



## FIRST TIME EXHIBITOR GUIDE

Dear Exhibitors:

Welcome to InfoComm 2021. In this Guide, we will explain the steps most necessary to plan your show. We encourage you to also read the General Information and Rules & Regulations section in the Exhibitor Manual to get comprehensive information.

Let's get started.

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## ○ **Contract & Payments**

Please refer to the [Exposition Contract Terms & Conditions](#) about payment schedule, policies, and changes to your company/booth. Use our secure [online payment system](#) to process your payment.

- \* **First Payment Deadline: October 16, 2020**
- \* **Second Payment Deadline: December 11, 2020**
- \* **The Balance Payment Deadline: June 11, 2021**

## ○ **[Rules and Regulations](#)**

- **Certificate of Insurance (COI)** **Deadline: September 16, 2021**

All exhibitors and their display houses or service contractors are required to provide the COI to the Show Management. Please refer the [Liability Insurance Policy](#) for detailed requirements. You can order the Exhibitor Insurance from our official vendor [Buttine Insurance](#).

- **Exhibitor Appointed Contractors Work Authorization (EAC)** **Deadline: September 16, 2021**

Exhibitors using display houses or service contractors other than Freeman Companies (the Official Service Contractor) are required to provide the [EAC form](#) and **COI** to the Show Management. No outside contractor personnel will have access to the Show floor unless the **EAC** and **COI** are on file with the Show Management.

- **Height Restriction**

Check out the [Height Restrictions](#) and [Height Restriction Floor Plan](#) before designing your booth. They specify the height restrictions for each type of exhibit. [Booth variance](#) may be made upon approval by the Show Management. For island exhibit booths, the maximum allowable height for **hanging signs** is only restricted by the physical limitations of the facility. For all other types of exhibit booths, hanging signs are not allowed.

- **Multi-Level & Covered Booth Application** **Deadline: September 9, 2021**

[The application](#) is required for all exhibitors who have a multi-level and/or covered booth. All the requirements in the [Multi-Level & Covered Booth Conditions](#) have to be met for application approval.

## ○ **Request Forms**

- **[Booth Variance Request Form](#)** **Deadline: September 16, 2021**

Only exhibitors requesting variances and/or exhibits that do not comply with the [Exhibition Rules and Regulations](#) that are outlined in the Exhibitor Manual must complete this form.

- **[Booth Alcohol Service Request Form](#)** **Deadline: September 16, 2021**

Exhibitors with island spaces **400 n.s.f.** and larger may choose to have alcohol served within the confines of their exhibit spaces for up to two hours each Show day between the hours of 11:30 a.m. and the close of the Show. Those exhibitors wishing to serve alcohol in their exhibit space must complete this form and submit it for review and approval to Show Management. Alcohol services must be ordered through [CenterPlate](#).

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- [Lights Out Request Form](#)

**Deadline: September 16, 2021**

All exhibitors with a booth 30' x 40' and larger may request to have the house lights above their booth switched off. Please submit the request form to the Show Management. The Show Management will not be responsible for the costs of turning off lights above the requesting booths nor adding supplemental lighting or draping to the surrounding booths. Please check the [Exhibit Hall Lighting Plan](#) and order [the lighting services](#) through the Orange County Convention Center. **Lighting Service Order Incentive Deadline: September 29, 2021**

- **Exhibitor Registration**

Exhibitor Main Contact (EMC) can register booth personnel online at [www.infocommshow.org](http://www.infocommshow.org) or through Exhibitor Dashboard.

- All booth personnel registered by EMC are required to agree to InfoComm Show Policies to complete their registration. An incomplete registration confirmation email will be sent to booth personnel upon EMC submits their registration information. Booth personnel will need to follow the instructions in the email to complete their registration.
- Company badge mailing service will not be provided this year. All personnel need to pick up their badge onsite in person by themselves.

