



Exhibitor Service Kit – Show Guidelines

Show Guidelines - Information & Guidelines - Animals

Animals, other than guide, signal or service animals (as defined in State and Local law), are not allowed on the premises.

Show Guidelines - Information & Guidelines - Announcements

Announcements are only made for lost children. Message boards and lost and found are available at the Show Office. We encourage attendees, if separated from their group, to designate the Show Office, Room S224, as the location to meet.

Show Guidelines - Information & Guidelines - Badges/Identification

Badges will be checked at all loading docks, labor and back-of-house entrances. Please be sure to wear your badge at all times. You will be redirected to Registration if you do not have your badge with you when you enter the building.

All exhibitors must have their badges before they will be allowed onto the Show Floor.

Show Guidelines – Information & Guidelines Children

Children 16 years and older must qualify to register as an attendee or exhibitor and will be required to show business proof (examples available at www.naturalmarketplaceshow.com). Children 15 years and younger are required to have a Children's Badge and must be under adult supervision at all times. You will be required to present proof of age (i.e. birth certificate, government/state issued ID). Only one Children's Badge will be issued per adult. All Children's Badges must be picked up at onsite registration. Children under 18 are not allowed on the show floor during move-in and move-out.

Show Guidelines - Information & Guidelines - Balloons

Balloons are not allowed in the Exhibit Hall or in any of the lobby areas the Natural MarketPlace Show occupies.

Show Guidelines - Information & Guidelines - Charitable Product Donations

Don't let your leftover product go to waste at the end of the show. You can use it to help those residents of Nevada who are struggling in poverty. A local food bank will be on-site at the convention center in the afternoon on Saturday, June 12, 2010 to collect any donation you wish to make. The Food Bank then distributes the food and other products to a wide variety of charities in the area to help the many people in need. Not only are you helping people in the area, but you can also save the shipping expense of sending leftovers back to the office! Donation labels will be available on-site from the Floor Managers, and collection points will be clearly marked on the exhibit floor.

Show Guidelines - Information & Guidelines - Compressed Gases

Exhibitors must order Compressed Gases through Freeman Services. To access the order form, [click here](#) for Freeman's website.

No liquified petroleum gases are allowed in the Convention Center for display or exhibit.

For the safety and comfort of our attendees and exhibitors, fog machines are not permitted at Natural MarketPlace.



Show Guidelines - Information & Guidelines - Cooking Regulations

DEADLINE: Friday, May 7, 2010

Fire and health regulations are strictly enforced. The exhibit hall will be regularly inspected by Fire Marshals and representatives from the Health Department. Please review the following guidelines for exhibiting. All cooked product must have a [Sample Food and/or Beverage Distribution authorization form](#) filled out. Operation of any cooking appliance, i.e. ovens, stoves, barbecues, hot plates, deep fryers, etc. and all demonstrations using these appliances must be isolated away from the public or be protected on the front and sides with a clear plastic or Plexiglas shield.

The shield must be:

- A minimum of 1/4" thick
- 3-sided
- A minimum of 18" high or at least 6" higher than cooking appliance

A fire permit is required for the use of propane or butane for cooking purposes. These requirements do not apply to microwave ovens, coffee pots or popcorn wagons. Obtain the proper permit by completing the [Fire Permit Form](#).

All potentially hazardous foods must be maintained at or below 41° F or above 140°F at all times. Perishable foods such as milk, fish, eggs and poultry products must be kept at proper temperature.

Show Guidelines - Information & Guidelines - Demonstrations

Demonstrations are part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.

All live demonstrations should be documented and submitted to show management. Live demonstrations consist of presentations/activities such as live music, dancers, special guest appearances, comedian act, etc. Also included is any other type of activity, other than daily product sampling, which may attract a large crowd and higher noise levels. If you plan to have this type of activity in your booth, please complete the [Exhibitor-Hosted Events](#) online form so we can monitor for crowd control and noise levels. This will also allow attendee's to find your event easier.

Regulation demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic (see diagram below). Sampling or demonstration tables must be placed at a minimum of 3'0" from the aisle line.

Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated.

Intent: The aisles are the property of the entire show, and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. Aisles must not be obstructed at any time.

