



**WHAT IS THE MAXIMUM FOR EXHIBIT SPACE HEIGHT?**

Maximum exhibit space heights vary by booth type. Please carefully read the rules for each booth type:

	Inline Booths	Perimeter Inline Booths	Island/Spit Island/Multi-story Booths
<b>Maximum Height</b>	8 feet	12 feet	20 feet
<b>Display Levels</b>	May have only one	May have only one	May have more – Request additional approval by Fire Marshal
<b>Hanging Signs</b>	Not permitted	Not permitted	Permitted
<b>Sign Height Variance</b>	N/A	N/A	Only if sponsor – • Title (+7 feet) • Diamond (+7 feet) • Platinum (+5 feet) • Gold (+3 feet)
<b>Stand Drawing Approval (Deadline – August 1, 2023)</b>	Not required	Not required	Required
<b>Machinery and Large Equipment</b>	All machinery and other large products must be set back from the aisles 12 inches (0.30m) for safety. Exhibitors are required to place equipment in such a manner that printed samples do not overflow into the aisles. This applies to all booths		

**HOW DOES MY COMPANY GET LISTED ON THE OFFICIAL MOBILE APP & ONLINE EXHIBITOR DIRECTORY?**

- Exhibitors receive one free company profile per booth.
- Co-Exhibitors must be approved by primary exhibitor and show management. Co-Exhibitors must register and pay the appropriate fees prior to move-in.
- Exhibitors may upload company logos and press releases at no additional cost.
- Company descriptions will appear in the online Exhibitor Directory and the mobile app.

**WHAT EQUIPMENT IS REQUIRED FOR OUR EXHIBIT SPACE?**

Exhibitors are required to have floor covering their entire purchased exhibit space. PRINTING United Expo provides aisle carpet only. Aisle carpet color is tuxedo (**black/gray**).

- ALL booths must have floor covering that covers the entire rented space.
- Carpet/floor covering is not included in the price of the exhibit space.
- 10'x10' carpet is **NOT** provided for inline booths.

(\*All island, split island, peninsula and inline booth exhibitors will be responsible for providing their own flooring solution or may obtain carpet, carpet padding, and visqueen directly through Shepard Exposition Services. All order forms are available in this Exhibit Service Manual.)



Exhibitors may bring their own carpet, interlocking flooring or wood flooring. Exhibitors wishing to use their printed substrates must submit a sample to the GWCC in advance and receive approval in writing. Contact information is available under our forms and logistics section of the website or you can contact us at [exhibit@printingunited.com](mailto:exhibit@printingunited.com). Floor Covering is required and available for purchase on show site via Shepard. If exhibit space does not have floor covering by the deadline of 5 PM on Tuesday, October 17, 2023 PRINTING United Expo will have Shepard Exposition Services install carpet and the exhibitor will be billed by Shepard, unless PRINTING United Expo has received prior notification of late arrival.

Other non-required items available for additional fees include:

- Electrical Power
- Internet Connections
- Booth Furnishings
- Floral
- Cleaning
- Photography
- Compressed Air
- Catering
- And a host of other items, are available in the Exhibitor Service Manual

\*The above vendors will be listed in the Exhibitor Service Manual available in May. Please note any exclusive services.

**IMPORTANT NOTE:** Tape, Staples, Nails are **NOT** permitted to install flooring

**ARE CHILDREN ALLOWED TO ATTEND PRINTING UNITED EXPO?**

The Association further reserves the right to prohibit any arrangement of the exhibit that in its opinion may in any way cause danger to persons attending the expo or any risk of injury to them. Show Management recommends children not attend the Event.

Minors under 18 may attend the Event:

- **ONLY** during Official Hours
- **ONLY** if they (i) register and pay appropriate fees and (ii) are always accompanied by an adult  
 ~ **WAIVER WILL BE REQUIRED DURING THE REGISTRATION PROCESS**

**WHAT ARE THE REGULATIONS FOR HANGING SIGNS, LIGHTING, & BANNERS?**

**Hanging Signs**

- All ground-supported exhibitory, and signage, must comply with maximum height requirements for each exhibitor and must receive prior approval from Show Management. Only available to certain booth types (please see chart on pg. 1)

**Lighting**

- Lighting trusses are permitted above all island and peninsula exhibits (interior and perimeter), provided the ceiling height allows for it.
- Spotlights must be focused on the display and must not interfere with other exhibits.
- Lighting trusses must stay within purchased exhibit space.