Onsite badge pick-up is located in three locations of the West Building of the Orange County Convention Center; B lobby, D lobby, and Westwood Lobby. Please check your registration confirmations for the onsite exhibitor registration hours and express badge pick up locations. To expedite your service, please have your registration confirmation ready on your phone before picking up your badge.

For questions regarding your registration, please email [infocomm@compusystems.com](mailto:infocomm@compusystems.com) or call 1+855.225.1430 (international) or +1.224.563.3108 (US and Canada).

- \* **VIP code:** As an InfoComm Exhibitor, your company gets a unique VIP code that grants unlimited free exhibits-only passes for your clients and guests to use during registration. Use it to invite current and prospective customers to visit you in-person and drive traffic to your booth. It could also save you money on your exhibit space for next year. The VIP code Contest rewards one winner from each n.s.f. category who bring in the most attendees with their unique VIP code up to \$10,000 off their InfoComm 2022 booth space. So, share your VIP code and give it as much visibility as possible!

- **Exhibitor Housing**

onPeak is the official vendor for [housing reservation](#). onPeak has negotiated travel discounts and secured a limited number of reduced-rate hotel rooms to make your trip to Orlando affordable. Group rates guaranteed on hotel reservations booked through onPeak **by October 5, 2021**. If you have reserved a block for your group, names must be assigned to the specific reservation by **September 13, 2021**. Last Day for Cancellations without Fee is **October 12, 2021**. Please beware of unauthorized hotel solicitations!!!

- **Exhibitor Directory**

**Deadline: August 20, 2021**

Access the [dashboard](#) to update your listing. The information you list there will appear in our Show Guide and InfoComm Show Mobile app.

- **Additional Brand Promotion**

**Deadline: August 20, 2021**

Exhibitors may add their additional brands to the digital and printed directory. Please reach out to your [Exposition Account Manager](#) for more information.

- **Helpful Resources – Official Vendors**

We highly recommend you to choose our official vendors to take care of your show. Our vendors have been working with InfoComm shows for decades. They will provide you seamless services, and guarantee you a successful event.

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▪ [Freeman](#)

**Incentive Deadline: September 23, 2021**

Freeman is the official vendor for the following services: Audio Visual, Exhibit Rentals, Exhibit Transportation, Furnishings and Carpeting, **In Booth Cleaning (exclusive)**, Graphics and Signs, Installation and Dismantle Supervision, Labor and Rental of Mechanized Equipment, **Material Handling Services (exclusive)**, and Overhead Rigging Equipment. Order forms can be found under Freeman Services/Labor & Material Handling. Material Handling Services will be further explained below.

▪ **Orange County Convention Center (OCCC)**

**Incentive Deadline: September 29, 2021**

OCCC is the **exclusive** provider of electricity, aerial rigging labor, lighting, water, plumbing, compressed air, natural and LP gas, and cable TV services to exhibitors. [Order forms](#) can be found under Show Utilities/Labor & Material Handling in the Exhibitor Services Manual.

- \* **Rigging:** Hanging sign (from the ceiling) rigging labor must be ordered through the OCCC. Exhibitors are allowed to bring in and assemble own truss and hoists. Only OCCC Rigging staff can rig chain hoists to the ceiling. All assembly of hanging equipment, signs, and products, etc., is the responsibility of the exhibitor or exhibitor appointed contractor. Exhibitors can hang own equipment, signs, products to the truss. But the OCCC will inspect all trusses before they go to final trim.
- \* **Electricity:** No electricity will be provided on the show floor. Permanent building electrical outlets are not a part of booth space and are not to be used by exhibitors. **Under no circumstances** shall anyone other than an OCCC electrician make electrical connections to house equipment. All service connections and overload protection to electrical equipment must be made and removed by a house electrician **ONLY**. The OCCC will charge time and materials for exhibitor or EAC installed cords.
- \* To submit orders and forms, please contact OCCC Exhibitor Services Coordinator Emil Zraggen at [Emil.Zraggen@occc.net](mailto:Emil.Zraggen@occc.net)

The OCCC's **exclusive** on-site service partners include: Internet and telecommunications by **Smart City**, booth catering by **Centerplate**, and business center services by **FedEx Office**.

