



## 2017 GENERAL EXHIBITOR INFORMATION

### **\*\* Show Dates and Venue**

The APCI Locations and Global Finance Show will be held on April 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup>, 2017 at the Marriott Burbank in Burbank, California near Los Angeles.

### **\*\* Show Hours**

Thursday, April 6 <sup>th</sup>	12pm - 5pm	Exhibits Open
Friday, April 7 <sup>th</sup>	11am - 5pm	Exhibits Open
Saturday, April 8 <sup>th</sup>	11am - 4pm	Exhibits Open

*Note: APCI Management reserves the right to change dates and hours in its sole discretion.*

### **\*\* Exhibitor Move-in**

Thursday, April 6 <sup>th</sup>	7am - 11am	Exhibitor Move-In / Exhibitor Registration
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Exhibitors must completely install exhibits within the Booth Space between 7am and 11am on Thursday, April 6<sup>th</sup> – exhibitors cannot gain access to the show floor any earlier than April 6<sup>th</sup> at 7am.

If an Exhibitor has not set up and exhibit is not in order by that time, APCI Management will have the right to terminate their Contract with Cause and assign the Booth Space to another exhibitor, force the set-up of the exhibit at the expense of the exhibitor, or make such other use of the space deemed necessary or appropriate. All fees and costs incurred by the exhibitor are non-refundable.

### **\*\* Exhibitor Move-out**

Saturday, April 8 <sup>th</sup>	4:15pm - 7pm	Exhibitor Move-Out
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Exhibit tear-down will begin promptly at 4:15pm after show close on Saturday, April 23<sup>rd</sup> and will continue through 7pm. All exhibitors must have all their exhibit materials out of the Marriott Burbank by 7pm.

EXHIBITORS MAY NOT VACATE OR BEGIN TEARING DOWN THEIR BOOTH PRIOR TO 4pm.

### **\*\* On-Site Badge Pick-Up**

Exhibitors may pick-up their badges at the Marriott Burbank on the following days and times. You must pick up your badge prior to entering the show booth areas.

Thursday, April 6 <sup>th</sup>	7am - 5pm
Friday, April 7 <sup>th</sup>	10:45am - 5pm
Saturday, April 8 <sup>th</sup>	10:45am - 4pm

## **EXHIBIT OPTIONS**

### **\*\* Booths**

In 2017, the AFCI is offering two booth packages: the **Classic Booth Package** and the **Gold Booth package**.

#### **Classic Booth Package** inclusions:

- 8' x 10' Backwall w custom overlay graphics
- Bistro Table
- 3 Tall Barstools
- Literature Rack
- Power Drop
- WiFi
- 200# Materials Handling

#### **Gold Booth Package** inclusions:

- 8' x 10' Backwall w custom overlay graphics
- 2 Allegro Chairs
- 2 Vinyl Cubes
- MRE Counter w overlay graphics
- 40" monitor
- Literature Rack
- Power Drop
- WiFi
- 200# Materials Handling

In addition to the booth packages, booths may be placed in **Premium** and **Standard** booth areas. Premium booths are located in areas that are expected to draw a larger amount of foot traffic than Standard booths.

Booths are 8' deep x 10' wide and will be set with 8' high white hard wall back "smartwalls". There will not be side walls in 2017.

For additional furniture and graphics options, please contact Stephanie Porter at Freeman (+1-858-320-7826 or [stephanie.porter@freemanco.com](mailto:stephanie.porter@freemanco.com)). Note: Exhibitors who reserve multiple booths will automatically receive one set of furniture *per booth* as described above. If you do not need the additional furniture, please notify Freeman of your requirements.

## **BOOTH RESERVATIONS**

### **\*\* Booth Reservations**

Both AFCI members and non-members may purchase booths for Locations 2017. AFCI members receive the benefit of purchasing booths at discounted rates (please see *2017 Booth Pricing Policy* for more information).

