



afci locations show

2015 EXHIBITOR SERVICE KIT

**** AFCI Locations Show Contacts**

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**** Show Dates**

The AFCI Locations Show will be held on March 5, 6, and 7, 2015.

**** Show Venue**

The AFCI Locations Show will be held at the Hyatt Regency Century Plaza on the California Level.

**** Show Hours**

Thursday, March 5	12noon - 5pm	Exhibits Open
Friday, March 6	11am - 5pm	Exhibits Open
Saturday, March 7	11am - 4pm	Exhibits Open

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

**** Exhibitor Move-in**

Thursday, March 5	7am - 11am	Exhibitor Move-In / Exhibitor Registration
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Exhibitors must completely install exhibits within their booth area(s) between 7am and 11am on Thursday, March 5th.

Exhibitors cannot access their booth area prior to this date and time.

Should an Exhibitor not be set up and by 11am, AFCI 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 as deemed necessary or appropriate. All fees and costs incurred by the exhibitor are non-refundable in this case.

**** Exhibitor Move-out**

Saturday, March 7	4:15pm - 7pm	Exhibitor Move-Out
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Exhibit teardown will begin promptly at 4:15pm on Saturday, March 7th and will continue through 7pm. All exhibitors must have all their exhibit materials out of the Century Plaza by 7pm.

**** Booths and Lounges**

In 2015, the AFCI is offering Lounges, Premium and Standard booth areas.

- Lounges are located exclusively in the lobby area outside the ballroom, an area that is expected to have an extensive amount of foot traffic during the Show.
- Premium booths, located in the Ballroom with Standard booths, are located in areas that are expected to draw a larger amount of foot traffic than Standard booths.

**** Lounge Configuration**

Lounges are 2m deep and 6m wide areas within the lobby area outside the Ballroom of the Century Plaza. They may be set with 8' (2.4m) high hardwall back panels should the exhibitor choose but are otherwise open.

**** Lounge Equipment**

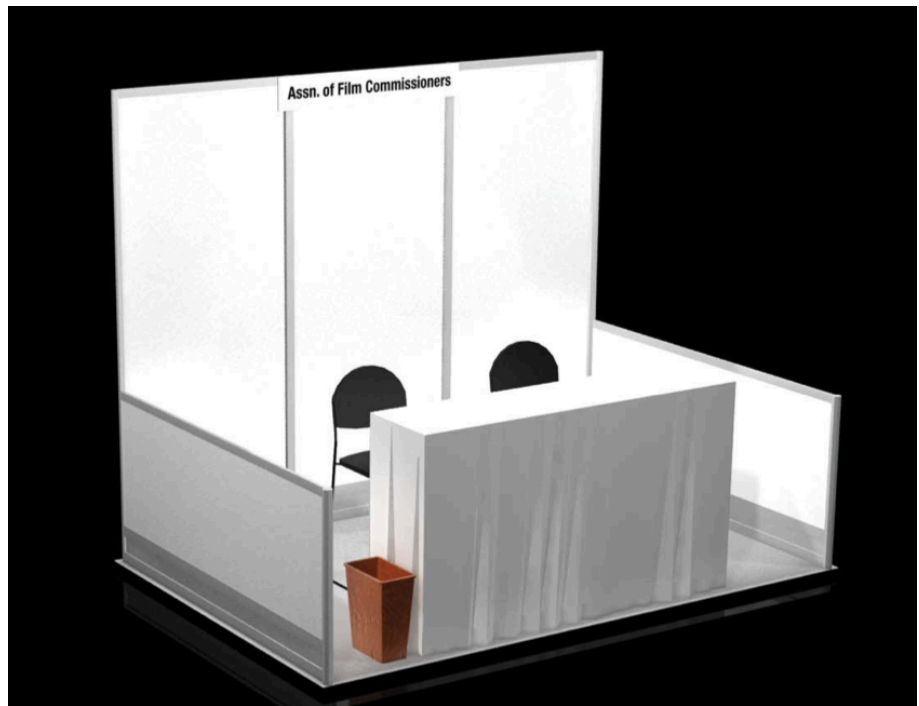
Lounges will come dressed with one (1) wastebasket, 200# of materials handling by Freeman, and one (1) 7" x 44" one-line identification sign. These areas will also be given a \$1000 credit, which may be applied toward other Freeman graphics or furnishings to be used to decorate the Lounge in a unique way.