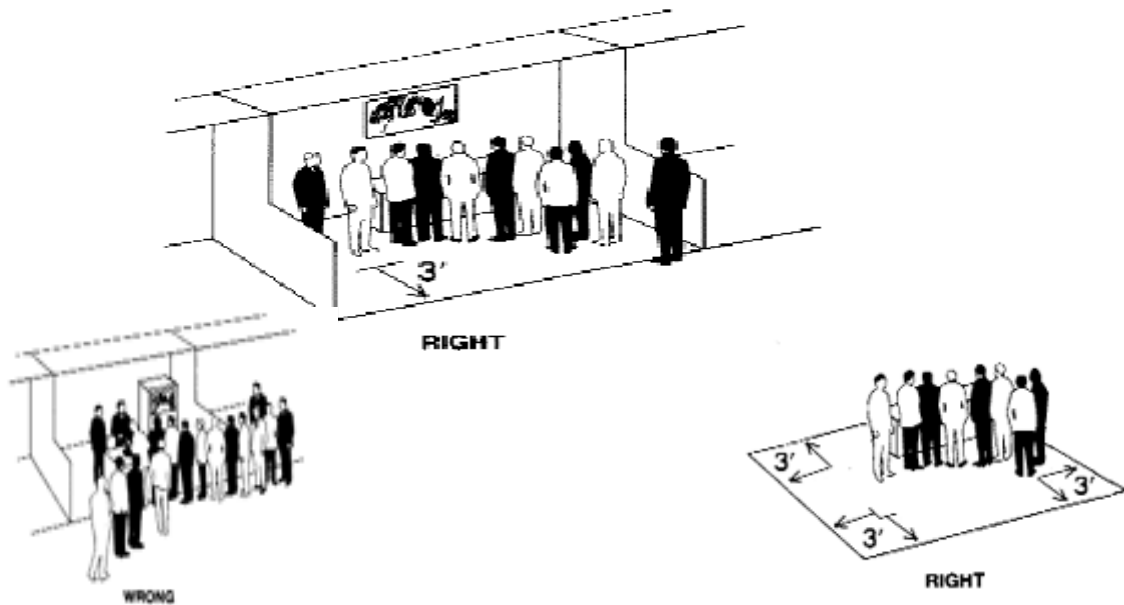


NOISE LEVELS: Exhibitors must regulate their own booths to be sure the noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with other exhibitors and attendees conducting business.

Show management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Please note: sound and noise levels are permitted up to a maximum of 85 decibels.

SAFETY PRECAUTIONS: All product demonstrations involving any moving and potentially hazardous machines, displays or parts, must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in an emergency. All demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must be approved in writing by Show Management prior to the show. Demonstrations must be set back at least 3'0" from the aisles.

Show Guidelines - Information & Guidelines – Demonstrations Diagram



Show Guidelines - Information & Guidelines - Electrical Equipment

Freeman is the exclusive supplier of all electrical and plumbing services. The electrical and plumbing services include the following:

- All electrical power supply and outlets at displaying booths and all other designated areas.
- Distribution of power to outlet locations; concealed cords under or over carpeting/flooring; cords overhead to equipment or lighting; operation of man-lifts, scissor lifts, forklifts, and other locations enabling them to perform their work.



- Electrical power source distribution and connections to dimmer boards, related switches, sound equipment and projection equipment.
- All electrical equipment, lighting fixtures, power track, and electrical apparatus that require electrical and mechanical fastening to the exhibit or display.
- Installation and removal of:
 - overhead hanging, electrical signs, trusses, etc.
 - free-standing electrical signs requiring assembly, rotating, sequencing or hoist motors or other methods of installation/removal to/from the exhibit.
- Electrical connections and hookup of all equipment or displays except for 120V-20A maximum grounded plug-ins.
- All special lighting for displays, booths or areas, live models, sale demonstrations, and presentations with the exception of live entertainment.
- Mechanical or electrical installation of signs separate from the display.
- Maintenance and responsibility of all temporary electrical installations regarding trade shows, conventions or events on-site.
- Temporary generator (motor generator sets), transformer installation, and hook-up.
- Temporary or portable cabling into the main switch gears or sub-panels and all electrical apparatus attached to the LVCC.

Show Guidelines - Information & Guidelines - Environmental/Green Exhibiting

Natural MarketPlace is committed to reducing our environmental impact on the earth. Continued growth in the natural products industry relies on the public's choice to live healthy lifestyles. Recycling and waste reduction, as part of a healthy business style, supports your customer's choice to purchase natural and organic products.

