

### MAIN MENU

<b>MAIN MENU</b> .....	<b>1</b>	Animals .....	20
<b>GENERAL INFO</b> .....	<b>2</b>	Booth Appearance .....	20
DATES & TIMES.....	2	Display of Product .....	20
EXHIBIT HALL LOCATION .....	2	Trademarks/Copyright .....	21
SHOW MANAGEMENT CONTACTS .....	3	Vehicles on Display.....	21
VENDORS .....	3	<b>DEMONSTRATIONS</b> .....	<b>21</b>
SHOW PLANNER .....	4	Exhibitor Conduct / Good Neighbor Policy .....	21
INSURANCE .....	5	Food & Beverage Sampling.....	22
<b>BOOTH REGULATIONS</b> .....	<b>6</b>	Hospitality & Networking Events.....	22
CONSTRUCTION/DESIGN .....	6	Staffing of Booth .....	23
Inline Booth Guidelines.....	8	Booth Activations / Happy Hours .....	23
Peninsula, Island, and Corner Booth Guidelines ..	8	Noise / Music.....	23
Hanging Signs & Airborne Objects .....	10	Raffles, Drawings, and Contests .....	23
Overhead Obstructions & Multi Level Exhibits...	11	<b>ADDITIONAL</b> .....	<b>24</b>
<b>FREIGHT &amp; DELIVERIES</b> .....	<b>11</b>	Advertising.....	24
Warehouse Address .....	11	Americans with Disabilities Act (ADA) .....	24
Direct to Site Address .....	11	Distribution of Promotional Items .....	24
Marshaling Yard .....	12	Photography/Videography .....	24
Move-in/out Procedures .....	12	Sharing of Exhibit Space.....	25
Storage.....	13	Strolling Entertainment/Suitcasing .....	25
International Freight .....	13	<b>SECURITY Information</b> .....	<b>25</b>
Early Teardown Policy.....	13	<b>REGISTRATION</b> .....	<b>26</b>
<b>INSTALL/DISMANTLE &amp; LABOR REGULATIONS</b> .....	<b>13</b>	<b>ONSITE REGISTRATION HOURS</b> .....	<b>26</b>
Late Set-up.....	13	<b>EXHIBITOR BADGES</b> .....	<b>26</b>
Labor/Union Laws .....	14	<b>ADMISSION POLICY</b> .....	<b>26</b>
Building Rules/Guidelines .....	14	Children .....	26
Safety .....	14	Early Appointments.....	27
Cleaning .....	15	Exhibitor Appointed Contractors (EAC) .....	27
<b>EXHIBITOR APPOINTED CONTRACTOR</b> .....	<b>16</b>	Guests .....	27
Move-in and Move-out Schedule.....	17	<b>GETTING THERE</b> .....	<b>27</b>
EAC Registration Process .....	17	<b>HOTELS</b> .....	<b>27</b>
EAC Completes: EAC Registration Process.....	17	<b>PARKING</b> .....	<b>27</b>
Donations .....	18	Transportation.....	27
<b>UTILITIES</b> .....	<b>19</b>	<b>CITY RESOURCES</b> .....	<b>27</b>
ELECTRICAL & LIGHTING .....	19	<b>BUSINESS CENTER</b> .....	<b>28</b>
INTERNET SERVICES .....	19	<b>SPONSORSHIP OPPORTUNITIES</b> .....	<b>28</b>
<b>ONSITE BOOTH GUIDELINES</b> .....	<b>20</b>	<b>MEDIA</b> .....	<b>28</b>
DISPLAY .....	20	PUBLIC RELATIONS / MEDIA OPPORTUNITIES .....	28



**Welcome** to the Outdoor Retailer Summer 2024 Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at Outdoor Retailer. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The **Main Menu** is designed so clicking on a topic will automatically transport you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual.

We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

## GENERAL INFO

### DATES & TIMES

#### Move-in

Saturday, June 15, 2024	8:00 a.m. – 6:00 p.m.
Sunday, June 16, 2024	8:00 a.m. – 7:00 p.m.

Please contact Show Management should you have any special move-in requests. To stay in the building after noted move-in times, exhibitors must remain in their designated booth space. In and out access to the building is not permitted without prior approval.

Note: this move-in and move-out schedule does not apply to booths that have been designated as Last In/First Out (LIFO). Booths with this designation have been notified by email.

#### Buyer Only Hours

Attendees with Retail Buyer, Importer/Distributor, and Media badges can enter the Outdoor Retailer show floor early for dedicated Buyer Only Hours.

Monday, June 17, 2024	9:00 a.m. – 11:00 a.m.
Tuesday, June 18, 2024	9:00 a.m. – 11:00 a.m.

#### Industry Hours

The Outdoor Retailer show floor is open to all attendees (including Buyers) and exhibitors.

Monday, June 17, 2024	11:00 a.m. – 6:00 p.m.
Tuesday, June 18, 2024	11:00 a.m. – 6:00 p.m.
Wednesday, June 19, 2024	9:00 a.m. – 4:00 p.m.

#### Move-out

Wednesday, June 19, 2024	4:00 p.m. – 11:59 p.m.
Thursday, June 20, 2024	8:00 a.m. – 3:00 p.m.

### EXHIBIT HALL LOCATION

Salt Palace Convention Center  
100 S West Temple  
Salt Lake City, UT 84101

The exhibit hall is not carpeted. This is a non-smoking building.

OUTDOOR RETAILER SUMMER 2024 EXHIBITOR SERVICE MANUAL | PAGE 2



## SHOW MANAGEMENT CONTACTS

Questions? Please email us at: [info@outdoorretailer.com](mailto:info@outdoorretailer.com)

To connect with your Account Executive please email: [sales@outdoorretailer.com](mailto:sales@outdoorretailer.com)

## VENDORS

Only the companies listed in the Exhibitor Service Manual are approved by Show Management to provide exhibitors with products and services. Click on the official vendors below to get more information.



### EXHIBITOR SERVICES

Freeman

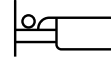
[ORDER ONLINE](#)  
[CONTACT](#)



### AUDIO VISUAL

Encore

[ORDER ONLINE](#)  
[EMAIL](#)



### HOUSING

Eventsphere

[BOOKING SITE](#)  
[EMAIL](#)



### AIR, WATER, GAS

Salt Palace

[ORDER FORM](#)  
[EMAIL](#)



### PHOTOGRAPHY

Gary Newkirk

[ORDER FORM](#)  
[EMAIL](#)



### CATERING

Sodexo Live

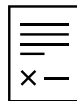
[ORDER FORM](#)  
[EMAIL](#)



### SECURITY

Centennial

[ORDER FORM](#)  
[EMAIL](#)



### INSURANCE

Marsh/Total Event

[ORDER FORM](#)  
[SAMPLE COI](#)



### LEAD RETRIEVAL

Maritz Global

[ORDER FORM](#)  
[EMAIL](#)





**MANNEQUIN RENTALS**

Mannequin Rental Co.