**WHAT IS AN EAC (EXHIBITED-APPOINTED CONTRACTOR)?**

Exhibitor-appointed contractors are independent contractors hired by exhibiting companies, including but not limited to:

- Labor building your booth
- Booth supervisors
- Booth designers
- Independent display companies
- Furniture delivery companies (those other than Shepard)
- Delivery personnel
- Technicians
- Non-official show audio-visual companies

*Continued on next page.*

To be permitted to perform services at PRINTING United Expo, EAC's must submit an EAC Application Form and Application/Contract, along with Certificate of Insurance (COI) to PRINTING United Expo by September 11, 2023.

**IMPORTANT NOTE:** EAC's will not be permitted access to the Georgia World Congress Center unless EAC/Contract/COI have been submitted. Be sure to review our list of exclusive providers. EAC's are not eligible for exclusive services. EAC check in will be located on Level 1 (Exhibit Hall level) at the employee entrance from the Red Parking Deck. Desk will be to the right of roll up door B1. Exhibitors needing wristbands for move-in and out can obtain wristbands at registration located on the upper level at Reg Hall.

### WHAT IS THE TARGET MOVE-IN & MOVE-OUT DATE?

Each exhibiting company is assigned a target move-in and move-out date, which is the date an exhibitor's freight is scheduled to be delivered to their booth or loaded out. Dates are determined based on the booth size, location and time allotted for access to the hall. The larger the booth and the farther the booth is from the freight doors and to freight aisles, generally the earlier an exhibitor's target move-in date will be.

Adhering to the target move-in date is vital to allow all exhibitors accessibility to their booths and to guarantee the show will open on schedule. Off target move-ins will incur a charge. Find your target date by viewing the targeted floor plan.

Please email [exhibit@printingunited.com](mailto:exhibit@printingunited.com) if you need to work late.

Exhibitors must be set and in place by **5 PM on Tuesday, October 17, 2023**.

**\*\* PLEASE NOTE** (New for this year): Advance warehouse shipments will be the same price as direct to show site.

Machinery, uncrated items, oversized crates and single pieces over the weight of 5,000 lbs. cannot be accepted to advance warehouse and should be shipped directly to show site. If needed, split your shipment and send as much as possible to the advance warehouse to have your freight in your booth on your target date and time.

### WHEN CAN WE SET-UP OUR EXHIBIT SPACE?

- Please reference the target move-in & move-out floor plan in the Exhibitor Dashboard.
- Exhibitor move-in & move-out hours are **8 AM – 5 PM** but are subject to the target floor plan. Not adhering to the target plan can result in off-target charges.
- All exhibits must be set and in place by **5 PM on Tuesday, October 17, 2023**.
- After **5 PM on Tuesday, October 17, 2023**, exhibitors may continue to work within their exhibit space provided no freight is in the aisles.
- If an exhibitor does not have flooring set in their booth by **5 PM on Tuesday, October 17, 2023**, PRINTING United Expo will request Shepard Exposition Services to carpet the booth and the exhibitor will be billed accordingly, unless PRINTING United Expo has received prior notification.

### WHAT IF WE NEED TO STAY LONGER THAN 5 PM TO SET-UP OUR EXHIBIT SPACE?

- Exhibitors who need to work late for set up should email [exhibit@printingunited.com](mailto:exhibit@printingunited.com) so we can notify security.
- Exhibitors must remain working in their booths, as no wandering in the exhibit hall is permitted.
- All members of your team working in your booth must have security wristbands and/or exhibitor badges.

*Continued on next page.*



## **CAN WE SET-UP OUR BOOTH THE MORNING THE SHOW OPENS?**

We strongly discourage setting up on Wednesday morning, with the exception of final booth preparations. Exhibitors may access the show floor beginning at **8 AM** on **Wednesday, October 18, 2023**, to finish any final booth preparations.

## **CAN WE BRING EXHIBIT MATERIALS TO THE CONVENTION CENTER OURSELVES?**

Exhibitors may usually hand carry their own materials provided such materials may be carried by one person in one trip, without the use of dollies, hand trucks or any other equipment. Larger items must adhere to union rules. Shepard is the exclusive provider of material handling.

