



## **SMRP 26th Annual Conference 2018 Exhibitor Prospectus & Handbook**

### **About SMRP**

The Society for Maintenance & Reliability Professionals (SMRP) is a nonprofit professional society formed by practitioners to develop and promote excellence in maintenance, reliability, and physical asset management while creating leaders in the profession.

With over 6,000 members worldwide, SMRP provides unparalleled value for individual practitioners and professionals looking to expand their knowledge and skills and build more business connections with others. SMRP is the premier asset management resource for companies looking to improve their processes and procedures.

SMRP also provides ANSI-accredited certification programs to validate the skills of practitioners and give them an edge when applying for jobs in maintenance and reliability.

### **History**

In 1992, practitioners from 18 different companies created SMRP to actively promote maintenance and reliability within their field and to the public.

Following the successful launch of the society, the inaugural SMRP Annual Conference took place in 1993 in Nashville, Tennessee. The event brought together practitioners to network, exchange ideas and learn about the latest tools and technologies.

After years of sustained growth, SMRP members identified a need for a certification that set practitioners apart from the rest in their field. In 1997, members began developing a certification to test the knowledge of practitioners and serve as a benchmark for industry best practices. Three years later, the first CMRP exam was administered at the annual conference in Cleveland, Ohio, laying the groundwork for the certification process.

In 2004, SMRP formed the Body of Knowledge (BoK) Directorate – a group of members dedicated to maintaining a robust library of information and tools. The library has since grown to include hundreds of documents, technical papers and presentations on best practices, and it is one of the biggest drivers of membership for the society.

Recently, SMRP updated its mission and vision to include “physical asset management”, acknowledging that members are involved with assets from their introduction until a time when they are no longer used.

As of today, SMRP’s reach has expanded to six continents and over 60 countries.

### **The Value of Exhibiting at SMRP**

SMRP presents exhibitors with the opportunity to gain visibility within a highly specialized target market, showcase new products and services, and build brand recognition and awareness among current and future SMRP leaders

### **Reach Top Professionals**

The SMRP audience includes:

- Engineers
- Planners
- Maintenance managers
- Business developers
- Consultants
- Technicians
- Specialists

In 2017, over 1,000 maintenance and reliability professionals from 45 states and 18 countries joined us in Kansas City. Attendees represented a diverse spectrum of industries, including automotive, manufacturing, oil and gas exploration and refining, mining, power generation, pharmaceuticals, and food processing.

Attendee demographics from the 2017 conference, including titles, company names, and industry segments represented, are available upon request.

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**The Society for Maintenance and Reliability Professionals (SMRP) cordially invites you to exhibit at its 26<sup>th</sup> Annual Conference, October 22-25, 2018 at the Rosen Centre Hotel in Orlando, FL.**

Join us for professional development and networking at the industry event that offers the best and most economical opportunity to interact with the top maintenance and reliability professionals in the industry.

Reserve your booth today and plan to meet us in Orlando!

**Conference Information**

**Location: Rosen Centre Hotel**

9840 International Drive  
Orlando, FL 32819  
Main: (407) 996-9840

[Hotel Website](#) information only- not for reservations

[SMRP Group Reservations Link](#) click to make reservations or cut and paste the following URL into your browser:

<https://www.phgsecure.com/IBE/bookingRedirect.aspx?propertyCode=ORLRH&group=GRPSMR&arrivalDate=10-16-2018&departureDate=10-29-2018>

Attendees may also call the toll-free reservations line at 1-800-204-7234

SMRP's Group Rate: \$184.00 plus applicable tax (currently 12.5%)

Cutoff Date for Reservations: Monday, October 1, 2018

The exhibit hall will be located in the Grand Ballroom at the Rosen Centre Hotel (ground floor)