### **\*\* Booth Payment**

All booth reservations require at least a 50% deposit of all fees at the time of purchase or within three weeks of the date of purchase. Payments to the AFCI may be made with credit card, check or wire transfer. Final payments are due to the AFCI no later than March 18<sup>th</sup>, 2017 (please see *2017 Pricing and Cancellation Policy* for more information).

### **\*\* Booth Sharing**

Only the film commission / company / business entity which purchased a booth may exhibit in that booth. In some case additional commissions / companies / entities may share the booth although an additional fee will be charged (please see *2017 Booth Sharing Policy* for more information).

### **\*\* Exhibitor Badges**

Each exhibiting booth may receive up to five (5) exhibitor badges; up to five (5) additional badges may be purchased. All exhibitors working in a booth at **any** time during Locations Show must have an Exhibitor badge. **IMPORTANT:** All holders of exhibitor badges must be employed by the exhibiting film office / company (please see *2017 Suitcasing Policy* for more information).

## **\*\* AFCI Member Booth Pricing**

<b><u>2017 Booth Selection</u></b>	<b><u>Floor Location</u></b>	<b><u>AFCI Member Price</u></b>	<b><u>Sharing Fee (per sharing entity)</u></b>	<b><u>Allowed # of Shares</u></b>
Classic Booth Package	Standard	\$3,500	\$500	One (1)
	Premium	\$5,300	\$500	Two (2)
Gold Booth Package	Standard	\$5,600	\$500	One (1)
	Premium	\$7,300	\$500	Two (2)

## **\*\* Non-Member Booth Pricing**

<b><u>2017 Booth Selection</u></b>	<b><u>Floor Location</u></b>	<b><u>Non-Member Price</u></b>	<b><u>Sharing Fee (per sharing entity)</u></b>	<b><u>Allowed # of Shares</u></b>
Classic Booth Package	Standard	\$6,300	\$1,000	One (1)
	Premium	\$8,300	\$1,000	Two (2)
Gold Booth Package	Standard	\$8,300	\$1,000	One (1)
	Premium	\$10,300	\$1,000	Two (2)

## **\*\* Suitcasing**

IMPORTANT: Any person / film commission / company / business entity who wishes to solicit business while at the AFCI Locations Show MUST do so as an exhibitor (i.e. purchase a booth). Soliciting business as an attendee is a serious infraction of the AFCI 2017 Suitcasing Policy and may result in being asked to leave the Show area and / or being banned from any AFCI events (please see 2017 Suitcasing Policy for more information).

## **FREEMAN DECORATING**

### **\*\* Custom Furniture, Displays, Labor and Graphics**

Once again, Freeman will be serving as the show decorator in 2017 and will handle all exhibit decorating and freight needs during the event. Most exhibitors purchase custom items such as graphic display panels, additional furniture, displays, etc., for their booths through Freeman. Payment for these items is conducted solely between the Exhibitor and Freeman (not the AFCI).

### **\*\* Freeman Order Form**

The Freeman order form is included within the Exhibitor Service Kit at [www.afcilocationsshow.com](http://www.afcilocationsshow.com) for your convenience. Freeman offers **Freeman OnLine®**, a free online ordering service. You can order all Freeman Services, view show schedule, or print order forms. To place online orders, you will be required to enter your unique login ID and password. If this is your first time using **Freeman OnLine®**, click on "New User" to create a login ID and password. If you need assistance, please call Freeman Customer Support Center at +1-888-508-5054.

### **\*\* Freeman Service Desk**

The Freeman Service desk, along with other service provider desks, will be open during set-up and tear-down for pre-ordered items and returns, and additional on-site needs.

### **\*\* Graphics / Displays**

Posters and artwork not printed and assembled by Freeman should be mounted on lightweight foam core or cardboard for quick and easy installation using Velcro. If you are using the hard wall booths but wish to employ Velcro to hang your items, please use double-sided Velcro and affix one part to the hard wall and one part to the back of your foam core item. Freeman will also have "S" hooks available if something needs to

be hung from the top. If you have heavier items to hang, Freeman will need to know if the structural integrity of the booth will be affected. If you would like to attach anything heavy to the structure of the booth, please contact Freeman Exhibitor Services at +1-714-254-3410 to inquire about adjusting the structure of the booth.