[ORDER FORM](#)

[EMAIL](#)

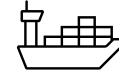


**INTERNET**

Salt Palace

[ORDER FORM](#)

[EMAIL](#)



**INT'L FREIGHT**

Phoenix International

[ORDER FORM](#)

[EMAIL](#)

**SHOW PLANNER**

Click on items to get more information and link to the website or form.

**ASAP**



UPDATE SHOW DIRECTORY LISTING

[EXHIBITOR CONSOLE](#)

**MAY 19**



LEAD RETRIEVAL TIERED PRICING DEADLINES

[ORDER FORM](#)

- Tier 1: On or before 4/7/24
- Tier 2: 4/8/24– 5/19/24
- Tier 3: After 5/19/24

**SHIPPING**



FREEMAN ADVANCE WAREHOUSE SHIPPING BEGINS MAY 15, 2024

SHOW SITE SHIPPING BEGINS JUNE 15, 2024

- Shipments arriving before this date may be refused by the facility.

**MAY 17**



FREEMAN DISCOUNT PRICE DEADLINE

[ORDER ONLINE](#)

- Booth Furnishing
- Booth Accessories
- Utilities & Electrical
- Labor
- Flooring
- Signs & Graphics

**JUNE 3**



SODEXO LIVE CATERING DISCOUNT PRICING ENDS

[ORDER FORM](#)

**JUNE 5**



SALT PALACE INTERNET, TELEPHONE, & CABLE TV ADVANCE RATE DEADLINES

[ORDER FORM](#)

- Advanced rate applies to orders received in full, at least 10 days before your scheduled move-in date.



MAY 17

SALT PALACE AIR, WATER, &  
GAS ADVANCE RATE

DEADLINES

[ORDER FORM](#)

- Advanced rate applies to orders received in full, at least 10 days before your scheduled move-in date.

EXHIBITOR  
FORMS

APPROVAL REQUIRED:

- [Hanging Sign Approval Form](#) by May 27th
- [Overhead Obstructions & Multi Level Exhibits](#)
- [Animal Approval Form Request](#) by May 12<sup>th</sup>
- [Booth Activation, Live Music, & Happy Hour Approval Form](#) by May 12th

## BEFORE YOU ARRIVE

- Submit Certificate of Insurance
- Coordinate Hotel & Travel
- Register Booth Personal in Advance
- Update Show Directory Exhibitor Profile and/or Listing
- EAC must submit a valid Certificate of Insurance (COI) via the online [EAC portal](#)
- Download App

INSURANCE

Outdoor Retailer does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to Outdoor Retailer before the show.

**NEED GENERAL LIABILITY  
INSURANCE?**

Marsh/Total Event Insurance offers General Liability Insurance for \$65 + tax. Click [HERE](#) to view Order Form.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute

compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- Workers' Compensation** insurance unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.



Submit your insurance documents online, [within your Exhibitor Console](#). Be sure the name of the attachment reflects the name of the insured exhibiting company.



Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), Salt Palace Convention Center (Facility), and Freeman (General Service Contractor). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be contained on the certificate: [CLICK HERE FOR AN EXAMPLE](#)

“Producer” – Name, Address, and Phone Number of the insurance carrier

“Insured” – Company Name, Address, Phone Number, and Booth Number

“Description of Special Items” – “Emerald – Outdoor Retailer Summer 2024, Freeman, Salt Palace Convention Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives” must be listed as additional insured for the dates of June 17-19, 2024.

***Certificate Holder Information should be listed as:***

Outdoor Retailer Summer 2024  
31910 Del Obispo, Ste 200  
San Juan Capistrano, CA 92675

## REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

## BOOTH REGULATIONS

### CONSTRUCTION/DESIGN

Outdoor Retailer Summer is a “Cubic Content” show.

Booths must be constructed per the booth guidelines provided within this manual for the specific type of booth space being leased. Violations could result in a fine and/or loss of priority points.

*Please note that electrical service is not included with your booth equipment but to accommodate possible power requirements, electrical outlets will be installed in every inline booth. An audit will be conducted by electricians and on-site charges will apply if the electrical service is utilized without an order on file.*

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics, artwork, or product if they adjoin a neighboring booth.

#### Show Colors

Backwall: Black

Sidewall: Black

Aisle Carpet: N/A



**Standard Booth Equipment Packages** - *(please refer to your exhibit space contract for booth package type ordered)*Linear, Corner and Perimeter booths (100 SQFT – 400 SQFT)

- 8' high black drape back drape
- 3' high black drape side rails. *(Corner booths along an aisle will have an open side and only 1 side of railing shared with the neighboring exhibitor)*
- 11" x 17" booth identification sign with the show logo, company name and booth number.

Booth Types

Inline/Linear Booths

Peninsula Booths

Island Booths

Corner Booths

Please review the Booth Guidelines Pages below for more information on included booth equipment. All other equipment and services are the responsibility of the exhibitor.




## Inline Booth Guidelines – Standard Booth Equipment

<p><b>Definition and/or Dimension</b>                  Inline booths, also called “linear” booths, are generally arranged in a straight line, and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.</p>	
<p><b>What's Provided / Included</b>                  Show Management provides the following exhibit equipment:</p> <ul style="list-style-type: none"> <li>• 8-foot-high black back drape</li> <li>• 3-foot-high black side drape (see diagram)</li> </ul> <p>The green shapes represent permitted sidewall, backwall and front entry extensions. Floor space area for standard exhibits is 10'x10.'</p>	
<p><b>Use of Space</b>                  Any portion of the exhibit bordering another exhibitor’s booth must have the back side of that portion finished and must not carry identification, signage or other copy that would detract from the adjoining exhibit. Show Management reserves the right to deem if an exhibit is not in compliance and may order a cover for the unfinished portion. Exhibitor will incur the cost.</p>	<p><b>Height Restrictions</b>                  As a courtesy to neighboring booths, we must keep a consistent height regulation. Exhibit fixtures, components and identification signs are permitted to a maximum height of 12’. Booths 20’x20’ or larger are permitted to a maximum height of 20’. All logos and signs must face the inside of your booth space. If any part of your booth, including signs, exceeds height restrictions, you will be asked to conform on-site. If the exhibitor does not comply after a written warning has been issued, Show Management reserves the right to rectify, and exhibitor will incur the cost.</p>
<p><b>Booth ID</b>                  Booths 300 sqft or less will receive an 11" x 17" one-line identification sign.</p>	<p><b>“Wiggle Room” Factor</b>                  The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Ceiling &amp; Canopy Requirements</b>                  Canopies, false ceilings, and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part of. For example, canopies cannot exceed 12’ in height in standard linear booth configuration.</p>	<p><b>Hanging Signs</b>                  Hanging signs are <b>not</b> permitted for Standard Inline Booths.</p> <p>Signage, props and display materials may not exceed an overall height of 12’ (or 20’ for booths 20’x20’ or larger). All signage must be placed from the ground up and stay within your exhibit space. All signage must be one-sided facing inward towards your booth.</p>
<p><b>Sound &amp; Noise Levels</b>                  Show Management will measure sound pressure levels with a Calibrated Sound Level Meter. Exhibitors must regulate their own booth to be sure the noise levels from their demonstrations or sound systems are kept below 85 dB and do not interfere with other exhibits.</p>	<p><b>Fire Code Regulations</b>                  All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass an on-site flame test.</p> <p>More information on Fire Safety can be found <a href="#">HERE</a>.</p>