*Rosen Centre Hotel*



*Grand Ballroom*

**Key Contacts:**

- For general questions about exhibiting, please contact Sean Hewitt, Meetings Manager, at (678) 303-3006 or [shewitt@smrp.org](mailto:shewitt@smrp.org)
- For questions regarding exhibit booth personnel registration and payments, please contact Kelly Kizer at (678) 303-3007 or [kkizer@smrp.org](mailto:kkizer@smrp.org)
- For information about exhibitor services, shipping and handling of freight, or the exhibitor services manual, please contact Arata Expositions, Inc. at (407) 422-3636 or e-mail Roxanne Leholm at [rleholm@arataexpo.com](mailto:rleholm@arataexpo.com)
- For questions regarding SMRP membership (including verification of member status), please contact association headquarters at (404) 252-3663 or (800) 950-7354 or via e-mail at [info@smrp.org](mailto:info@smrp.org)
- For questions regarding in-booth catering, please contact RJ Wiles at (407) 996 – 2308 or [rwiles@rosencentre.com](mailto:rwiles@rosencentre.com)
- For questions regarding audio visual or electrical service in your booth, please contact PSAV at (407) 996 – 8555 or [psavrcsales@psav.com](mailto:psavrcsales@psav.com)
- For questions regarding internet service, please contact Millennium Technology at (407) 996 – 3198 or [cvincent@mtg-fl.com](mailto:cvincent@mtg-fl.com)
- Prospective exhibitors can become members of SMRP by [clicking here](#)

**Sponsorships:**

In addition to our exhibit hall, SMRP offers a number of opportunities for companies to raise their industry profile through sponsorships. For more information on sponsorships, please contact Taylor Jennings at (678) 303 – 3057 or [tjennings@smrp.org](mailto:tjennings@smrp.org)

**Exhibit Booth Selection Process:**

SMRP employs an Exhibitor Priority Point System.

This system is designed to both reward past support of SMRP as well as to ensure a fair and equitable allocation of exhibit space. Exhibitors will select and purchase their space online, in real time.

SMRP's Industry Partner Executive Members at the Premium and Super levels, whose membership includes an exhibit booth, are given the opportunity to select booth space first. After the Industry Partner Executive Member selection period ends, returning exhibitors and sponsors are assigned specific time periods in which to select their space based on points accumulated in previous years.

Exhibitors have been awarded one point for each 10'x10' booth (or 100 square feet) purchased over the last 15 years; an additional point has been given to 2017 exhibitors who were SMRP members at the time of the Annual Conference.

In addition, companies purchasing sponsorships at SMRP's Annual Conference for the past several years have been awarded priority points based on the following scale:

<b>Sponsorship Level</b>	<b>Points Earned</b>
\$20,000+	6 points
\$16,000 - \$19,999	5 points
\$12,000 - \$15,999	4 points
\$8,000 - \$11,999	3 points
\$4,000 - \$7,999	2 points
\$500 - \$3,999	1 point
\$300 - \$499	.5 point

**Exhibit Booth Selection Periods:**

Based on total number of points accumulated, exhibitors are placed into one of four tiers, each of which is permitted to select its exhibit space during the period listed below (all times listed are Eastern):

<b>Industry Partner Executive Members</b> <i>(Premium &amp; Super Levels)</i>	Open beginning 10:00 AM on Thursday, January 11 until 11:59 PM on Friday, January 12, 2018
<b>Tier 1</b>	Open beginning 10:00 AM on Tuesday, January 16 until 11:59 PM on Wednesday, January 17, 2018
<b>Tier 2</b>	Open beginning 10:00 AM on Thursday, January 18 until 11:59 PM on Friday, January 19, 2018
<b>Tier 3</b>	Open beginning 10:00 AM on Tuesday, January 23 until 11:59 PM on Wednesday, January 24, 2018
<b>Tier 4</b>	Open beginning 10:00 AM on Thursday, January 25 until 11:59 PM on Friday, January 26, 2018

After Industry Partner Executive Members and all four tiers have had the opportunity to reserve space during their assigned time slots, the exhibit hall opens for general sales beginning at 10:00 AM Eastern on Monday, January 29, 2018.

***Exhibitors who miss their assigned tier time slots must wait for general sales to open on January 29, 2018 to select their space; we will be unable to make any exceptions to this policy.***

Returning exhibitors will be notified of their tier assignment and booth selection dates in advance and provided a link to the interactive floor plan and an access code specific to their tier.

On the interactive floor plan, available premium booths will be shaded in **red**; standard booths will be shaded in **green**. Reserved/ purchased booths will be shaded in **blue**.

Premium booths are those which, based on their proximity to features of the exhibit hall which traditionally invite higher traffic such as food and beverage or the main entrance, are considered to be in more desirable locations.

**Waiting List**

Upon assignment of all exhibit booths, a waiting list will be established. Companies will be placed on the list in chronological order based on the date they requested a booth.