### **\*\* Shipping (Domestic and International) / Materials Handling**

All items should be shipped in advance to the Freeman Warehouse to qualify for pre-show freight pricing. Please make sure all cartons, packages, etc., are clearly marked with the event name, **“AFCI Locations Show 2017”** and include your correct booth number. Shipments must arrive on or before March 31<sup>st</sup>.

International exhibitors may contact Freeman Decorating Customs Department for assistance with shipping and customs clearance. THE AFCI CANNOT PROVIDE ANY ASSISTANCE OR INFORMATION TO HELP WITH CUSTOMS CLEARANCE. You may reach Freeman at +1-800-995-3579 or email [freemananaheimes@freemanco.com](mailto:freemananaheimes@freemanco.com) for assistance.

### **\*\* Hand-Carry Freight**

For those exhibitors bringing items or materials for their booths from their car, there will be services available to assist you. Exhibitors are allowed to make one trip with one armload of freight into the hotel. As part of your exhibit space fee, Locations 2017 will provide for the first 200 pounds of material handling charges. Freeman will have cart services for exhibitor assistance for these first 200 pounds from your car in the Marriott Burbank parking area, to your exhibit space. Any weight over 200 pounds will be the responsibility of the exhibitor and will be billed accordingly. Freeman will have Teamsters along with flat carts to help assist exhibitors going from the parking area. Feel free to contact Freeman Exhibitor Services at +1-714-254-3410 for further assistance.

## **EXHIBITOR INSURANCE**

### **\*\* Insurance for Exhibitors and Exhibitor Appointed Contractors**

The AFCI and the Marriott Burbank require you to have proper insurance for your booth that meets specific limits. Each Exhibitor and Exhibitor Appointed Contractor must provide proof of insurance from an insurance company in good standing. The coverage must:

- Be in force during the lease dates of the Show: April 6<sup>th</sup> thru April 8<sup>th</sup>, 2017
- Include policy limits of \$1,000,000 for Bodily Injury or Property Damage, combined single limit, per occurrence and \$2,000,000 in all
- AFCI, its officers and employees, Marriott Burbank Airport, its officers and employees are all to be named additional insureds

Insurance may either be obtained through your company’s existing insurance carrier or an independent broker.

### **\*\* Proof of Coverage**

Proof of coverage, or alternative coverage, which satisfies these minimums, must be provided to the AFCI no later than March 6<sup>th</sup>, 2017. Please forward certificates to Melanie Field at [melanie@afci.org](mailto:melanie@afci.org). Exhibitors will not be allowed to move-in / exhibit without proper insurance coverage in place.

### **Optional: Purchase insurance for Locations Show for only \$79:**

AFCI has made arrangements for its exhibitors to purchase coverage which satisfies these requirements at a significant savings as part of a group through Rainprotection.net for only \$79 plus tax. This insurance option is available to both US and international exhibitors. More information can be found at [www.afcilocationsshow.com/exhibitor-kit](http://www.afcilocationsshow.com/exhibitor-kit).

## **MARRIOTT BURBANK**

### **\*\* Sleeping Rooms**

Rooms are available within the AFCI block for the special rate of \$215.00 per night.

*NOTE: The AFCI does not contract with any “booking agents” who reserve hotel rooms on exhibitor’s behalf. Please disregard any phone calls or emails you might receive regarding hotel rooms other than from the AFCI or the Marriott Burbank.*

### **\*\* Parking**

Parking is available at the Marriott Burbank for \$21 per day (self-park) or \$26 per day (valet).

### **\*\* Small Package Receiving / Storing / Delivery Direct to the Marriott Burbank**

If you must receive a shipment through a carrier such as Federal Express, UPS, messenger service, etc., these can be sent to you at the hotel directly. The Marriott may charge a handling fee per package to accept your package.