- \* **Internet:** **Incentive Deadline: September 29, 2021**
- \* No internet will be provided on the show floor. Please order through [SmartCity](#). The installation and dismantlement of voice, wired and wireless data services must be made by a SmartCity technician **ONLY**.
- \* **Catering:**  
No outside catering is allowed on the show floor. Please order through [CenterPlate](#).

▪ [FedEx Office](#)

▪ [Agility](#) – Official vendor for International Shipping and Custom Clearance

- ✓ Advance Ocean Freight Arrival into Orlando Terminal: September 24, 2021
- ✓ Advance Ocean Freight Arrival into Miami Port: September 27, 2021
- ✓ Advance Air Freight Arrival at the Orlando International (MCO): October 4, 2021
- ✓ Ocean Freight Arrival at Show Site: 21 days before assigned target move-in date
- ✓ Air Freight Arrival at Show Site: 10 days before assigned target move-in date

▪ [CompuSystems](#) – Official vendor for Lead Retrieval System

**Incentive Deadline: August 27, 2021**

Lead retrieval is a means for capturing and follow-up of sales leads generated at InfoComm. Experient is the official registration provider. By managing the registration process, CompuSystem collects all the attendees' information, including company names, emails, phone numbers, product and purchasing interests, etc. Individual information will be stored on his/her show badge. Using CompuSystem's lead retrieval products, exhibitors can scan attendees' badges upon their approval.

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- [Century Security](#) – Official vendor for Security Personnel & [Camera](#)      **Incentive Deadline: October 6, 2021**

- \* 24-hour overall security will be provided on the show floor during move-in, move-out and show days. They will be located at the loading docks, registration areas, doors and rove around in the hall. Exhibitors can order security for own booth through Century Security. For the exhibitors having before hours events with more than 20 attendees, security guards are required by the Show Management.

- **Other Vendors**

<a href="#">SmartSource</a>	Audio Visual & Computer Rental	A 25% surcharge for orders <b>after October 18, 2021</b>
<a href="#">TLC Florist</a>	Floral Services	<b>Incentive Deadline: October 12, 2021</b>
<a href="#">Image Model Talent Agency</a>	Model/Hostess	
<a href="#">The Eelpond Photo Group</a>	Photography	

- **Shipping Instructions**

- **Inbound Shipping**

Freeman will be our partner in Orlando to receive shipments for InfoComm 2021. Depending on your shipments scheduled arrival time, you can choose to ship your freight either to the Freeman Advance Warehouse or direct to the Show Site.

- \* **Freeman Advance Warehouse**

Freeman will accept crated, boxed or skidded materials beginning on Monday, September 27, 2021. Materials arriving after Thursday, October 14, 2021 will be received at the warehouse with an additional after-deadline charge. Please use the [Advanced Warehouse shipping labels](#), [Meeting Room](#) and [Hanging Sign Advance Warehouse labels](#) to ship your freight. The [Material Handling Order Form](#) is included in the Manual.

**Shipping Address:**                      Exhibiting Company Name / Booth # \_\_\_\_\_  
INFOCOMM 2021  
C/O FREEMAN  
10088 General Dr.  
Orlando, FL 32824

[Direction to the Advanced Warehouse](#)

- \* **Show Site**

Freeman will receive shipments at the OCCC show site beginning Thursday, October 21, 2021. Shipments arriving before this date may be refused by OCCC. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor. (Freight deliveries, including, but not limited to: UPS, FedEx, RPS, GPS, etc. will not be accepted by the OCCC.) If you plan to ship freight or packages to the show site, it must be scheduled to arrive on the [Targeted Move-in date](#) that has been assigned to your booth. All Common Carriers and Van Lines should check in at the Freeman Marshalling Yard on your Target Move-in date. The Target Move-in date is not when your freight will be placed in your booth. Please plan your labor accordingly. Please use [the Show Site shipping labels](#) and the [Meeting Room Labels](#) to ship your freight.