**** Booth Configuration**

Premium and Standard Booths are 2m deep x 3m wide and will be set with 8' (2.4m) high white hardwall back panels and 3' (.914m) high white hardwall side dividers. In *some* instances, the side dividers may be removed. Please contact Melanie Field at the AFCI or Stephanie Porter at Freeman to determine options for removal of the side panels on your booth(s).

**** Booth Equipment**

Premium and Standard Booths will be come dressed with one (1) 6' tall counter and two (2) tall stools, one (1) wastebasket, 200# of materials handling by Freeman, and one (1) 7" x 44" one-line identification sign. Additional furniture and graphics may be ordered from Freeman.



**** 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 *2015 Booth Sharing Policy* for more information).

**** Final Booth Payments**

Final payments for all booths and booth shares are due to the AFCI no later than January 30th, 2015. Payment options include check, credit card or wire transfer. A signed, completed Purchase Order will not be adequate for holding a booth reservation after this date.

**** Exhibitor Badges**

IMPORTANT: Due to Fire Marshal regulations, each booth is limited to five (5) exhibitor badges **total**; additional badges **cannot** be purchased. All exhibitors working in a booth at **any** time during Locations Show must have an Exhibitor badge (please see *2015 Suitcasing Policy* for more information).

**** Booth Personnel Registration**

Once you have determined your booth personnel, please email the names and email addresses for each booth staff member to Melanie Field. Each person will then receive a confirmation email containing a bar code; this bar code can be used to check in quickly at the show, avoiding long waits.

**** On-Site Badge Pick-Up**

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

Thursday, March 5	7am - 5pm
Friday, March 6	10:45am - 5pm
Saturday, March 7	10:45am - 4pm

**** 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 *2015 Suitcasing Policy* and may result in being asked to leave the Show area and / or being banned from future AFCI events (please see *2015 Suitcasing Policy* for more information).

CENTURY PLAZA

**** Sleeping Rooms**

Rooms are available within the AFCI block for the special rate of \$246.00 per night until January 21st, 2015. To reserve a room, please go to <https://resweb.passkey.com/go/AFCI2015>. You may also contact Passkey reservations at +1-402-592-6464.

(Comparable rates at nearby hotels are between \$190 and \$299 per night.)

*PLEASE NOTE: The AFCI does not and will not contract with any "booking agents" who reserve hotel rooms on exhibitor's behalf. We encourage all exhibitors and attendees to contact the Century Plaza through the above link **ONLY** to make their reservations. If you are contacted by any outside company claiming to represent the AFCI or the Hyatt Regency Century Plaza, please disregard.*

**** Parking**

Parking is available at the Century Plaza for \$12 for self-park or \$16 per day for valet parking. These prices are good for 10 hours and do not include in-and-out privileges. Overnight parking is available for \$28 for self-park and \$36 for valet parking.

**** Small Package Receiving / Storing / Delivery Direct to the Hyatt Regency Century Plaza**

Shipment through a carrier such as Federal Express, UPS or messenger service may be sent to you at the hotel directly. The Century Plaza may charge a handling fee per package to accept your package.

Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067

**** Food and Beverage**

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

**** Business Center**

A full service business center is located on the Plaza Level of the Century Plaza and is available for guest use. Services include: computer usage, photocopying, fax, telex, FedEx and UPS services and internet access.

Monday – Friday: 7:30am – 7pm

Saturday – Sunday: 9am – 5pm

An automated business center is also available 24-hours a day, located directly across from the full service business center. Your hotel room key is required for entry.

**** Security**

All exhibitors and sponsor personnel will be required to wear their badge at all times during show hours while in the AFCI Locations 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.

FREEMAN DECORATING

**** Freeman Contacts**

Exhibitors may contact Freeman via web, email or phone.