### **\*\* Food and Beverage**

Exhibitors may hand out small samples of food or beverage to attendees from their booth during show hours. The AFCI and Marriott Burbank MUST approve a description of what will be handed out PRIOR to the beginning of the show. Due to complex health department regulations, some samples may not be allowed. Alcohol samples or service are not allowed.

### **\*\* Security**

All exhibitors and sponsor personnel will be required to wear their badge at all times during show hours while in the AFCI Locations and Global Finance Show for security purposes. Security will be present at entrances and exits to the exhibit area and in additional function areas during show hours. The exhibit area will be staffed by security overnight.

### **\*\* Take care of your valuables**

We encourage you to take care of your valuables when not at your booth. Security will be present at the show, but that doesn’t mean you should leave items such as cell phones, handbags and computers in plain view if you leave your booth.

## **WI-FI**

### **\*\* Internet Service**

The AFCI has purchased WiFi access for all our exhibitors and attendees throughout the entire show level. Please note that the service provided may not be lightning fast: please do not attempt to stream large amounts of video or transfer a lot of data. Routers are not allowed on this service. Rental of hardwire service is available through the Marriott Burbank but must be ordered in advance. See the Marriott Burbank Order Form located in the Exhibitor Service Kit on [www.afcilocationsshow.com](http://www.afcilocationsshow.com).

## **SHORT TERM PLANT RENTAL**

### **\*\* Floral**

Short Term Plant Rental is the official provider of plant rentals for the show. They also offer live floral arrangement services. See the Short Term Plant Rental Order Form located in the Exhibitor Service Kit on [www.afcilocationsshow.com](http://www.afcilocationsshow.com).

## **OTHER**

### **\*\* Listing in Program Guide**

All exhibitors will be listed in the 2017 AFCI Locations and Global Finance Show Program Guide. Your listing will be based on information provided in your exhibitor profile created at the time of booth reservation. It is each exhibitor's responsibility to make sure his or her information has been entered and is up to date. You may update your profile through the login information you created on eTouches.

### **\*\* Booth Promotion**

We strongly encourage you to minimize the number of promotional materials and items you are sharing at your booth. The event is designed to encourage more interaction between exhibitors and attendees and we hope that you take advantage of the networking opportunities provided. AFCI members may promote **ONLY** their respective jurisdictions and film office services, and may distribute promotional materials for their jurisdiction and offices **ONLY**. These activities do not include the selling, licensing, distribution or promotion of publications, studios or production services of persons or companies outside of the film commission office. Violation of these guidelines may result in forfeiture of your booth and removal of the exhibit. In such an event, the AFCI, its Board of Directors and staff shall bear no responsibility to Exhibitor for any rebate of costs or payment, or for any further claims of lost profit.

### **\*\* Literature, Samples and Souvenirs.**

Exhibitors must confine its exhibit activities to their assigned booth space and may not conduct any activities in the aisles or in the booths of others. This includes distribution of literature, samples or other articles.

### **\*\* Additional Exhibitor Rules**

- ✓ Participants may not hand out unauthorized publications, unless the publication has been approved by AFCI Management. Distribution of exhibitor promotional materials is limited to the exhibit space and is not permitted in any public area of the Marriott Burbank.
- ✓ Fire regulations apply to all exhibitors / sponsors; the Marriott Burbank is a non-smoking facility.
- ✓ Exhibitors can conduct prize drawings or raffles but these must be confined to the exhibit space. AFCI cannot make announcements for any exhibitor during or after the show.
- ✓ Exhibitors may use music or videos at their booth but these must be kept at a reasonable level so as not to disrupt other exhibitors.
- ✓ Stickers may not be sold or distributed.
- ✓ No one under the age 18 will be admitted to the Show floor.
- ✓ Although the Marriott Burbank is a dog friendly hotel, dogs will not be admitted to the Show floor.

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## **APPENDIXES**

### **2017 PAYMENT AND CANCELLATION POLICY**

**Payment Schedule** required for purchase of Exhibitor booth(s) for the 2017 Locations and Global Finance Show:

- A non-refundable deposit of fifty percent (50%) of the full booth cost, including share fees, is due within three weeks following receipt of the booth reservation.