We have chosen to use renewable energy, and encourage the service vendors and hotels to make environmental choices. By incorporating the environmentally friendly practices into your tradeshow presence you will encourage your customers and peers to follow. Green business is good business!

The Green Exhibitor Program

The Green Exhibitor Program at Natural MarketPlace—in partnership with the Green Team efforts of New Hope Natural Media—calls attention to the tremendous effort our exhibitors are making to reduce the environmental impact of tradeshow. Participation in this recognition program starts with updating a few items in your online exhibitor listing. Please [click here](#) to log in and submit your green efforts for review.

For more information on our Green Team and our Greening Expo Committee please contact expo@newhope.com.



Show Guidelines - Information & Guidelines - Events, Meetings & Seminars

All meetings, events and seminars must be registered with Natural MarketPlace Show Management. Meetings, events and seminars not designated or organized as a part of the show, are not permitted during show floor hours or Natural MarketPlace hosted events. Events, seminars and meetings must be registered and approved by using the [Exhibitor Hosted Events Form](#).

Exhibitors have the option to publish their meeting or events on the Online Buyers' Guide and Show Directory or indicate on the form it is a private event. If it is indicated as a private event, it will not be listed online.

Exhibitors wishing to organize a seminar are encouraged to do so by filling out the [Sponsorship and Event Marketing Contract](#) for the Exhibitor Presented Seminar, in which they receive promotion to all show attendees through the website, Online Buyers' Guide and Show Directory Map, and onsite schedules and signage (deadlines apply).

Show Guidelines - Information & Guidelines - Fire & Safety Guidelines

Smoking is prohibited in all convention areas.

All exit doors and aisles must be kept free of obstructions (chairs, merchandise, tables, etc.). Exhibitors must keep their booths and displays within the designated perimeters. Any violators will be made to move their exhibits.

The use of two-wire extension cords is not permitted. Multiple outlets and electrical cords must have a "ground" and cannot exceed their listed amp rating. All temporary electrical wiring must be accessible and free from debris and storage material both in and behind your booth. Electrical panels must have a thirty inch (30") clearance in front. All other electrical apparatus (cords, plugs, etc.) must be of the approved type and in accordance with the National Electrical Code.

Open flame devices, candles, etc. are prohibited in all assembly areas. There are NO EXCEPTIONS unless proposal is reviewed and approved by the CCFD and meets the 2000 Edition Uniform Fire Code requirements. Cooking and warming of food and/or beverages is prohibited unless proposal is reviewed and approved by the CCFD and meets the 2000 Edition Uniform Fire Code requirements. Prior approval from the Clark County Fire Marshal for any type of cooking demonstration(s) is mandatory.

When pyrotechnic displays are in, on, or around our facility, you must obtain a permit from the CCFD. *Storage is prohibited in, under or behind booths, stages, platforms, behind back drapes or display areas, etc. All storage (merchandise, cardboard boxes, flyers, sale sheets, etc.) must be placed in approved locations.*

All decorations (drapery, table coverings, banners, signs, set pieces, etc.) in exhibitor booths and special events must be flame retardant.

Pipe and drapery, hard walls, and any other decorative scenery or set pieces shall not conceal or alter any exit doors, exit stairs or exit corridors. Exit doors, exit signs, fire alarm manual pull stations, fire hose cabinets, and fire-extinguisher locations must not be concealed or obstructed. Non-displaying vehicles cannot remain on the exhibit floor. Exhibiting vehicles must have one (1) gallon or less of gasoline with the gas cap locked or taped shut and all battery cables disconnected.

"NO FREIGHT" aisles must remain clear at all times during move-in, set-up, and move-out periods. Boxes are not to be stored behind the booth structure. All fully-enclosed booths with enclosed rooms must have at least two (2) exits leading



directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. The Clark County Fire Marshal may require additional equipment. If any exhibiting booth has multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room(s). This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway must be present.

The Clark County Fire Department (CCFD) may exercise the right to assign a fire detail to the premises during non-show hours. Prior to the opening of any trade show, special event or convention, an inspection of the facility may be required by the CCFD.

Show Guidelines - Information & Guidelines - Health Department Regulations

It is not necessary for Exhibitors to obtain a Health Permit. Show Management has obtained a blanket Health Department Permit for the entire show.