**Exhibit Booth Pricing:**

<b>Member</b>	<b><u>On or Before May 4, 2018</u></b>	<b><u>After May 4, 2018</u></b>
10 x 10 Premium Booth	\$3,500.00	\$4,500.00
10 x 10 Standard Booth	\$3,000.00	\$4,000.00
<b>Non-Member</b>	<b><u>On or Before May 4, 2018</u></b>	<b><u>After May 4, 2018</u></b>
10 x 10 Premium Booth	\$4,250.00	\$5,250.00
10 x 10 Standard Booth	\$3,750.00	\$4,750.00

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**SMRP Exhibitor Handbook: Rules and Regulations for Exhibitors**

**It is understood that the provisions contained herein and those included as part of the online registration process form the basis of the exhibiting agreement, and each exhibitor agrees to abide by all regulations as stated.**

The following rules and regulations govern the Society for Maintenance and Reliability Professionals Annual Conference exhibit hall. By selecting space and agreeing to abide by the exhibitor rules and regulations during the online booth selection process, exhibitors and their agents, subcontractors, and booth personnel acknowledge that they have reviewed and agree to abide by the rules and regulations set forth in this prospectus and handbook.

The enforcement of the exhibit hall rules and regulations by conference management is final. All matters not specifically covered by these rules and regulations are subject to the discretion of conference management.

**Booth Personnel Badges:**

Each 10'x10' booth purchase includes two (2) complimentary exhibitor badges (so, for example, a company ordering a 10' x 20' booth is eligible for four (4) complimentary badges).

Exhibitor badges provide access to all conference food and beverage functions and to all SMRP educational sessions.

In addition, exhibitors can purchase up to two (2) additional badges at \$550.00 each (meaning that a company in a 10' x 20' booth, in addition to the four (4) complimentary badges received, can also purchase two \$550.00 badges, for a total of six (6) exhibit booth personnel).

Company personnel setting up or tearing down the booth must wear name badges. The company name on all exhibitor badges must be the same as the company name listed on the exhibit agreement.

For those exhibitors electing to hire a third party to set up their booth, an EAC (Exhibitor Appointed Contractor) form will be included in the Exhibitor Services Manual.

**Please note:** Exhibit Hall security will not allow exhibiting company personnel into the hall without the proper badge

**Exhibit Hall Hours (Subject to Change):**

Exhibits must be staffed during show hours except as noted below and may not be dismantled before 1:30 PM on Wednesday, October 24, 2018; early dismantling will be considered a breach of this agreement and will result in loss of priority points accrued during this year's show.

Exhibit Set-up	Monday, October 22, 2018	9:00 AM – 5:30 PM
Exhibitor Meeting	Monday, October 22, 2018	5:30 PM – 6:00 PM
Exhibitor Tear Down/ Load Out	Wednesday, October 24, 2018	1:30 PM – 6:00 PM

**Show Hours (Subject to Change):**

Monday, October 22, 2018	6:00 PM – 8:00 PM (Opening Reception in the Hall)
Tuesday, October 23, 2018	9:15 AM – 2:45 PM (Lunch and Refreshment Breaks served in the Hall) 5:00 PM – 7:00 PM (Networking Reception in the Hall))
Wednesday, October 24, 2018	7:00 AM – 8:00 AM Optional Exhibit Hours <i>(Exhibitors may opt to staff their booths or leave them unmanned during this time; if left unmanned, exhibitors are asked to please ensure that any valuables are secured and their booth is left in show condition the night before)</i> 9:15 AM – 1:30 PM (Lunch and Refreshment Breaks served in the Hall)

**Cancellations**

Requests for cancellations must be made in writing to SMRP.

Cancellations received on or before July 13, 2018 will be assessed a fee equal to 50% of total fees paid.

Cancellations received on or before August 17, 2018 will be assessed a fee equal to 67% of total fees paid.

**No refunds will be made for cancellations made after August 17, 2018 or for exhibitors who fail to occupy their booths**

**Force Majeure**

In the event that the Annual Conference and/ or Exhibit Hall is cancelled, postponed, or relocated due to fire, natural disaster, civil unrest, strike or labor action, sabotage or terrorism, war, or acts of God or other causes or casualties beyond the control of SMRP, SMRP's sole liability will be the return to each exhibitor the exhibitor's booth fees.