## **WHAT IS FREIGHT MATERIAL HANDLING/DRAYAGE?**

Freight material handling or “drayage” is the moving of exhibit materials from one location to another. Whether an exhibitor’s materials are shipped to Shepard’s advance warehouse or directly to show site, these materials must be delivered to their booth location. This is an exclusive service. Services included in material handling or drayage costs include:

- Accepting the exhibit materials either at the warehouse or at show site
- Delivery of exhibit materials to the exhibitor’s exhibit space
- Storage of empty containers during the show
- Returning empty containers at the close of the show
- Picking up an exhibitor’s packaged materials
- Returning packaged materials to the dock
- Loading exhibitor’s materials on their carrier of choice

Material handling charges vary from city to city and venue to venue, but are based on the following:

- **Labor rates**
- **Facility dock access**
- **Show schedule**

**PLEASE NOTE:** Your empty containers might take up to 8 hours to get to your booth after the show closes.

## **HOW MANY BADGES COME WITH MY EXHIBIT SPACE?**

Exhibitors will receive an allotment of complimentary badges based on the following:

- **Badge Allotment:** Number of Badges per Exhibit Space
- **Exhibitor Badge Allotment:** 5 badges per 100 sq. ft., up to a maximum of 150 badges  
Maximum allotment of complimentary exhibitor badges: 150

Additional exhibitor badges may be purchased in advance for \$25 per badge through Sunday, October 15, 2023. Starting Monday, October 16, 2023, the badges will increase to \$35 per badge.

Co-exhibitors split badge allotment with their primary exhibitor.

## **CAN I TURN OFF THE LIGHTS ABOVE MY BOOTH?**

An exhibitor may request that the lighting pod above their island exhibit space be turned off.

Lighting in nearby aisles, however, may not be turned off. Exhibitors should notify the Edlen electrical representative at the Exhibitor Service Desk if they wish to have a light turned off.

**Please Note:** Any fee for this service will be billed by the facility directly to the exhibitor.

*Continued on next page.*



## **WILL THERE BE WI-FI IN THE EXHIBIT HALL?**

- There is no public WI-FI service in the exhibit halls at the Georgia World Congress Center.
- Exhibitors who require WI-FI service in their booths must order internet service through CCLD either in advance or on site. CCLD is the exclusive provider of this service.
- Free public WI-FI connectivity is available only in the public spaces (lobbies) of the convention center.

## **HOW DO EAC'S & EXHIBITORS ACCESS THE EXHIBIT HALL TO SET-UP THEIR BOOTH BEFORE REGISTRATION OPENS?**

- Exhibitors must order security wristbands for their set-up staff and/or EACs to work in the exhibit hall on set-up days.
- The Security Wristband Order form is available in the Exhibitor Service Manual.
- Exhibitors should indicate how many wristbands are needed and for which days they are required.
- One representative from your team should pick up the wristbands for your staff each day.
- Wristbands will be available at the EAC check-in desk. EAC check in will be located on Level 1 (Exhibit Hall level) at the employee entrance from the Red Parking Deck. Desk will be to the right of roll up door B1. Exhibitors needing wristbands for move-in and out can obtain wristbands at registration located on the upper level at Reg Hall.
- Wristbands are not available for EACs for show days. A limited number of EACs will be permitted on the floor (with a wristband) on opening day until 8:45 AM to wipe down booths.

**Important Note:** Security wristbands will not provide access on show days. Any staff member or EAC requiring access to an exhibitor's booth on show days (Wednesday-Friday) should be provided with exhibitor badges from their allotment.

## **ACCESSING THE EXHIBIT HALL ON SHOW DAYS**

Exhibitors can enter the hall beginning at 8 AM each day.

Please do not schedule any meetings with attendees prior to or after official daily show hours. Attendee badges do not grant them early access, nor can they get on the show floor after show hours.

## **WHERE CAN I PARK AND WHAT ARE THE RATES?**

GWCCA parking facilities offer variable pricing. Standard daily rate for parking is \$15. During major events, and game days, parking ranges from \$15 - \$50 on campus. All lots are gated and attendants are on duty during all show/event hours. Additionally, GWCCA Public Safety patrols the lots and decks ensuring the safety of you and your automobile. Show Management does not recommend leaving valuables in your automobile.

Further questions? Contact [exhibit@printingunited.com](mailto:exhibit@printingunited.com).