If preparing or serving **ANY FOOD OR BEVERAGE ITEMS**, hand-washing facilities are required within each booth. Acceptable facilities include a dispenser of warm water with a catch bucket, paper towels and a pump-type soap dispenser. You may order hand-washing stations from the [LVCC](#).

Food may not be served from a "common bowl" unless tongs are used to distribute the food. We suggest compostable single-serve cups, toothpicks and single napkins.

Even if gloves are used, a hand-washing kit is still required. The sole use of a waterless hand sanitizer is not in compliance with health department regulations.

All perishable foods such as milk, fish, eggs and poultry products must be temperature controlled. Cold foods must be kept at or below 41° F (refrigerated or on ice). Hot foods must be maintained above 135° F Please be sure to complete a [Food Service/Product Sampling Form](#).

All vendors who wish to sample their product must provide protection of open food sampling (i.e. unpackaged crackers, chips, dips, drinks, etc.). All unpackaged foods on display must be protected with a sneeze guard shield or plastic covering that is rigid, semi-permanent, and provides adequate protection that follows the Temporary Food Facility Guidelines. All food samples should display a label with its common name and ingredients per the health department's advice, you may be asked to cease sampling operation at your booth if you do not meet the above requirements. For several years sneeze guard protection has been required for the protection of open food sampling. This health code is now being enforced if violated.

Show Guidelines - Information & Guidelines - Insurance

The exhibitor shall at all times for the duration of tradeshow grounds access, maintain the following insurance from an insurance company rated B+ or above by best:

- Workers' compensation insurance in compliance with the laws of the state where the tradeshow is held, with a liability limit to comply with statutory requirements.
- General commercial liability insurance, including contractual liability and advertising injury coverage, with a minimum liability limit of not less than \$1,000,000 combined single limit. If requested by Show Host, the exhibitor shall provide a certificate evidencing the foregoing coverage.



The most common type of insurance obtained by an exhibitor is the ACORD 25-Certificate of Liability Insurance. This form is commonly required of all types of organizations, for-profit and nonprofit, whenever their activities could create a products, premises, or operations exposure for someone else. In the box near the bottom titled, "Description of Operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions," is where you want to list the multiple vendors that you will work with at the show. Main vendors will be: New Hope Natural Media/Natural MarketPlace, Freeman and Las Vegas Convention Center.

You will not need to send proof of insurance prior to the show unless you are using an Exhibitor-Appointed Contractor. You will need to have a copy in your booth approval available upon request. If you need to acquire the above insurance, contact your company's general insurance provider or the [John Buttine Company](#).

Show Guidelines - Information & Guidelines - Literature & Product Distribution

Company promotion, sample and literature distribution by exhibitors must be done within their contracted exhibit space, with the exception of designated sponsorships and marketing opportunities.

It has been determined from both attendee and exhibitor feedback that one sample bag per day is sufficient for buyers to bring home product and literature from the show floor. Therefore, each attendee is permitted to exit the show floor with one sample bag per day. Additional bags will be donated to local food banks and charities.

At the close of the show on Saturday, exhibitors can donate their remaining product to the local food bank or authorize an attendee to take the product with them. In the instance an exhibitor would like to authorize an attendee to take a large quantity of product samples that exceed more than one sample bag, the exhibitor and attendee must visit the Freeman Service Center prior to the close of the show floor at 5:00 pm. At this time, the exhibitor must complete either an Outbound Material Handling Form to send the product home with the attendee or a Bill of Lading to ship the product to the attendee. Freeman will provide further instructions to the attendee on pick-up location and time. Product may not be sold to an attendee. (See Product Sales.)

Show Guidelines - Information & Guidelines – Health and Beauty Product Applications

Sterilized utensils must be used. A fresh, sterilized cotton ball, spatula, Q-tip or powder puff must be used for each individual application. These utensils may not be reused by several individuals.

When applying lip applications of any kind, eye shadows, face blushes, etc., a portion of the product must be scraped off with a utensil and applied to the individual with the utensil. The used utensil may not be returned to the pallet. A new, sterilized utensil must be used for each application.

When using products that are packaged in a container other than a squeeze-type container (such as a jar) a sterilized utensil must be used to remove the product from the container. Once the product has been applied to the individual, you may not return the used utensil to the product.

