your carrier has experience servicing trade shows. Unlike other shipments, exhibit material is time-sensitive.
- Specify what type of delivery you desire – a.m., p.m., second day, etc. Provide specific information about when your items should arrive, based on move-in time.
- Schedule your booth installation labor (if necessary) on straight time. If your booth cannot be set by fulltime personnel from your company, you'll need to hire labor from FREEMAN or another union trade show contractor. Do your best to schedule your freight to arrive as early as possible in the day so you can get it offloaded and into your booth early, and your laborers can complete work before overtime rates begin at 4:30 pm. Do the math on the labor order form rates – it might save you money to incur an extra hotel night and come in a day early if it means you can pay all your labor straight time by setting up in two days instead of one. Make sure to refer to the target map for your move-in date, and if you hire labor other than FREEMAN, make sure to submit your EAC information via the service kit.
- To save costs on shipping and material handling, consider renting an exhibit (available from FREEMAN or another local reputable display house) or switching to lighter weight materials when having your new exhibit built.
- If you require electrical under your carpet, be sure **order electrical** well in advance and submit accurate, final diagrams so the power is distributed before FREEMAN lays the carpet and/or delivers your freight. If this doesn't happen, you will incur labor charges to remove and replace your carpet and crates.

### Late Charges and Additional Fees

Make sure to follow the details in this document and in the service kit to avoid additional fees and charges.

### Hand-carry Policy

Exhibitors may "hand carry" materials to their booth provided they do not use material handling equipment including carts and dollies. Hand carried freight consists of lightweight materials that can be hand carried into the exhibit hall by exhibit personnel. When exhibitors choose to hand carry materials and come in on privately owned vehicles, exhibitors must check in with dock security. Cart Service is available from FREEMAN should the exhibitor require the use of a cart or dolly to transport their material to their booth. Cart rates apply. See Privately Owned Vehicle Cart Service information in the FREEMAN Exhibitor Service Kit.

## Appendix E – Booth/Stand Display Guidelines

Please refer to the official Show Display Guidelines, [Click Here >>](#).

### Hanging Signs & Graphics

- All hanging signs must be submitted to show management for approval.
- It is MANDATORY that all exhibitors with a hanging sign submit a FINAL, accurate layout prior to arriving at show site.
- Hanging signs are only permitted in peninsula and island booths greater than 400 sq. ft. (37.2sqm).
- Hanging signs and graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only.
- Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter.
- Drawings and written approval should be available onsite for inspection.
- The maximum size for a hanging sign is 6 ft. (1.83m) from top to bottom, and must remain within the footprint of the contracted booth space.
- Hanging signs must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m) with a 2 ft. (0.61m) break between the top of the structure and the bottom of the sign.

### Tower Signs

- All towers must be submitted to show management for approval.
- A tower is a free-standing exhibit component separate from the main exhibit fixture.
- In lieu of a hanging sign, island booths that are 400 sq. ft. (37.2sqm) and larger may opt for one tower structure per 1,000 sq. ft. (92.96sqm) of booth space, each to have a footprint no larger than 10 ft. (3.05m) x 10 ft. (3.05m). The maximum height of a tower may not exceed 20 ft. (6.10m).

### Carpet/Floor Covering

- Professional floor covering in your booth is MANDATORY but not included with your booth purchase. If you are not providing your own floor covering, you must rent it from FREEMAN. Booths without floor covering will automatically have carpet installed by the General Service Contractor at the exhibitor's expense.
- Utility connections (electrical or internet wires, air/water/gas hoses, etc.) must be hidden from view, to maintain a high level of safety and professional appearance.
- Unless explicitly contracted with show management, booth spaces are unfurnished. Please refer to the **Exhibitor Service Kit** to rent booth furniture.

### Sound & Music / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).
- Drawings must be submitted to Show Management for Approval.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in

regards to height, placement within the booth, and all exhibit construction guidelines of the booth.

- Sound must be contained within, and directed into, the footprint of the contracted booth space.
- Sound must not be at a level that does not disrupt the activities of neighboring exhibitors. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.
- Show management reserves the right to request you to change the volume of the sound in your booth.
- Music played in your 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.

### Lighting / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).
- Drawings must be submitted to the Show Management for approval.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth.
- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, flashing, or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights are recommended. They can be very bright yet generally generate less heat and require less electricity.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with show management.
- Reduced lighting for theater areas should be approved by show management, the utility provider, and the exhibit facility.
- If an exhibitor that is eligible to hang signage wishes to have lighting directed onto the signage from outside of the contracted booth space, the lighting must be hung within 5 ft. (1.5m) of the booth space unless the physical structure of the convention center requires otherwise, in which case the lights must be placed as close as possible. When this approach is used, lighting must be focused onto the signage and may not bleed into neighboring booth spaces. Show management reserves the right to request that such lighting be removed in the event it is determined to have a negative impact on other exhibitors' ability to do business.