## Peninsula, Island, and Corner Booth Guidelines

<p><b>Definition and/or Dimension</b>                  Peninsula booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to linear booths behind.</p> <p>Island booths are 20'x20' (or larger) and exposed to aisles on all four sides.</p> <p>Corner booths adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle.</p>	<p style="text-align: center;"><b>PENINSULA, ISLAND, OR CORNER</b>                  examples shown in green; neighboring booths in grey</p>  <p><b>PENINSULA</b>                  (aisles on 3 sides. Sides facing aisles may be walls or open, depending on exhibitor's booth design.)</p> <p><b>ISLAND</b>                  (aisles on 4 sides. Sides facing aisles may be walls or open, depending on exhibitor's booth design.)</p> <p><b>CORNER</b>                  (aisles on 2 sides. Sides facing aisles may be walls or open, depending on exhibitor's booth design.)</p> <p style="text-align: right;"><small>not to scale</small></p>
<p><b>What's Provided / Included</b>                  The green shapes represent permitted sidewall, backwall and front entry extensions.</p> <p>To order furnishings/fixtures from Freeman, please click <a href="#">HERE</a>.</p>	<p><b>Height Restrictions</b>                  For all Island, Peninsula, or Corner booths that are 20'x20' or larger, the maximum height is 20'.</p>
<p><b>Use of Space</b>                  Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification, signage or other copy that would detract from the adjoining exhibit. Show Management reserves the right to deem if an exhibit is not in compliance and may order a cover for the unfinished portion. Exhibitor will incur the cost.</p>	<p><b>"Wiggle Room" Factor</b>                  The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Booth ID</b>                  Booths 300 sqft or less will receive an 11" x 17" one-line identification sign. Booths larger than 300 sqft may receive an 11" x 17" one-line identification sign <i>upon request</i>.</p>	<p><b>Multi-Level Exhibits/Overhead Obstructions</b>                  Double Decker booths are allowed in booth spaces that are 20'x20' or larger. Meeting room ceiling heights do not allow for second story structures/ Double Decker booths. Any exhibit that has a covered area greater than 300 sqft. or any exhibit that has a second story structure must be submitted to Show Management and the Salt Lake City Fire Department for approval.</p>
<p><b>Ceiling &amp; Canopy Requirements</b>                  Canopies, false ceilings, and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part of.</p>	<p><b>Fire Code Regulations</b>                  All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass an on-site flame test.</p> <p>More information on Fire Safety can be found <a href="#">HERE</a>.</p>
<p><b>Sound &amp; Noise Levels</b>                  Show Management will measure sound pressure levels with a Calibrated Sound Level Meter. Exhibitors must regulate their own booth to be sure the noise levels from their demonstrations or sound systems are kept below 85 dB and do not interfere with other exhibits.</p>	<p><b>Hanging Signs</b>                  Hanging Signs are permitted in Peninsula, Island, and Corner booths that are 20'x20' or larger. The length and width of sign is not to exceed 50% of corresponding dimension of booth. Please see <a href="#">below</a> for more information and approval process.</p>



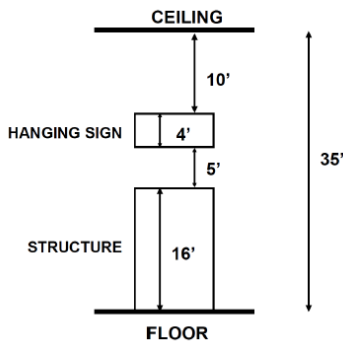
## Hanging Signs & Airborne Objects

### Hanging Signs & Banners

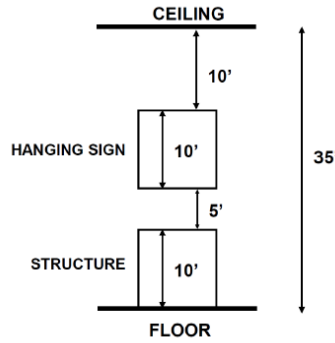
Hanging signs are permitted above peninsula, island and corner booths, 20'x20' or larger. Please note that there are no hanging signs allowed in Meeting Rooms.

Hanging signs and graphics should be set back 10' from adjacent booths and be directly over contracted space only. The bottom of the sign must not be lower than 14'. The length and width of sign or banner is not to exceed 50% of corresponding dimension of booth (i.e., a 20'x40' peninsula cannot have a sign or banner that is larger than 10'x20'). There is an additional decorator charge for labor and equipment on all hanging signs.

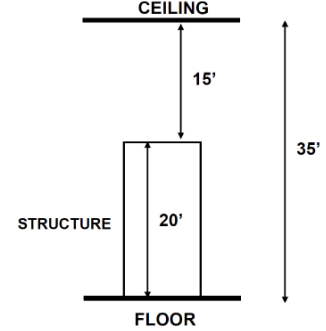
$$\text{Height of Structure} + \text{Height of Hanging Sign} = \text{Combined Max of 20'}$$



Structure at a max height of 16'  
Sign at a max height of 4'



Structure at a max height of 10'  
Sign at a max height of 10'



Structure at a max height of 20'  
No hanging sign permitted

#### Structural Integrity

All hanging signs must always have drawings available for inspection by Show Management. Drawings must include a signature or stamp of a structural engineer indicating reviewing that stress points for hanging the sign have been properly engineered. The signature of an authorized official of the exhibit building company is also required, indicating that the structure is built in compliance with the details and the specifications set forth on the drawings.

(NOTE: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.)

#### Approval Process

Due to the amount of hanging signs on the show floor, Outdoor Retailer implements a hanging sign approval process.