Show Guidelines - Information & Guidelines - Photography/Videography

Exhibitors are permitted to photograph and or videotape their own booth. Working members of the press are required to check in at the Press Room to receive an authorization sticker in order to photograph and/or videotape at the show. No



other photography or videography is permitted. Exhibitors who do not want the press to photograph or videotape their booth should inform the Press Room staff onsite. If you hire a company to film your booth during the show you must have it approved by Show Management. The personnel filming must have a badge at all times.

Show Guidelines - Information & Guidelines - Press Room Access

Exhibitors are encouraged to bring their electronic media kits to the Press Room on Thursday, June 10, 8:00 am - 5:30 pm. Access to the Press Room (beyond exhibitor delivery of electronic Press kits on Thursday), is permitted to working members of the press only.

Show Guidelines - Information & Guidelines - Product Sales

Natural MarketPlace has a long-standing policy prohibiting direct/retail selling on the show floor. Exhibitors are encouraged to place orders with attendees for products/services, and accept payment for those orders while on the show floor, but the product or service ordered/purchased must be delivered to the attendee after the close of the show.

Show Guidelines - Information & Guidelines - Rolling Carts & Strollers

For safety reasons, rolling carts, rolling bags, strollers, and bags with wheels are not permitted on the show floor during show floor hours. Bag Check is available to store these items. Exhibitors may roll in small briefcases and backpacks prior to the show floor opening each day from 8:00 -11:00 am and after the show floor closes. During show floor hours exhibitors with rolling bags will need to go to the Show Office to be escorted to your booth. Please go to the Show Office Room S224 onsite with any onsite questions or needs.

Show Guidelines - Information & Guidelines - Sampling DEADLINE: Friday, May 7, 2010

ARAMARK is the exclusive provider for the LVCC. As the exclusive provider for the LVCC, ARAMARK strictly prohibits any and all food, beverage, candy, logo water, etc., from being brought into the LVCC without prior authorization.

Exhibitors that manufacture or distribute food and beverages may sample these products to attendees. There is no longer an approved sample size for these items. Exhibitors are free to distribute samples in the sizes best suited for their product and packaging. Exhibitors are prohibited from sampling products they do not manufacture or distribute. For example, if you make or distribute veggie burgers, you may not add condiments or buns to the sample. Complete the [Food Service/Product Sampling form](#).

Exhibitors that do not manufacture or distribute food and beverage products, but wish to distribute these items to attendees must go through the official foodservice provider of the convention center, ARAMARK Catering Department.

General Conditions on Beverage Samples:

- Items dispensed are limited to products manufactured, processed or distributed by exhibiting company.
- Full size products will be permitted if the exhibiting firm is the manufacturer, distributor and/or supplier of the specific product only. For example: If your product is deli turkey meat or beef product you may give out a full size sample in its original package but you will not be permitted to give out a full size sandwich or full size hamburger.
- Exhibiting Firms wishing to give out samples which include additional ingredients not distributed and/or manufactured by exhibiting firms company a 2 oz bite size sampling policy still applies.



- Exhibiting Firms who wish to dispense alcoholic beverages must ship product through the ARAMARK warehouse. Appropriate corkage and bartending fees will apply. Please contact the ARAMARK Sales Team to discuss.
- Food and/or beverage items as traffic promoters (i.e., popcorn, coffee, bar service) MUST be purchased through ARAMARK.
- Exhibiting firms who wish to dispense alcoholic beverages MUST ship product through ARAMARK. Appropriate storage & handling fees will be applied.
- All alcoholic beverages must be served by a Nevada TAM-certified bartender and an ARAMARK bartender must in attendance.
- Any exhibitors planning to have their own personnel or temps/models dispensing alcohol will be required to show proof of Nevada TAM certification at least five (5) business days prior to the show.
- Anyone wishing to hand out samples of food and/or beverage must have a portable hand washing station and portable sanitation station in their booth as mandated by the Southern Nevada Health District. Please contact the SNHD directly at 702-759-0620 for further details.

Tips for Sampling

- For cost effective sampling, only distribute samples to customers and prospects that have entered your booth to discuss your product
- Sampling further inside of the booth encourages attendees to stop in and speak with you.
- Sampling at the edge of your booth encourages attendees to taste and keep walking.
- An appropriate sample size is typically a bite or drink. After attendees express interest offer a larger sample.