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**Shipping Address:** Exhibiting Company Name / Booth # \_\_\_\_\_  
INFOCOMM 2021  
C/O FREEMAN  
ORANGE COUNTY CONVENTION CENTER  
9800 INTERNATIONAL DR  
ORLANDO, FL 32819-8111

[Targeted Move-in Floor Plan](#)

[Target Change](#) may be made upon approval by Freeman

[Direction to the Marshalling Yard](#)

## ▪ **Outbound Shipping**

- \* Every outbound shipment will require a Freeman Material Handling Agreement and Labels. Freeman would be happy to prepare these for you in advance and will deliver them to your booth. [Outbound Shipping form](#) can be found under Labor & Material Handling.
- \* If an exhibitor chooses to select an outbound carrier other than the designated Show carrier, that carrier must check into the marshaling yard by Monday, November 1, 2021 at 8:00 a.m. In the event that carrier doesn't check into the marshaling yard by 8:00 a.m., exhibitor materials will be re-routed via Freeman's choice or return shipments to the warehouse to await disposition at exhibitor's expense.

## ○ **Move-In & Out Instructions**

### ▪ **Material Handling**

Freeman will control access to the show site loading docks in order to provide for a safe and orderly move-in/out. During move in, Freeman will unload exhibitors' items from exhibitors' vehicles and deliver them to their booth. During move out, Freeman will collect exhibitors' items and transport and reload them to exhibitors' vehicles. Order forms can be found under Labor & Material Handling in the Exhibitor Services Manual.

- \* **Only full time employees** of the exhibiting company will be allowed to hand-carry items.
- \* The use or rental of dollies, flat trucks and other mechanical equipment is **not** permitted.

## ○ **Quick Tips**

### ▪ **Union Jurisdictions on Exhibit Installation and Dismantling**

- \* Currently we have an agreement with the Local IATSE Union to provide labor for display erection and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full time employees can provide, may be rendered by the Union. Labor can be ordered in advance by returning the [Freeman Display Labor form](#), or at show site, at the Freeman service desk.

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- **Invoices from vendors**

- \* Full payment must be received before services are provided. Your vendors will charge you in full for your advance orders. For unexpected changes or additions during the show, they will provide final invoices for you during/after the show. Surcharges may apply when orders are received close to or during the show.
- \* Pricing will be made available to you by your vendors when you require the services. If not, please ask for the detailed pricing and make sure you fully understand the pricing before you order the services.
- \* Normally labor and equipment will be charged separately. Labor charges are normally based on hourly rate.
- \* Some vendors will keep your credit card information on file. By signing the Credit Card Payment Authorization Form, you authorize the vendors for charges as indicated by written contract. Vendors may charge you for your unpaid services according to the written contract.
- \* **Scam Warning: Please be aware of any solicitations from non-official vendors. Entering into financial agreements with non-endorsed companies may have costly consequences.**

- **[Intellectual Property \(IP\) Policy](#)**

- \* **IP POLICY:** InfoComm condemns counterfeiting and infringement. InfoComm is committed to the principle that IP rights are to be respected, and that the use of intellectual property rights without the consent of the owner or otherwise pursuant to law violates rights of authors, inventors and corporations. Copyrights, trademarks, patents, and other forms of intellectual property are protected by state and federal laws in the United States and by the laws of other countries.
- \* **COPYRIGHTS, ROYALTIES AND TRADEMARKS:** It is the Exhibitor's sole responsibility to obtain and pay for any and all applicable licenses and permissions before **any moving or still image, computer software, sound recording, artwork, printed material or other item** bearing or embodying a copyright, trademark, patent, publicity right or other intellectual property is displayed, performed, reproduced, modified or distributed, in whole or in part, at or from the contracted space.