Submit your hanging sign information and layout through the [Hanging Sign Approval Form](#) by **Friday, April 26<sup>th</sup>**. If approved, you will be instructed to upload your approved renderings in your [Exhibitor Console](#).

Any hanging signs that do not have approval will be removed at the exhibitor's expense. Once approved, please utilize the Freeman [Hanging Sign Shipping Labels](#).

### Lighting/Truss

No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.

Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.



### Balloons or Inflatables

Inflatables must be anchored, and exhibitors must have prior written approval by Show Management. Any cost incurred for the removal of lost inflatables will be the responsibility of the exhibitor. Helium/mylar balloons are NOT allowed on the show floor at any time.

## Overhead Obstructions & Multi Level Exhibits

Double Decker booths are allowed in booth spaces that are 20'x20' or larger. Meeting room ceiling heights do not allow for second story structures/Double Decker booths.

Any exhibit that is 300 sqft (or larger) or any exhibit that has a second story structure must submit the following information to the Salt Palace Convention Center and Outdoor Retailer [Show Management](#) for approval prior by **April 27<sup>th</sup>**.

- Diagram of the booth layout with dimensions.
- An elevation drawing of the exhibit.
- Detail of the covered area including materials used.
- Flame-retardant certificate is required if soft goods are used as the covering.
- Second story exhibits will also need to submit the engineered stamped drawings of the structure.

Note: Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

## FREIGHT & DELIVERIES

Any materials received by Freeman are subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors. Refer to the [Material Handling Form](#) for charges for the service. Both Outdoor Retailer and Freeman reserve the right to hold freight for ANY outstanding balance owed including booth, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

### Warehouse Address

Exhibiting Company Name / Booth #  
Outdoor Retailer Summer 2024  
C/O BTX / Freeman  
1812 S Empire Rd, Ste B  
Salt Lake City, UT 84104

Please click [HERE](#) for a prepared label.

Freeman will accept crated, boxed or skidded material beginning **May 15th, 2024** at the above address. Material arriving after **June 7th, 2024** will be received at the warehouse with an additional after deadline charge. Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or non-skidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8 a.m.-3 p.m. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: 888-508-5054.



## Direct to Site Address

Exhibiting Company Name / Booth #  
Outdoor Retailer Summer 2024  
Salt Palace Convention Center  
C/O Freeman  
100 S West Temple  
Salt Lake City, UT 84101

Please click [HERE](#) for a prepared label.

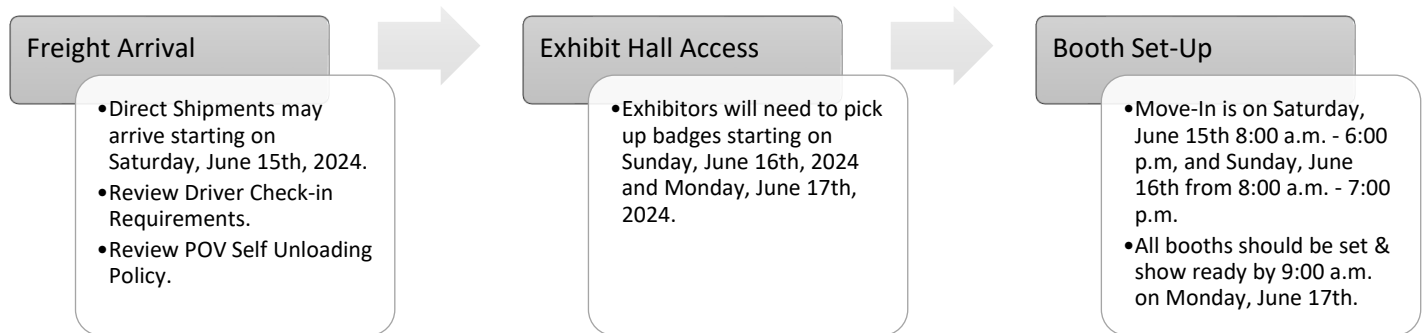
Freeman will receive shipments at the exhibit facility beginning **June 15th, 2024**. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: 888-508-5054.

## Marshaling Yard

There is no marshaling yard for Outdoor Retailer Summer 2024.

## Move-in/out Procedures

Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period. Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from Show Management. No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these rules and regulations.



## Self-Unloading / Hand Carry Policy / POV

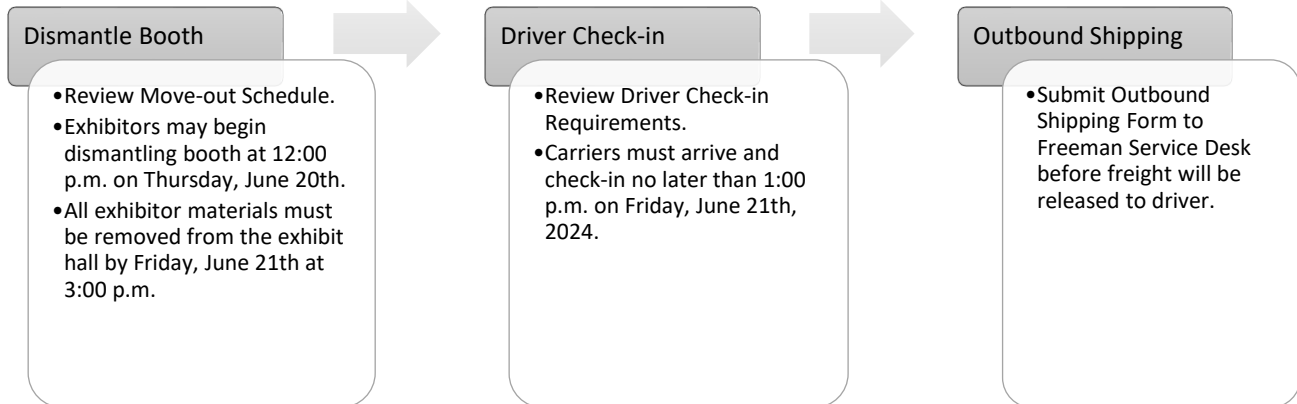
Exhibiting companies may unload from a POV (privately owned vehicle) and hand carry their own booth materials into the facility. However, the use of flat trucks, pallet jacks, or other mechanical equipment is not permitted. Products must be unloaded within 30 minutes and the vehicle must then be moved. One person must remain with the vehicle, at all times. If your vehicle is left unattended at any time, it will be ticketed and/or towed.

*A POV, or Privately Owned Vehicle, is any vehicle primarily designated to transport passengers and not cargo or freight. Qualifying vehicles include: pick-up trucks, passenger van, SUV, taxi, or a box truck less than 17' in length.*

Freeman Cart Service is a feature for POVs only. View the rate sheet [HERE](#).