- If the 50% deposit or full payment is not made at time of reservation, an invoice will be forwarded to the address on file with AFCI office (not necessarily the address used for reservation purposes) within 24 hours. The reservation shall be held for 15 business days (three weeks) from date of reservation. Should the 50% deposit or full payment not be made within the three (3) week grace period, the space will be made available to others and the reservation considered withdrawn.
- The AFCI will accept an official, approved Purchase Order from a government agency in lieu of payment; this Purchase Order must have been originated within the original three week grace period. The purchase order will stand to extend the required 50% deposit or full payment period for an additional thirty (30) days.
  - Should the 50% deposit or full payment not be made by the governmental agency within the thirty (30) day grace period, the space will be made available to others and the reservation considered withdrawn. No other grace periods than the thirty (30) day additional grace period provided by a bona fide governmental purchase order shall be allowed.
- If a Member requires paperwork from the AFCI in order to assure payment within the three week period, please request this **PRIOR** to reserving your booth; failure to do so may result in the loss of your booth.
- All remaining balances and unpaid booth reservations, including payment on outstanding Purchase Orders, are due to the AFCI office no later than Friday, March 4<sup>th</sup>, 2017.
  - Any unpaid Exhibitor Booth reservations may be automatically cancelled **without notice** on March 4<sup>th</sup>, 2017, unless prior arrangements with AFCI have been made.
  - Failure to make payment in full by March 4<sup>th</sup>, 2017, may result in being prohibited from booth set-up at show start.
  - Contact Melanie ([melanie@afci.org](mailto:melanie@afci.org)) at the AFCI **BEFORE** March 4<sup>th</sup>, 2017, if there is any reason to believe you will not be able to make final payment by this date.

### **Failure to Pay Restriction**

- Any Member or party whose Exhibitor Booth is released for failure to pay the 50% deposit or payment in full during the respective grace periods will not be allowed to reserve another booth unless it is paid in full at time of reservation. This requirement also applies to governmental purchase orders that were not paid at the end of the addition grace period. Under no circumstances will addition grace periods be provided.

### **Payments**

- Payments may be made by check sent to 3904 Central Avenue #173, Cheyenne, WY 82001. Payment sent to any other address may result in a long delay in payment being processed and therefore loss of the reservation(s).
- Contact the AFCI for current banking information for payments by wire or EFT / ACH. The AFCI is not responsible for electronic payments made to erroneous or outdated AFCI accounts.
- Payments may be made via credit card (Visa, MC, American Express) by going to <http://www.afci.org/payments>.

## **Cancellation Policy**

- Cancellation must be done in writing on letterhead and signed by the original signatory reserving the Exhibitor Booth or an officer of the entity authorized to cancel the reservation. Any cancellation request received by AFCI on letterhead from a reserving party shall be assumed to be made by an individual with actual or apparent authority to cancel the reservation and AFCI shall not be responsible or have any liability for any dispute between an individual reserving Exhibitor Booth space and another from the same entity cancelling the reservation.
- Cancellation deadlines are as follows:
  1. Prior to March 4<sup>th</sup>, 2017, cancellations will receive a 50% refund of the total Exhibitor Booth space costs. If only a deposit of 50% has been paid, no refund will be made.
  2. Cancellations made after March 4<sup>th</sup>, 2017, will not be refunded.
  3. Should an exhibitor cancel prior to making a payment toward their booth, the amount owed shall remain payable as per the above cancellation dates.
  4. Due to payments made by the AFCI on behalf of the exhibitor, there are no exceptions to this policy.

## **2017 BOOTH PRICING and POLICIES**

### **AFCI Member and Affiliate Member Pricing**

To obtain AFCI Member (“Member”) pricing, an Exhibitor Booth must be purchased by a member in **good standing** whose name is the same as was listed on the original Membership Application. The AFCI reserves the right to reject and/or adjust Exhibitor Booth pricing on any Exhibitor Booth reservation should it be determined at any time prior to the conclusion of the 2017 AFCI Locations and Global Finance Show that the Exhibitor Booth application was submitted in the name of a non-member, or that the member who purchased the Exhibitor Booth is not in good standing with the AFCI.