## Machinery

- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Machinery is subject to line-of-sight rules and should be placed accordingly in the booth.
- Under no circumstance may machinery, or any part of your display, extend outside the boundary of your contracted booth space regardless of the height clearance from the floor of the item. **Please contact FREEMAN if you plan to display machinery that weighs over 4 tons.**

## Vehicles for Indoor Displays

- All vehicles must be submitted to the General Service Contractor for approval and exhibitors are **required to pay a vehicle spotting fee** through FREEMAN.
- Proof of license must be provided upon request.
- Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors; fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 19L (five gal.) of fuel, whichever is less.
- At least one battery cable shall be removed from the batteries used to start the vehicle engine, and the disconnected battery cable shall then be taped. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
- Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes.
- No battery charging is permitted inside the building.
- Combustible/flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles is prohibited
- Vehicles shall not be moved during exhibit hours.
- 36" of clear access or aisles must be maintained around the vehicle.
- Vehicles must be a minimum of 20 feet from exit of door or exit pathway.
- No leaks underneath vehicles.

## Balloons (Static and Controlled)

- Balloons filled with helium or hydrogen are not permitted (tethered or untethered, controlled or stationary).
- Balloons filled with air may be suspended from the ceiling in booths with a minimum size of 400 sq. ft. (36sqm). In this instance, these will be treated as hanging signs. Please refer to hanging sign rules on page 16 of this document for additional information. The display should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.

## Storage

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.
- Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unprofessional.

## Human Safety

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses.
- If a booth has a raised floor, yellow and black-striped hazard tape, or an edging of a different color, must be used to increase visibility and minimize a tripping hazard.
- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 ft. (.91m) and/or install hazard barriers as necessary to prevent accidental injury to attendees. Additionally, demonstrations should only be conducted by qualified personnel.
- Hoverboards, Segway, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

## Structural Integrity

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts.
- Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, chairs, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## Flammable and Toxic Materials

- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere.
- All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

## Food Preparation and Sampling

Per the facility guidelines, any food items not directly manufactured by the exhibitor must be purchased from, and supplied by the in-house catering provider. All alcoholic beverages must be served by an employee of the in-house catering provider who is a certified bartender.

## 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.

- Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov).
- Examples:
  - Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length).
  - Provide the same attendee experience on both levels of a two-story exhibit.
  - Run an audio presentation for people with sight problems.
  - Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

### Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at Valve World Americas Expo & Conference. See below for language in contract.

Exhibiting company may not assign, sublet or re-sell, in whole or in part, contracted exhibit space. Exhibiting companies are allowed one exhibit space on the show floor. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to this exhibitor of record, nor shall the exhibiting company display articles not manufactured or normally sold directly by them.

### Booth Personnel

Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear business professional attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at Valve World Americas by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to Valve World Americas Show Management, the exhibitor will be asked to alter the attire of its staff.

Valve World Americas further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or sales person instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.

## Suitcasing/Outboarding

Valve World Americas has a zero-tolerance policy regarding suitcasing.

**What is suitcasing?** Suitcasing is a parasitic business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference.

Any Valve World Americas 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 the Exhibition Policy, will be asked to leave immediately. Please report any violations you may observe to Show Management. Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites and expressed consent must be received prior to the event.

What Show Management will do:

Show Management will respond to all complaints regarding suitcasing. Any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately.

What can you do?

If you suspect another company of suitcasing – report this to the Show Management office and someone from Show Management will come to your booth immediately.

Show Rules

Exhibition Policy must be observed at all times. It is Show Management's objective to do everything legally possible to protect you from suitcasing.

### Outboarding

Outboarding is defined by the International Association of Exhibitions and Events (IAEE) as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer and which seeks to benefit from the audience the organizer attracts.

Valve World Americas considers Outboarding to be unethical business conduct.

Our Exhibitors and event Sponsors invest significant financial and other precious resources in the planning and execution of their events. Their financial resources are at risk as are the business reputation and good will that are vital elements of a sponsor's business success. Valve World Americas works diligently to protect our exhibitors' and sponsors' investment in the event by taking a firm stance against outboarding. We encourage official exhibitors to host parties and special events to enhance Valve World Americas before and after show hours, but these activities should never be functions that compete against those who are making an additional investment in their brand at Valve World Americas. During show hours, it is strictly prohibited to conduct education inside of meeting rooms or to promote any activity that directly competes with Valve World Americas. Sponsorship activation spaces within the confines of the Valve World Americas space are opportunities to position brands and offer customers heightened experiences.



TO OUR SPONSORS, EXHIBITORS, PARTNERS, we ask that you decline invitations that conflict with official Valve World Americas activities and programming, and that you report violations to Valve World Americas Show Management.