



afci locations show

2015 EXHIBITOR INFORMATION

**** Show Dates**

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

**** Show Venue**

The AFCI Locations Show is being held at the Hyatt Regency Century Plaza on the California Level. Please see the detailed map on the event website, www.afcilocationsshow.com for information about the Century Plaza's location in Los Angeles.

**** 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.

**** Booths / 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' 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 used (only) toward other Freeman graphics or furnishings to be used to decorate the Lounge in a unique way reflecting the exhibitor's geographical area.

**** Booth Configuration**

Premium and Standard Booths are 2m deep x 3m wide and will be set with 8' high white hardwall back panels and 3' high white hardwall side dividers. In some instances, the side dividers may be removed.

**** 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 can be ordered from Freeman.

BOOTH RESERVATIONS

**** Booth Purchases**

Both AFCI members and non-members may purchase booths for Locations 2015. AFCI members receive the benefit of purchasing booths at discounted rates (please see *2015 Booth Pricing Policy* for more information).

To purchase a booth, please go to: <https://boothboss.com/floorplan/index.php?showID=501>

**** 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 (Visa / MC), check or wire transfer. Final payments are due to the AFCI no later than January 30th, 2015 (please see *2015 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 *2015 Booth Sharing Policy* for more information).

**** Exhibitor Badges**

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).

**** Member Booth Pricing**

<u>2015 Booth Selection</u>	<u>AFCI Member Price</u>	<u>Fee per Share</u>	<u>Allowed # of Shares</u>
Standard Booth	\$3,000	\$500	One (1)
Premium Booth	\$4,500	\$500	Two (2)
Lounge	\$7,500	\$500	Three (3)

**** Non-Member Booth Pricing**

<u>2015 Booth Selection</u>	<u>Non-Member Price</u>	<u>Fee per Share</u>	<u>Allowed # of Shares</u>
Standard Booth	\$5,500	\$1,000	One (1)
Premium Booth	\$7,500	\$1,000	Two (2)
Lounge	\$11,000	\$1,000	Three (3)

**** 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 any 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>.

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 Hyatt Regency Century Plaza.

FREEMAN DECORATING

**** 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).

APPENDIXES

2015 BOOTH PRICING POLICY

AFCI Member and Affiliate Member Pricing

AFCI Members and Affiliate Members may begin reserving booths on October 21st at 7am US Pacific Daylight Time. A link to the sales website will be forwarded from the AFCI office.

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 application should it be determined at any time prior to the conclusion of the AFCI *Locations Show 2015* 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.

<u>2015 Booth Selection</u>	<u>AFCI Member</u>	<u>Sharing Fee **</u>	<u>Allowed # of Shares</u> <u>**</u>
Standard Booth	\$3,000	\$500	One
Premium Booth	\$4,500	\$500 / sharing entity	Two
Lounge	\$7,500	\$500 / sharing entity	Three

Member in Good Standing

- ***Definition of “Good Standing”:*** An Active, 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 Locations Show.

Non-Member Pricing

Non-members and Members not in good standing may begin reserving booths on November 11th at 7am Pacific Standard Time.

<u>2015 Booth Selection</u>	<u>Non-Member</u>	<u>Sharing Fee **</u>	<u>Allowed # of Shares</u> <u>**</u>
Standard Booth	\$5,500	\$1,000	One
Premium Booth	\$7,500	\$1,000 / sharing entity	Two
Lounge	\$11,000	\$1,000 / sharing entity	Three

- 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 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, 2016 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) at the AFCI to be included on any of the three (Premium, Standard or Lounge) wait lists; Member may be on any or all three Wait Lists at one time.
 - 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.

2015 BOOTH PAYMENT and CANCELLATION POLICY

Payment Schedule required for purchase of Exhibitor booth(s) for the 2015 Locations 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, January 30th, 2015.
 - Any unpaid Exhibitor Booth reservations may be automatically cancelled *without notice* on January 30th, 2015 unless prior arrangements with AFCI have been made.
 - Failure to make payment in full by January 30th, 2015 may result in being prohibited from booth set-up at show start.
 - Contact Melanie (melanie@afci.org) at the AFCI **BEFORE** January 30th, 2015, 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.*
- Contact the AFCI with credit card information to make payments by credit cards (Visa, MC, and Discover. The AFCI does not accept American Express).

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 January 30th, 2015, 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 January 30th, 2015, 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.

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.
- Purchasers of a Lounge may share their area with THREE (3) other entities.

Share Payment Policy

- AFCI is not responsible for private agreements made between those that wish to share Exhibitor Booths. The *original Exhibitor Booth purchaser is responsible for payment* of all sharing fees according to the 2015 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.*

2015 SUITCASING POLICY

In order to protect the value of Locations Show and ensure fairness to all of our exhibitors, the AFCI will no longer tolerate suitcasing in any form. As defined below, we ask that you either purchase a booth or abide by the 2015 BOOTH SHARING POLICY.

Definition of "Suitcasing"

Suitcasing at the AFCI Locations 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 2015 AFCI Locations 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 2015 Locations Show, the exhibition area shall be considered any portion of the California Level of the Hyatt Regency Century Plaza.
 - 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 Locations 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.
 - **Each exhibitor booth is allowed no more than five (5) exhibitor or worker badges.** Should the booth is which the violator is working already have been issued the maximum number of badges, the violator will instead be asked to leave the show floor.
 - 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 Show floor and will be subsequently banned from attending AFCI events, including Locations Show, for 24 months.