

# **Rock 'n' Roll**

## **MARATHON SERIES®**

### **EXPO INFORMATION AND RULES**

- **BOOTH APPEARANCE**
  - Displays and merchandise should have a neat and professional appearance.
  - Handwritten signs and cardboard cartons for display fixtures are not permitted.
  - Overflowing trash should not be visible within your booth.
  - Exhibitors may not pin anything to the booth draping. Display materials can be hung from the back pipe of the booth using S hooks, which are available at 'The Expo Group' service desk.
- **BOOTH DISPLAY HEIGHT**
  - Maximum height for all booths is 8 feet (with the exception of pre-constructed displays). Display fixtures, signs or merchandise may not be placed above these height limits.
  - Feather banners may extend to a maximum of 14 feet.
  - Side walls displays are restricted to 4 feet tall.
- **DRAYAGE**
  - A drayage fee includes receipt of your freight (advanced warehouse or direct to show site), delivery to your booth, storage and return of empty crates at end of show, and movement from booth to dock to load onto vehicle/carrier.
  - In strict union venues, you can hand carry (and will not be charged) ONLY IF:
    - You can carry your items by yourself in one trip without the use of material handling equipment (handcarts, dollies, etc).
  - Drayage fees vary per market; a good estimate is \$100 per 100 lbs of freight.
- **ELECTRICITY**
  - Electricity is normally handled by a 3<sup>rd</sup> party at the venue.
  - A normal electrical drop (5amps) will be around \$100 per drop. There are usually advance rates when ordered at least two weeks prior to the event.
- **INTERNET**
  - Internet capabilities are normally handled by a 3<sup>rd</sup> party at the venue (i.e. Streamline, Smart City).
  - Wireless is not normally a good option in convention centers because of connectivity issues, and some convention centers don't even offer wireless options.
  - A hard line internet drop can vary from \$1000 and up. If you need more than one drop, we advise you to bring a wireless router to split the drop.
- **FOOD & BEVERAGE**
  - Convention Centers have contracts with caterers for the exclusive rights to distribute food and/or beverage.
    - In many cases, official caterers do not allow exhibitors to sell food and/or beverage.
    - Exceptions include energy gels and other items (with approval from catering department), that are to be consumed on race day only and are not in competition with convention center concessions.
  - Health Department Requirements:
    - Requirements vary per city (some require a permit and fee), in order to sample food and/or beverage.
    - Inspectors can and will shut down booths until vendors are in compliance with their requirements.
- **LICENSES & TAXES**
  - Exhibitors are responsible for obtaining any required business license or permits, and for paying all applicable state and local taxes. There are only a few select markets where Rock 'n' Roll is involved in the license or tax process, and when applicable, you will receive a detailed email 5 weeks before the event.
- **MISCELLANEOUS RULES**
  - Fire Department safety regulations require that aisles be kept clear at all times. Tables and other display

materials must not go past the edge of the booth carpet. All promotions must remain within the booth footprint.

- Exhibitors may not leaflet or distribute products in the aisles or near the doors.
- Exhibitors may not obstruct access or visibility of neighboring booths, or disrupt others with loud noise, loud music, or the use of flashing lights. You may be asked to limit or suspend a particular promotion, such as wheels to spin for prizes, if crowds block the aisles or limit access to neighboring booths.

- **PRODUCTS FOR DISPLAY/SALE**

- All items exhibited are subject to the approval of the Rock 'n' Roll Marathon Series. Rock 'n' Roll Marathon Series has the right to reject products to be sold or displayed, and has the right to require the removal of products at the expo.
- All product categories must be listed on expo applications
  - Not Acceptable: "accessories" - too general
  - Acceptable: "hats, gloves, belts, gels" – accepted description

- **PRODUCT LIMITS**

- Rock 'n' Roll Marathon Series has caps on the following product categories:
  - Eyewear
  - Recovery Boots
  - Tens Units
  - Myofascia Sticks
  - Headbands
  - Race Belts
  - Ear Buds
  - Compression
- Questions? [Expo@IRONMAN.com](mailto:Expo@IRONMAN.com)

- **RETURN FREIGHT**

- Exhibitor must make arrangements to have all of booth materials removed from the Convention Center before 10:00pm the evening the expo closes. The Convention Center will **not** hold materials for later pick-up. A representative from 'The Expo Group' will be available to help with shipping arrangements.
- Carrier must check in with the decorator earlier, typically 6:00pm or 7:00pm

- **SECURITY**

- Twenty-four hour security service is provided by the Expo. Although the Rock 'n' Roll Marathon Series cannot guarantee the security of articles left in exhibitor's booth space overnight, there is an enhanced security policy: *When the expo is closed, no venue workers or exhibitors will be allowed in the exhibit area unless accompanied at all times by security personnel.* The Rock 'n' Roll Marathon Series suggests that Exhibitor's take small valuables with them at night!

- **SUBLETTING SPACE**

- Exhibitors may not sublet any portion of their booth space or display another company's name or sign.

### **Expo Manager Contact Info:**

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