## Outbound Shipping / Dismantle Information



## Storage

Empty cartons and cases must be removed from your booth. Cartons may not be stored behind curtains or in your booth. Storing of any crates, cartons, boxes or other show materials within your booth is strictly prohibited. Violators of fire codes are subject to fines and confiscation of materials. Empty crates, cartons and boxes must be removed from the exhibitor's booth. Empty containers will be picked up by Freeman. Freeman will return all "empties" at the conclusion of the Show. Exhibitors may obtain labels marked "EMPTY STORAGE" at the Freeman Desk and should affix them to each empty crate, carton and box. Freeman will store and return them to your booth at show closing.

## International Freight

Phoenix International Business Logistics offers International Freight Forwarding services. Click [HERE](#) for more information and order forms.

## Early Teardown Policy

Early booth breakdown is strictly prohibited. Due to an increase in complaints from retailers and exhibitors, Outdoor Retailer is committed to eliminating these practices from the show floor on the final day of the show.

An exhibitor/company is in violation of early breakdown if they start to break down their booth, remove product from their shelves, box up product and/or are unable to conduct business in their booth PRIOR to 12 p.m. local time on June 20th, 2024. Show Management will have teams walking the show floor on the last day to enforce compliance of this policy. Please keep this in mind when making staffing decisions and travel arrangements for the final day of the show. If your booth is breaking down early, we will take photographs and your company will receive a notification of the violation within 30 days post show. This policy will be strictly enforced at Outdoor Retailer and all subsequent shows. Note that the violation fines will be as follows:

- First time violation will receive a \$500 fine;
- A \$1,000 fine for the next show violation;
- And the third violation will result in a forfeit of booth space at subsequent shows in addition to the fine(s).



## INSTALL/DISMANTLE & LABOR REGULATIONS

### Late Set-up

To stay in the building after noted move-in hours exhibitors must remain in their designated booth space. In and out access to the building is not permitted without prior Show Management approval.

### Labor/Union Laws

Exhibitors may use full-time company personnel to set up and teardown exhibits. If full-time company personnel are utilized, they are required to carry positive company identification, such as a business card or payroll stub.

To assist in planning for your participation in this upcoming Outdoor Retailer Summer 2024, please be aware union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdictions, please refer to the following:

**Exhibit Installation and Dismantling** - Full time employees of the exhibiting companies (excluding EAC's), however, may set their own exhibits without assistance from the Local IATSE Union. Any labor services that may be required beyond what your regular full-time employees can provide, must be rendered by the Local IATSE Union. Labor can be ordered in advance or at show site at the Freeman Service Desk.

**Material Handling** - Exhibiting company employees may hand carry their own materials into the exhibit facility. The use of flat trucks, pallet jacks or other mechanical equipment which would interfere with the operations of Freeman, however, is not permitted. Freeman will control access to the loading docks in order to provide for a safe and orderly move-out. Only full-time employees of the exhibiting company will be allowed to unload and load materials. Unloading or reloading at the dock of any and all contracted carriers will be handled by Freeman. All materials, other than exhibitor handled materials as described above, are chargeable as material handling. There are no storage facilities available for materials handled by exhibitors. Click [HERE](#) for the Freeman Material Handling Rates.

**Privately Owned Vehicles (POV's)** - Space is limited at show site. To ensure the orderly move-in/out of the show, all docks and vehicle traffic are under the exclusive control of Freeman. As conditions permit, space may be made available for exhibitor owned vehicles to load or unload. One person should remain with the vehicle at all times.

**Safety** - Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the [Installation & Dismantle Labor Order Form](#) and the necessary ladders and tools will be provided.

### Building Rules/Guidelines

It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises. Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.



## Safety

### Fire Marshal Requirements & Permitting

All exhibit spaces must be in full compliance with all facility, fire marshal, Show Management, and exhibit guidelines including all local, state and federal laws.

#### Fire and Safety

- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited.
- Helium and gas cylinders used for refilling must be secured in an upright position on American National Standards Institute (ANSI) approved safety stands with the regulators and gauges protected from damage.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

#### Flammable and Toxic Materials

- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame-retardant.
- Samples should also be available for testing.
- Materials that cannot be treated to meet the requirements should not be used.
- A flame-proofing certificate should be available for inspection.
- Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.
- Smoking is strictly prohibited in the exhibit hall, lobbies and meeting rooms at all times, including move-in, move-out and all show days.

### Environmental Laws/OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

## Cleaning

Please note that booth cleaning is not included with your booth package. If you need your booth vacuumed prior to show opening, you must order cleaning service through Freeman. Click [HERE](#) to view the Cleaning Form.

### Clean Floor Policy

Due to the volume of display crates and the limited aisle space available during the show setup, a Clean Floor Policy will be enforced at Outdoor Retailer Summer 2024. Please adhere to the following regulations:

*\*\*Prior to arriving on show site, please remove all OLD empty labels from any previous show(s).*

Sunday, June 15, 2024

- 1:00 p.m. – 5:00 p.m: Label any crates, cartons or fiber cases that are ready for removal with empty stickers.



Monday, June 16, 2024

- 1:00 p.m: Accessible storage items must have a work order submitted for pick-up and be labeled for removal.
- 2:00 p.m: Crates, cartons, fiber cases, and packing material must be empty and labeled for storage.
- 5:00 p.m: All aisles must be 100 percent clear of any product or any other items.

*\*\*Any items in the aisles after 6:00 p.m. will be removed from the aisles and placed in empty storage.*

### Excessive/Bulk Trash

Any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during exhibitor move-in.

Any exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

### Booth & Material Abandonment

Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include Installation & Dismantle Labor, Forklift & Rigging Labor, and/or Dumpster Fee.

## EXHIBITOR APPOINTED CONTRACTOR

An Exhibitor Appointed Contractor (EAC) is a company or contractor hired by the exhibitor, who is not an employee of your company or of an official show contractor. EACs are most often independent installation & dismantle companies but also include supervisors, technicians, photographers, audiovisual, floral, furniture, flooring, and any other contractors who aren't the official of the show but provide a necessary service at show site for the Exhibitor.

Outdoor Retailer recognizes that exhibitors may have unique needs or partnerships with vendors other than our official partners. Therefore, we support this choice as long as the EAC conforms to the show and venue Rules & Regulations and carries the required insurance coverage.

With the increasing number of EACs, have come numerous added expenses. These expenses include legal costs resulting from increased liability claims, exhibit hall damage, excess cleaning charges, extra administration costs for wristbands, contracting, insurance tracking, etc. Rather than passing on these added costs to exhibitors, we have implemented an administrative fee payable by the EAC. Each EAC hired by an Exhibitor must agree to the Rules & Regulations and will be assessed a fee. An administrative fee of \$300 per booth location the EAC represents is required. The fee applies to all contractors regardless of the service they provide (labor, supervision, products, services, etc.).