- Freeman offers Freeman OnLine®, a free online ordering service. Here 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. The link to the Freeman Online page exclusively for AFCI Locations Show exhibitors is <http://www.freemanco.com/store/show/landing.jsp?showID=410159>
- Freeman Exhibitor Services is available at +1-714-254-3410 or +1-888-508-5054

- For personalized assistance you may contact Stephanie Porter at stephanie.porter@freemanco.com or +1-858-320-7826.

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

Once again, Freeman will be serving as the show decorator in 2015 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).

Order before February 11th and receive discounted prices.

**** Graphics**

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 to inquire about adjusting the structure of the booth.

**** Display Information**

Requests for high sides, large items or other special displays must be submitted to AFCI staff at least 30 days in advance of the event in writing for approval. No display may be seen by or obstruct the exhibit of other exhibitors at either the rear or side; total height of exhibits, including decorations, may not exceed 8' (2.4m).

Installation of large exhibits other than by Freeman must request and receive approval from AFCI staff at least 30 days prior to the event using the provided EAC form to confirm insurance and contractor personnel requirements are met, and to allow for any necessary scheduling and approval. Any additional labor or overtime is the responsibility of the exhibitor. Exhibitors must use only fire retardant materials and abide by the trade laws outlined by the State of California and the City of Los Angeles. Complete the corresponding form for Exhibitor Appointed Contractors located at www.afcilocationsshow.com/2015-exhibitor-service-kit.

Booths may be combined into linear rows. Hardwall dividers on the end of a row **cannot** be removed, but you may purchase graphics for the outside of the 3' side divider on the end of the aisle. Please contact Freeman for details.

Booths may be combined in an end-cap booth, which is exposed to aisles on three sides and composed of two booths. The back wall must not exceed 8' (2.4m) in height in the center 10' (3.05m) portion of the rear of the booth space. The remaining sidewalls are restricted to 3' (1.2m) high, permitting adequate line of sight for the adjoining booths.

**** 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 2015**", include your film office / company name and correct booth number and marked with piece count (i.e. 1 of 2).

Shipments arriving between February 4th and March 2nd receive an advance-shipping discount.

Shipments arriving on March 3rd or 4th will be assessed an additional 'after deadline' handling charge.

Freeman Warehouse Shipping Address

AFCI Locations Show 2015
c/o Freeman Decorating Warehouse
900 E. Santa Ana Street
Anaheim, CA 92805

The Freeman warehouse can be reached at +1-714-254-3410 between 8am and 3:30pm PST on weekdays.

Shipments Directly to Show Site -- March 5th, 6th, and 7th

AFCI Locations Show 2015
Freeman Decorating
c/o Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067

Please retain all tracking numbers, piece counts, carrier names, Bills of Lading, shipment dates, etc., for all packages until you have received the shipment into your possession.

IMPORTANT: The AFCI, or any of its staff members, CANNOT provide any information to exhibitors to be used to process customs. This includes the AFCI's FEIN #, phone numbers, job titles, credit card information, etc. IT IS THE RESPONSIBILITY OF EACH EXHIBITOR TO ENSURE THEIR SHIPMENTS CLEAR CUSTOMS. International exhibitors may contact Freeman Decorating Customs Department number for assistance with shipping and customs clearance.

Download the Shipping Instructions one-pager at www.afcilocationsshow.com/2015-exhibitor-service-kit.

**** 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 2015 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 Century Plaza 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.

*(In other words, as part of our contract with Freeman, you may **only** carry one armload of materials from your car to your booth. You **MUST** use the available freight assistance for all other materials.)*

**** Freeman ID Sign**

Freeman will provide each exhibitor one identification sign at no charge if requested. This sign will contain text only – no logos, graphics or unique fonts. If you do not need your ID sign, please notify Freeman.

**** Freeman Service Desk**

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

SMARTSOURCE

**** Audio/Visual Rentals**

SmartSource is the exclusive provider of all audio/visual and computer rental needs for the 2015 Locations Show. Plasma TVs, DVD players, monitors and computer rentals are available at greatly reduced rates through SmartSource AV Rentals. Please complete the SmartSource Order Form located at www.afcilocationsshow.com/2015-exhibitor-service-kit.