How many samples do I need?

- Determine the number of product demos one person can make in an hour.
- Multiply that by the number of hours of the show (12 hours).
- Multiply the results by the number of sales staff in the booth.
- Review the final numbers with your staff.

Show Guidelines - Information & Guidelines - Security

The exhibit hall will be guarded 24 hours a day, however, theft does occur. We have found that theft at trade shows is most likely to take place during the setup and dismantling (move-in and move-out) of exhibits. You are responsible for the safety of your booth and all exhibit and personal items.

Show Guidelines - Information & Guidelines - Smoking

Smoking is prohibited in all convention areas.

Show Guidelines - Information & Guidelines - Solicitations

We make every effort to ensure you won't be solicited at your booth. However, this does occur at trade shows. Should you be approached in your booth, kindly take down the name and company and provide the information to the Show Office or your Floor Manager.



Show Guidelines - Information & Guidelines - Sound/Noise Levels

Sound and noise are permitted up to a maximum of 85 decibels.

Show Guidelines - Information & Guidelines - Standards

An Exhibitor Standards booklet is available online or upon your request. All Booth Contracts include a clause requiring compliance with the Exhibitor Standards. A signed exhibitor contract is a binding agreement to comply with Natural MarketPlace Exhibitor Standards.

Standards booklet/forms are online at www.newhope.com/standards.

Show Guidelines - Information & Guidelines - Suitcasing

Only contracted exhibitors are permitted to promote their products, services or company at Natural MarketPlace. Unless a marketing opportunity has been contracted by the exhibitor, (i.e. sponsorship, showcase, exhibitor-presented seminar), all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to "roaming" characters, handing out flyers, approaching exhibitor booths to sell products, leaving and/or distributing product information in public spaces and show floor aisles. Exhibitors found doing so will be sent back to their booth space and materials left will be recycled. Attendees will be asked to leave the show and forfeit their badge. Any "suitcasers" should be reported to the Show Office. If infractions continue the exhibitor will be penalized priority points.

Show Guidelines - Information & Guidelines - Tape/Decorations

No one may tape, nail, tack, or otherwise fasten to Convention Center ceilings, painted surfaces, columns, walls or windows of any kind.

Direct application of double-faced tapes to any surface of the Convention Center is prohibited. Clear tape or gaffer's tape must be used to tape down wires, etc. No duct tape is allowed.

Decorations may not block Convention Center doors, fire extinguishers, sprinklers, emergency equipment signage, emergency exits or lighting systems. All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth or similar decorative materials or any other potentially combustible material shall be flame retarded to the specification of the Clark County Fire Department and the State Fire Marshal.

Damages will be billed directly to Exhibitors.

Show Guidelines - Information & Guidelines - Trash

Janitorial services will be provided during the course of the event in corridors, lobbies, meeting rooms and restrooms. Refuse will be removed during show hours and at show close in exhibit hall aisles.

Exhibitors are responsible for cleaning their own booths (including but not limited to trash removal and vacuuming) or ordering porter service through Freeman.



Please note that even though recycling bins are not located in the building, all trash is sorted offsite at a trash sorting facility. It is the goal of Natural MarketPlace to have an 85% diversion rate after the show closes.

Please help make every effort to keep the show clean and tidy. Ordering porter service helps keep the aisles clean and promotes a better atmosphere during the show.

Show Guidelines - Information & Guidelines - Vehicles on Display

All liquid or gas fueled vehicles, and gasoline/diesel-powered equipment for display must take the following safety precautions:

Batteries must be disconnected.

Fuel supplies at 1/4 tank or less than 1 gallon, whichever is less.

Fuel tanks must be furnished with locking gas caps or caps sealed with tape to prevent the escape of vapors. Refueling or removal of fuel from vehicles on the premises is prohibited. Vehicles may not be moved during show hours.

Requests for vehicles on display on the show floor must be sent to Show Management for approval. Please submit your request, along with vehicle dimensions and photos to esk@newhope.com

Natural MarketPlace Exhibitor Service Kit

Tradeshow Service Desk

1.303.998.9208

esk@newhope.com

Freeman Exhibitor Services Department 1.702.579.1700

[Freeman Online Exhibitor Service Kit](#)