<b><u>2017 Booth Selection</u></b>	<b><u>Floor Location</u></b>	<b><u>AFCI Member Price</u></b>	<b><u>Sharing Fee (per sharing entity) **</u></b>	<b><u>Allowed # of Shares **</u></b>
Classic Booth Package	Standard	\$3,500	\$500	One
	Premium	\$5,300	\$500	Two
Gold Booth Package	Standard	\$5,600	\$500	One
	Premium	\$7,300	\$500	Two

### **Member in Good Standing**

- **Definition of “Good Standing”**: Any Full, Interim, or Affiliate Member with no outstanding unpaid invoices (30 days or more past due) owed to AFCI *including AFCI Membership Dues*.
  - Members NOT in good standing will be required to pay non-member Exhibitor Booth rates. Failure to pay the full non-member rate prior to the commencement of the show will result in the member not being permitted to exhibit at the Locations and Global Finance Show. \*



## Non-Member Pricing

<u>2017 Booth Selection</u>	<u>Floor Location</u>	<u>Non-Member Price</u>	<u>Sharing Fee (per sharing entity) **</u>	<u>Allowed # of Shares **</u>
Classic Booth Package	Standard	\$6,300	\$1,000	One
	Premium	\$8,300	\$1,000	Two
Gold Booth Package	Standard	\$8,300	\$1,000	One
	Premium	\$10,300	\$1,000	Two

- Non-member pricing applies to the entirety of any Exhibitor Booth, shared or otherwise, purchased by a single party that contains a party, entity or organization that is not a member, or is not a member in good standing with the AFCI.
- In the event the Exhibitor seeking Member rates plans to submit a concurrent application for AFCI membership, an application must be completed and approved by the AFCI Membership Manager, and all required fees must be paid prior to the beginning of the Show for Member rates to apply. In addition the following provisos apply.
  1. A non-member awaiting membership approval will receive the Member rate on Exhibitor Booth reservations only if application and fees are received more than 30 days prior to Show start.
  2. A non-member who applies for membership less than 45 days from Show start will be charged the non-member rate. However, once the application is accepted, the difference in fees can be 1) refunded, or, 2) used toward AFCI products including AFCI University, 2017 membership dues, and/or marketing and advertising products available exclusively through the AFCI (i.e. *Beyond Cinema* and *afci.org*).

## Wait List

- Once Exhibitor Booths are **SOLD OUT**, whether by designated tier or in totality, interested parties can be placed on a wait list. Should booth space become available, those on the wait list will be contacted on a first-come-first-served basis.
- Contact Melanie ([melanie@afci.org](mailto:melanie@afci.org)) at the AFCI to be included on the booth wait list.
  - The AFCI will attempt to contact the first person on the wait list and provide 24 hours for acceptance before reaching out to each successive entity on the list, providing the same response time.
  - If a booth comes available within 10 business days (two weeks) prior to show start, the AFCI reserves the right to contact those on the wait list in turn and accept purchases on a first come-first serve basis without regard to any holding requirement or window.

\* See 2017 Payment and Cancellation Policy for more information

\*\* See 2017 Booth Sharing Policy for more information

## **2017 BOOTH SHARING POLICY**

**Definition of “Share”:** Any MEMBER or NON-MEMBER entity that 1) maintains a presence, or, 2) has sales, marketing, or advertisement materials (i.e. brochures, business cards, signs, etc...) available to Show attendees in an Exhibitor Booth purchased by another party at any time during the show, shall be considered a shared space.

- The AFCI reserves the right to make the sole determination whether conditions numbered 1 or 2 above are met.