EXHIBITOR INSURANCE

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

The Hyatt Regency Century Plaza and the AFCI 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: March 5th thru March 7th, 2015
- 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, Hyatt Regency Century Plaza, its officers and employees are all to be named additional insureds

A one-pager listing these insurance requirements can be downloaded at www.afcilocationsshow.com/2015-exhibitor-service-kit.

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

Proof of coverage, or alternative coverage, which satisfies these minimums, *must be provided to the AFCI no later than February 15th, 2015*. Please forward certificate to Melanie Field at 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 that 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. RainProtection's order form can be found at www.afcilocationsshow.com/2015_exhibitor-service-kit.

EXHIBITOR-APPOINTED CONTRACTORS

****EACs**

All outside contractors (design houses, production companies, technicians, etc....) hired by an exhibitor other than the designated official vendors of the AFCI that provides an exhibit-related service are considered exhibitor-appointed contractors (EACs). EACs have very specific requirements that must be fulfilled in order for the EAC to gain access to the show floor and their client's booth(s). EACs MUST provide insurance, at the same level as described above, to the AFCI before being allowed access to their client's booth(s). In addition, all personnel onsite with an EAC MUST receive an exhibitor badge before beginning any work on the booth(s); these exhibitor badges will count toward the total allowed for the exhibitor. Please remember that extra exhibitor badges cannot be purchased.

Please see Exhibitor-Appointed Contractor Information at www.afcilocationsshow.com/2015-exhibitor-service-kit to ensure access is not denied.

ATS LEAD RETRIEVAL

**** Lead Retrieval**

In 2015, American Tradeshow Services (ATS) will be offering hand-held Lead Retrieval units for rent. They will also be on-site to offer training and technical support to exhibitors. Pre-order your unit before February 6th and receive a discounted rate. ATS's order form can be found at <http://www.afcilocationsshow.com/2015-exhibitor-service-kit>.

EDLEN ELECTRIC

**** Power**

CHANGE FROM PREVIOUS YEARS: Each *exhibitor* (regardless of how many booths purchased by the exhibitor) will receive one (1) 500 watt electrical outlet which is sufficient for plugging in laptops, cell phone chargers, and one television or monitor. *You might consider bringing a power strip for multiple items.* Edlen Electric is the exclusive provider of electrical services within the facility. This includes all exhibit areas, meeting rooms and all other interior and exterior spaces on CP property. All requirements for power services and labor to install, connect, repair equipment or distribute power are to be completed by Edlen personnel. Additional utilities can be reserved through the Edlen Order Form at www.afcilocationsshow.com/2015-exhibitor-service-kit.

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 unless necessary. *Routers are not allowed on this service.* Rental of hardwire service is available through the Century Plaza but must be ordered in advance. See the Century Plaza Order Form located at <http://www.afcilocationsshow.com/2015-exhibitor-service-kit>.

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 at www.afcilocationsshow.com/2015-exhibitor-service-kit.

OTHER

**** Listing in Event Program**

All exhibitors will be listed in the Location Show Event Handout. *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 BoothBoss when you purchased your booth.

**** 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 will 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.

**** Resolution of Disputes Among Exhibitors**

If a dispute or disagreement arises between exhibitors concerning the allotment of permitted use of exhibition space or concerning interpretation of any of the rules or regulations set forth herein or in the Exhibitor Kit, such dispute will be referred to the Management for review and interpretation, and Exhibitor will abide by said interpretation, which, if requested, will be in writing. If there is a dispute or disagreement between two or more exhibitors, Management's determination and interpretation of the rules and regulations governing the Exhibition will be binding for all Exhibitors involved. Management will have full power in the matter of interpretation, amendment and enforcement of all rules and regulations, and any such amendments when made and brought to the notice of the Exhibitor will become part of this Contract as though duly incorporated herein.

**** Additional Exhibitor Rules**

- ✓ Participants may not hand out unauthorized publications, unless AFCI Management has approved the publication. Distribution of exhibitor promotional materials is limited to the exhibit space and is not permitted in any public area of the Los Angeles Convention Center, official show hotels or related structures.

- ✓ Fire regulations apply to all exhibitors / sponsors; The Hyatt Regency Century Plaza 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.
- ✓ No pets will be admitted.