

Exhibitor FAQ's

Attendee Stats

Our attendees that attend our trade show are independent retailer store owners, mostly brick and mortar. Some have just one location and some have many. We average over 500 attendees per show, representing over 275 store fronts ... all in one place for our vendors.

Move-In and Move-Out

Move-In will be Sunday, October 7 from noon to 5 pm and on Monday, October 8 from 8 am to 5 pm. Move-Out will be Wednesday, October 10 from 3 pm to 8 pm and on Thursday, October 11 from 8 am to noon.

Carpet

South Point exhibit area is carpeted. No portion of an exhibit structure may extend beyond the assigned floor space.

Electric Services

See the Freeman Exhibitor Service Kit when available.

Shipping Exhibit Material

Please note that if you ship to the hotel you could incur charges from them. Please check with the hotel before shipping to make sure you know their policy. See Freeman Exhibitor Service Kit for shipping labels when available.

Labor Rules

Full time employees of the exhibiting companies may set their own exhibits without the assistance of this Union. Any labor services that may be required beyond what your regular full time employees can provide must be rendered by the Union or an Exhibitor Appointed Contractor. Labor can be ordered in advance by returning the Display Labor Form, or at show site from the Freeman Service Center. See Freeman Exhibitor Service Kit for more information when available.

Signs/Banners Over Booth

Yes. The sign cannot go outside of your contracted booth space. If you have booths that span across an aisle, the sign may NOT go across the aisle; this is common ground and must be clear.

Entertaining Customers

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

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

Wi-Fi Service

Wi-Fi on the trade show floor is available at a cost. More information to come.

Customer Appointments Before Trade Show

A Private Appointment check-in area will be at the URA Registration each morning of the trade show. A URA staff member will be there to check each Private Appointment in and out.

It is not necessary to provide us with your scheduled appointments. Simply make your appointments with your clients during the hours provided, instruct them to check in and meet you at the check-in area at the registration counter. **Once your meeting is finished, please escort your client back to check them out.** Strolling through the aisles and entering unmanned booths is NOT permitted (by you or your client).

Appointment hours will be permitted for the 2 hours prior to the show opening on Tuesday & Wednesday

Drinks and/or Food Service

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

Music and/or Videos

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

Distribution of Advertising Material/Canvassing/Soliciting

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

Security

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