The Exhibitor is responsible for providing the EAC with any necessary information pertaining to the exhibit hall (i.e., utilities, order forms, dates, hours, shipping information etc.)





## Move-in and Move-out Schedule

- EACs are only allowed on the show floor during move-in and move-out hours unless approved by show management in advance.
- Move-in:**
  - Saturday, June 15, 2024.....8:00 a.m. – 6:00 p.m.
  - Sunday, June 16, 2024 .....8:00 a.m. – 7:00 p.m.
- Show Hours:**
  - Exhibitor appointed contractors are not allowed in the exhibit hall during show hours.
- Move-out:**
  - Wednesday, June 19, 2024.....4:00 p.m. – 11:59 p.m.
  - Thursday, June 20, 2024 .....8:00 a.m. – 3:00 p.m.

## EAC Registration Process

### Exhibitor Completes: EAC Designation

- Exhibitors must designate their EAC(s) no later than **May 17, 2024**. Designations **MUST** be made using the NEW online EAC portal. It is the Exhibitor's responsibility to ensure their designated EAC fulfills all requirements. Failure to do so will prevent the EAC from accessing the show floor.

[CLICK HERE](#) and select Confirm EAC to complete the EAC Designation Process

### EAC Completes: EAC Registration Process

- Once the online EAC Designation Process has been completed, the EAC will then receive an email with further instructions for submitting the required EAC documents which are **due May 17, 2024**.

#### EACs will NOT be allowed on the show floor unless all of the requirements are satisfied:

- EAC must pay a fee of \$300 for each booth location you are providing services or products for. Payment will be submitted via the online EAC portal. Payments are NONREFUNDABLE.
- EAC must complete all required documentation via the online [EAC portal](#).
- EAC must agree to the [Rules & Regulations](#) outlined in the Exhibitor Service Manual along with the EAC Rules & Regulations.
- EAC must submit a valid Certificate of Insurance (COI) via the online [EAC portal](#). COIs must include the coverages outlined in the EAC Rules & Regulations.

#### The EAC must upload the COI via the online portal with the following coverages:

- Commercial General Liability, including contractual liability, with limits of not less than \$1,000,000 each occurrence, \$2,000,000 general aggregate, and \$2,000,000 products & completed operations aggregate. Medical expense coverage of \$5,000 per individual and damage to premises coverage of \$300,000.
- Automobile Liability with a limit of not less than \$1,000,000 combined single limit - each accident; only required if bringing on the show floor.
- Workers Compensation, as required by law, with Employers Liability Limits of not less than \$1,000,000 each accident, \$1,000,000 disease - each employee, and \$1,000,000 disease - policy limit.
- Additional Insureds to the General Liability, Automobile Liability, and Umbrella Liability policies with respect to operations performed by the Named Insured in connection with this project: Outdoor Retailer Summer Emerald X,



LLC, Freeman Expositions, LLC, Salt Palace Convention Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives.

- COI must include the complete facility access dates of June 15 – June 20, 2024
- The certificate holder must be listed as: Emerald X, LLC, Attn: Outdoor Retailer Summer, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675

Should you have any questions regarding the process, please contact [OutdoorRetailer@EACMgmt.com](mailto:OutdoorRetailer@EACMgmt.com)

## Donations

The Salt Palace Convention Center offers a donation/recycling program. Click [HERE](#) for more information.



## UTILITIES

### ELECTRICAL & LIGHTING

All electrical and lighting services must be pre-ordered through Freeman. Please click [HERE](#) for the Freeman Electrical Order Forms. Booths may have outlets pre-dropped in the booths. Please be advised that if you plug into these electrical outlets, you will be charged for your power usage at a higher rate than if you had ordered it in advance. Electrical is programmed for the amount of power you ordered. You will blow your circuit if you plug in more usage than purchased. Hard wall structures must sit 6" off the pipe & drape wall for electrical clearance. All overhead electrical rigging will be powered from the column electrical port.

#### Additional Lighting Regulations:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval. Please contact [Show Management](#) for more information.
- Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by Show Management.
- Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.
- Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with Show Management for rules specific to the event facility.
- Reduced lighting for theater areas should be approved by the event facility.
- Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb.
- The projection of light or laser in any form onto any part of the building or other exhibits must be preapproved by Show Management.

### INTERNET SERVICES

Complimentary Wi-Fi is available within the exhibit hall, but it is intended for light use. If you need internet for anything mission critical or video streaming, we recommend purchasing additional connection from the Internet provider. Internet services can be ordered through the Salt Palace Convention, the exclusive provider for telecommunications and internet services. Please click [HERE](#) for the Salt Palace order form.



## ONSITE BOOTH GUIDELINES

### DISPLAY

#### Animals

All domesticated animals must be registered and on a leash at all times. Non-domesticated animals will be considered on an individual basis. Please fill out the [Animals Approval Form](#). Please note that pet owners are responsible for any damage/ injury inflicted by your pet.

- Animals Policy Animals must be accompanied by the keeper, owner, or trainer at all times. Animals displayed must be tied down, in a cage or otherwise restrained.
- Animal display areas must be kept clean at all times. Animals outside the display area must be on a leash or otherwise restrained. Animal display areas must have a floor covering and the floor covering must be changed frequently enough so as not to cause lingering odor. The keeper/owner/trainer of the animal is responsible for immediate cleanup of animal waste either inside or outside the facility.
- Animals to be displayed or exhibited must have the approval of Show Management. No animal may be exhibited or displayed that will in any manner endanger the safety or well-being of patrons.
- Under the Americans with Disabilities Act (ADA), Show Management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting & protecting persons having seizures, or performing other special tasks.

#### Booth Appearance

- All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's expense.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- Peninsula, split island and island exhibits must have a finished back wall and be finished on all sides.
- Plain drape or unfinished hard-walls are not permitted.
- Floor covering is NOT required in each booth space.
- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.

#### Display of Product

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays



should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## Trademarks/Copyright

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

## Vehicles on Display

Please refer to the Freeman [Vehicle Spotting and Permit Form](#) for detailed instructions regarding requirements and payment for booth display and sponsorship vehicles.

All vehicles on display will require spotting service from the general service contractor, at the exhibitor's expense. Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4- tank full or five gallons (include metric), whichever is less, and fuel tank filler caps locked and/or sealed. Fueling or de-fueling of vehicles on the facility premises is prohibited.

Display vehicles are permitted to occupy no more than 80 percent of the contracted exhibit space and must conform to line-of-sight rules. Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor and must be approved by Show Management.

Booth vehicles must be set back 10" (.26 meters) from the aisle to prevent damage from aisle carpet installation. Once placed, display vehicles cannot be started or moved without the approval of Show Management and the direction of the general service contractor.