### **Cost of Shares**

- If all parties sharing an Exhibitor Booth are **AFCI MEMBERS**, the additional cost above the base rate for the Exhibitor Booth is \$500 per sharing Member.
- If **any** Exhibitor Booth is being shared and the sharing entity is a **NON-MEMBER** or is a Member not in good standing, the additional cost above the base rate for the Exhibitor Booth is \$1000 per sharing entity.

### **Number of Shares**

- Purchasers of Standard booths may share their booth with ONE (1) other entity.
- Purchasers of Premium booths may share their booth with TWO (2) other entities.

### **Share Payment Policy**

- AFCI is not responsible for private agreements made between those that wish to share an Exhibitor Booth(s). The **original Exhibitor Booth purchaser is responsible for payment** of all sharing fees according to the 2017 Booth Payment policy regardless of whether it has received payment from sharing parties.
- The AFCI acknowledges that some parties may be added at the last minute prior to the opening of the show. To encourage more participation in Locations Show, the AFCI will be happy to send an invoice for **any unpaid or last minute share fees** to the original booth purchaser upon the close of the show.
- Likewise, the AFCI will forward an **invoice for any reverted booth prices, from member to non-member, plus appropriate share fees, should a non-member be invited to participate in a member booth.**

## **2017 SUITCASING POLICY**

***In order to protect the value of the 2017 Locations and Global Finance Show and ensure fairness to all of our exhibitors, the AFCI will not tolerate suitcasing in any form. As defined below, we ask that you either purchase a booth or abide by the 2017 BOOTH SHARING POLICY.***

### **Definition of “Suitcasing”**

Suitcasing at the AFCI Locations and Global Finance Show is defined as any activity by one who has not paid an exhibition fee (i.e. purchased a booth) where the activity is designed to solicit or sell products or services to other exhibitors or attendees without authorization by AFCI to engage in such solicitation. Suitcasing can

occur by those who are registered as attendees or by parties misrepresenting their business or entity relationship to AFCI.

- **Attendee Suitcasing** occurs when a person registered as an attendee (non-exhibitor) solicits business for either their film commission or other business interests in common areas within the 2017 AFCI Locations and Global Finance Show exhibition area.
- **Exhibitor Suitcasing** occurs when a person registered as a booth exhibitor is found to be an employee or agent of an entity other than the entity or entities to which the booth is registered.
  - For the purposes of the 2017 Locations and Global Finance Show, the exhibition area shall be considered any portion of the main floor level of the Marriott Burbank.
  - Membership in the AFCI shall not be considered in a determination of Suitcasing.
  - The Executive Director of the AFCI reserves the right to make final determination on what constitutes Suitcasing.

### **Resolution for instances of “Suitcasing”**

- **Attendee Suitcasing:** Should AFCI show management or security observe any instance of Attendee Suitcasing, the violator(s) will immediately be required to register for and purchase a **MARKETING BADGE**. The purchase price of a Marketing Badge shall be \$500 **per day** and must be paid in full prior to receipt of the badge.
  - Should AFCI show management officials observe a second offence of attendee suitcasing at the same show, the violator will be asked to leave and escorted from the exhibition area and will be subsequently banned from attending AFCI events, including the Locations and Global Finance Show, for 24 months.
- **Exhibitor Suitcasing:** Should AFCI show management or security observe any instance of Exhibitor Suitcasing, the violator(s) will immediately be required to register for and purchase an official **BOOTH WORKER BADGE**. The purchase price of a Booth Worker Badge shall \$100 **per day** and must be paid in full prior to receipt of the badge.
  - A Booth Worker Badge will **NOT** give the holder permission to sell products / services or dispense / display printed materials (including business cards) to attendees or exhibitors other than those of the commission / company to which the booth is registered to.
  - Should a person holding a Booth Worker Badge be observed selling products / services other than those of the official booth registrant, they will be required to instead purchase a **MARKETING BADGE** (see above).
  - Should AFCI show management officials observe a second offence of exhibitor suitcasing at the same show, the violator will be escorted from the Locations and Global Finance Show floor and will be subsequently banned from attending AFCI events, including Locations and Global Finance Show, for 24 months.