Auxiliary batteries not connected to the engine starting system may remain connected. External chargers or batteries are allowed for demonstration purposes. No battery charging is permitted inside the building.

## DEMONSTRATIONS

Demonstrations must take place within the assigned exhibit space. Demonstrations must not directly or indirectly prevent the normal flow of foot traffic through aisles or common space, nor inhibit the ability of neighboring exhibitors to conduct business. Demonstrations must have the proper protection to prevent injuries to spectators.

## Exhibitor Conduct / Good Neighbor Policy

Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business, or mission.



Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show Management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage, is strictly prohibited.

Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event and the exhibitor additionally penalized by the loss of priority points at the discretion of Show Management.

In keeping with the business-to-business nature of the event, retail sales are NOT permitted on the exhibition floor at any time. This includes the selling of exhibit products and/or samples by cash, check or credit card. Exhibitors who are found to be in violation will be subject to the loss of priority points and could be excluded from future events.

## Food & Beverage Sampling

Exhibitors who manufacture, process, or distribute food in their normal course of business and would like to distribute food samples will be allowed to serve their product provided that the food sample is no larger than bite size (one ounce or smaller) and beverages no larger than two ounces.

An exhibitor that does not manufacture, process, or distribute food must purchase their food from Centerplate Catering. Centerplate is the exclusive food and beverage purveyor in the Salt Palace Convention Center. For your booth catering needs, please view and order catering services [HERE](#).

## Hospitality & Networking Events

- No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.
- Meeting and hospitality rooms – only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites at any of the official hotels or exhibit facilities. Exhibitors must inform Show Management of any hospitality suites, functions, classes, seminars, or exhibits being held at venues other than the exhibition floor and must receive express written consent from Show Management prior to the show. Such activity must be for internal business or staff meetings.
- Show Management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only.
- Companies who wish to host hospitality suites must apply in writing to Show Management using the form included in the Exhibitor Manual for permission and must agree that the suites not be open during any scheduled event. In addition, no exhibitor may hold any revenue-producing event, fundraising event, or event of any type targeted to the event attendees at any time during event without the advance written approval of Show Management. If an activity is held without approval, Show Management reserves the right to exclude the exhibitor from future events.



## Staffing of Booth

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to show close. Failure to adhere to these rules may result in a fine and/or losing priority status in future Emerald trade shows.

## Booth Activations / Happy Hours

To maintain a productive business environment during show hours, the following are not allowed in your booth space without prior approval from Show Management:

- Booth Activations – Any demonstration that has amplified noise or will overflow into aisles
- Live Bands – Any band that requires an amplifier
- Acoustic Jams
- DJs and/or MCs, i.e. anything that requires a PA system

Please click [HERE](#) for the Booth Activation, Live Music and Happy Hour Approval Form.

Beer, wine and alcohol may be purchased at any time during the day for service in your booth through Sodexo Live, but live music, DJ's, acoustics, etc. may not begin until 4:00 p.m. Alcohol purchases require a bartender, two-hour minimum.

If any booth activation, live music, or happy hour causes disturbance to a neighboring booths' ability to conduct business, Show Management reserves the right to shut the event down without warning. Stereo music may be played at a background sound level only, speakers must be turned in towards booth and not the aisles. The definition of background level is the ability to carry on a conversation and conduct business while the music is playing. Noise levels are not to exceed (85 dB) outside a 10' radius of your booth space. If the sound level exceeds 85 dB, you will be asked to reduce the level. If you do not comply, the electricity to your booth will be disconnected for the remaining show hours.

## Noise / Music

Show Management will measure sound pressure levels with a Calibrated Sound Level Meter. Exhibitors must regulate their own booth to be sure the noise levels from their demonstrations or sound systems are kept to a minimum (below 85 dB) and do not interfere with other exhibits. Remember the use of sound systems or equipment producing sound is a privilege. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Per your space contract, exhibitor agrees that it will not violate any copyrights at the show and assumes sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors will obtain any and all necessary licenses from copyright owners, including music, etc.

## Raffles, Drawings, and Contests

Raffles, drawings, and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere.

Show Management will restrict announcements to general show information. Announcements will not be made for exhibitor drawings, lost persons or articles, etc.



## ADDITIONAL

### Advertising

- Exhibitor shall not, without the written consent of Show Management, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space and/or official promotional areas. Exhibitor shall not post or exhibit any signs, advertisements, show bills, or lithograph posters of any description on any part of the premises of the facility, except within the exhibitor's exhibit space and upon such space as is made available for such purposes by the facility. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and event hotels are prohibited during conference hours regardless of permits.
- Show Management defines advertising as any advertisement, sign (print or electronic) or message that promotes an activity taking place in the city to event attendees. Any indoor/outdoor advertisement placement around the "key" areas of the city, to include but not limited to: airport signage, street signage/banners, convention center, event hotels, etc., must include the prominently-visible tagline: "Proud Supporter of Outdoor Retailer". Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairways, elevators, escalators, aisles, or driveways of the facility without written permission from Show Management. These areas are considered private property.
- Exhibitors found to be in noncompliance with advertising guidelines will be subject to Show Management fines.

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

### Distribution of Promotional Items

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space.

If you intend to give away products of significant retail value, you must present a receipt to each attendee. Attendees without receipts will not be allowed to remove product from the show floor. The receipt must include your company name, product, and a signature. These receipts may be pre-printed.

### Photography/Videography

The use of cameras or video equipment during show hours is strictly prohibited with the exception of authorized press. Exhibitors may take pictures of their booth only prior to show opening. Photography and video recording are NOT permitted in the exhibit hall except by members of the press who received preapproval. Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, General Sessions, and Meeting Rooms) is prohibited. Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth. Only official photographers and audio/video producers appointed by Show Management are permitted to photograph or record audio/video of the entire event. Conference sessions may not be photographed, or video/audio recorded.





## Sharing of Exhibit Space

Exhibitors may not share booth space with another noncontracted or unauthorized manufacturer or distributor.

## Strolling Entertainment/Suitcasing

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations and loss of priority points.

Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by Show Management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties. The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by Show Management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties within the exhibit facility without the permission of Show Management are in violation of this clause.

## SECURITY INFORMATION

Outdoor Retailer Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Salt Palace Convention Center agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance to cover loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents. At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

### ***Tips To Help Protect Your Product***

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.



Click [HERE](#)  
for the Centennial Booth  
Security Order Form!



- Perform an inventory after your product has been delivered and note any damages or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.

## REGISTRATION

### ONSITE REGISTRATION HOURS

Please pick-up your badge at the East Entrance of the Salt Palace Convention Center during the following times:

Sunday, June 16th, 2024	9:00 a.m. – 6:00 p.m.
Monday, June 17th, 2024	7:00 a.m. – 6:00 p.m.
Tuesday, June 18th, 2024	8:00 a.m. – 6:00 p.m.
Wednesday, June 19th, 2024	8:00 a.m. – 4:00 p.m.

### EXHIBITOR BADGES

Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official Show Management badge. All personnel representing the exhibitor, or its authorized agents must be properly identified with an official Show Management badge.

Outdoor Retailer Show Management strictly enforces and monitors the number of exhibitor badges requested by exhibiting companies. Each exhibiting company will be allotted six (6) badges per 10'x10' booth. Additional badges are available for purchase online through exhibitor registration. To register for your exhibitor badges in advance, please visit the Outdoor Retailer [Exhibitor Console](#). Once registered, you will receive a confirmation email. Print and bring this confirmation to show site or we can scan the confirmation from your smartphone. Your badge will then be printed and handed to you on-site. Outdoor Retailer will not mail badges before the show.

### ADMISSION POLICY

#### Children

Children are allowed on the show floor on show days only and must be supervised. Children under the age of 16 are not allowed on the show floor during move-in or move-out. Show Management reserves the right to request proof of age for any person and restrict minors from the exhibitions floor at any time on any day for safety and liability reasons.



## Early Appointments

Exhibitors may escort their buyers on to the show floor two hours prior to show opening (7-9 a.m. MT). Exhibitors must meet their appointments at the main registration area and escort them to their booth.

## Exhibitor Appointed Contractors (EAC)

All contracted personnel must pick up an EAC badge at onsite Registration before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D. An online exhibitor appointed contractor form must be completed and qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC. Exhibitors using an installation and dismantling contractor (I&D), and/or an exhibitor appointed contractor (EAC) to set-up or teardown their exhibit, must complete the EAC/I&D form by **May 17th, 2024**. Click [HERE](#) to submit form.

## Guests

All guests must have the proper Guest show badge and it must be worn at all times while in the exhibit hall, seminar sessions or any function held by Outdoor Retailer during move-in, move-out or show hours. Please contact Show Management with questions.

## GETTING THERE

### HOTELS

Eventsphere is Outdoor Retailer's official housing partner. Please book your hotel by visiting the Housing Website for Outdoor Retailer Summer 2024 [HERE](#).

Hotel availability will be on a first-come, first-serve basis. Once you make a reservation on the Outdoor Retailer hotel portal, you will receive an email confirmation. The portal will also allow you to edit/manage existing hotel reservations. If you have any questions, please email [ORHousing@eventsphere.com](mailto:ORHousing@eventsphere.com).

### PARKING

The Salt Palace Convention Center offers two convenient underground automated parages that are open 24 hours a day. For more information, click [HERE](#).

### TRANSPORATION

There are plenty of options to travel around Salt Lake City. Click [HERE](#) for a list of transportation services.

### CITY RESOURCES

Welcome to Salt Lake City, a city where elevation meets aspiration! For more information, click [HERE](#).



## BUSINESS CENTER

There are two local Business Centers near the Salt Palace Convention Center. Please visit the [UPS](#) or [FedEx](#) websites for more information.

## SPONSORSHIP OPPORTUNITIES

Whether you're exhibiting at the show or simply want a sponsorship presence, we offer a plethora of opportunities to support your brand's growth and help you stand out. Please contact your [Account Executive](#) to discover ways to enhance your visibility at Outdoor Retailer.

## MEDIA

### PUBLIC RELATIONS / MEDIA OPPORTUNITIES

As we gear up for Outdoor Retailer Summer 2024, media outreach and PR opportunities are abundant for exhibiting companies. With more than 100 working media from around the country expected to attend, exhibitors should prepare to maximize the chance to connect with journalists to showcase their products and brand.

Find details on PR opportunities [HERE](#).

#### **Exhibitor Listing** (no charge)

Use the Outdoor Retailer [Exhibitor Hub](#) to customize your online Exhibitor Listing. Information may be edited online at any time, but to ensure your listing is correct in publications and marketing materials, be sure to update by **May 10, 2024**. Add additional information at any time, including a press release, show specials, booth events and more – this information appears on both [outdoorretailer.com](#) and the show mobile app. Reference your confirmation letter for more information and details.

#### **Press Materials** (no charge)

Outdoor Retailer exhibitors can upload press releases and digital press kits as part of your listing found in the [Exhibitor Hub](#).

#### **Attending Media Lists** (no charge)

A digital list of opt-in, pre-registered working media will be available to contracted exhibitors and their public relations representatives. The list can be requested from Lisa Ramsperger by sending your name, email, company, exhibiting brands you work with, and booth number(s) to [lisa.ramsperger@outdoorretailer.com](mailto:lisa.ramsperger@outdoorretailer.com).

#### **The Daily Guide | Deadline: May 10, 2024, for new product submissions** (no charge)

The Daily Guide, the official show publication, provides news, education schedule, new product trends, and the exhibitor directory. One issue is distributed at the show in both print and digital formats. On-site, The Daily Guide can be found in bins at the Salt Palace Convention Center and at surrounding hotels. All issues are also available at [outdoorretailer.com](#).

Exhibitors have the **FREE** opportunity to submit new products from the upcoming season for *consideration* for editorial coverage in The Daily Guide. Submission **deadline: May 10, 2024**.

Submit new products [HERE](#).



### **The Daily Online**

Brand and company news can be submitted year-round to the online news platform, [The Daily](#). Press releases and story pitches can be submitted to the editors for consideration [HERE](#), and subscribe to the newsletter [HERE](#).

### **Media Preview**

The Media Preview takes place on the evening prior to the show, giving journalists an opportunity to preview new products and discover the latest trends. Participating brands get dedicated time to connect directly with media, debut new gear, and share their brand story. This summer, the Media Preview is on the evening of Sunday, June 16, 6-9 p.m. in the Hyatt Regency adjacent to the Salt Palace. We'll take care of space logistics, promote your brand's participation, and provide a full bar and appetizers during the event. Contact your [Sales Representative](#) to learn more.

### **Press Conferences**

For exhibitors seeking a venue to announce a major product release, sponsorship, event or award, a press conference is an ideal way to reach attending media. Exhibitors can hold press conferences during available times throughout the week in the Salt Palace Convention Center. Scheduled press conferences will be included in the show's official Events list on [www.outdoorretailer.com](http://www.outdoorretailer.com). Space is reserved on a first-come, first-served basis. For more information on hosting a press conference, please contact your [Sales Representative](#). For public relations and media questions, contact Lisa Ramsperger at [lisa.ramsperger@outdoorretailer.com](mailto:lisa.ramsperger@outdoorretailer.com).