**Standard Booth Equipment:**

Each 10' x 10' Booth includes the following:

- One (1) 6' skirted table
- Two (2) chairs, one (1) wastebasket, one (1) 7" x 44" booth identification sign
- Listing in the onsite program material/ mobile app
- Hyperlink to company website from the SMRP conference website
- Two (2) exhibitor badges which include access to all food and beverage functions and educational sessions
- Complimentary list of attendees pre- and post- conference (the pre-show list is sent 2 – 3 weeks prior to arrival and the post-show list is sent approximately one week after the show ends)

**General Services Contractor/ Exhibitor Services Manual:**

Arata Expositions, Inc. has been retained as SMRP's exhibit services contractor.

Exhibitors may order show services and rental equipment (including furniture, electricity, and audio visual equipment) through the online exhibitor manual, which will be available in late March or early April 2018

Exhibitors will receive an e-mail with the subject line "SMRP 26th Annual Conference – Online Exhibitor Service Kit"

This e-mail will contain a link to Arata Expositions' Secure Store link (<https://arataexpo.boomerecommerce.com>), login information, the exhibitor's user name, and a temporary password.

Please note: if you exhibited, in 2017, you may use the same user name and password.

The deadline to receive the advanced ordering discount is September 21, 2018.

**Show Colors:**

Pipe and drape for the 2018 exhibit hall will include white side rails and beige and white back drape

**Carpet:**

The Grand Ballroom at the Rosen Centre is carpeted, so exhibitors will not need to carpet their booths (however they may elect to do so if they prefer).

**Electrical:**

PSAV is the exclusive provider of electrical services at the Rosen Centre Hotel.

Booth packages do not include electrical service; exhibitors will need to order electrical services (if needed) through the online Exhibitor Services Manual

**Lead Retrieval:**

Lead retrieval will be available to exhibitors at no cost through the conference mobile app.

**Internet:**

Millennium Technology Group is the exclusive provider of internet and telecom services at the Rosen Centre Hotel

SMRP has arranged for all attendees to have access to complimentary wi fi internet access throughout the function space and all public areas. Please note that this is a shared network and, while password protected, SMRP cannot guarantee the security of network communications. In addition, SMRP cannot guarantee the performance of the network, so if your sales efforts within the exhibit hall involve live streaming, streaming video, or real-time cloud-based software demonstrations, we recommend arranging for dedicated internet service within your booth through the hotel's provider.

An order form will be available in the online Exhibitor Services Manual

**Audio Visual:**

PSAV is the exclusive provider for audio visual services in the exhibit hall.

An order form will be available in the online Exhibitor Services Manual

**Shipping/ Material Handling:**

The advance warehouse and show site shipping addresses for this year's show are:

**Advance Warehouse Shipments**

(Must arrive no earlier than September 10, 2018 and no later than Friday, October 12, 2018)

Exhibitors will incur a 25% surcharge on advance warehouse charges after October 12, 2018

SMRP 2018

c/o Arata Expositions, Inc.

Exhibitor name \_\_\_\_\_

Booth number \_\_\_\_\_

2501 Investors Row

Suite 1000

Orlando, FL 32837

**Show Site Shipments**

(Must arrive on or after Sunday, October 21, 2018)

SMRP 2018

Rosen Centre, Grand Ballroom

c/o Arata Expositions, Inc.

Exhibitor name \_\_\_\_\_

Booth number \_\_\_\_\_

9840 International Drive

Orlando, Florida 32819

**Freight Deliveries**

Due to limited storage, the Rosen Centre Hotel cannot accept any drayage, packages, or exhibits.



All direct freight shipments must be addressed to the official General Service Contractor, Arata Expositions. Under no circumstances will any deliveries be accepted by the Rosen Centre Hotel prior to the convention. Information regarding shipment of freight and material handling will be included in the Exhibitor Services Manual.

#### **Additional Notes Regarding Shipping:**

Exhibitors may hand carry small items into the exhibit hall from their POV (privately owned vehicle). Only full-time employees of the exhibiting company will be allowed to hand carry items. The use of carts, dollies, flat trucks or other mechanized equipment is not permitted.

All truck docks are under the control of the General Services Contractor, Arata Expositions, in order to ensure a safe and efficient move in and move out. This control will be strictly enforced.

Please be prepared for the outbound shipment of your booth and materials. Know your destination and if you have a choice of carrier, and please be sure to contact them in advance. If you prefer to use the official show carriers, service representatives will be available at the Arata Service Center to assist you.

If your designated carrier fails to pick up or refuses to accept your shipment by 5:00pm on Wednesday, October 24, 2018, your freight will be shipped by T3 Logistics. No liability will be assumed by Arata Expositions, Inc. as a result of such rerouting and handling.

Detailed shipping information and order forms will be available in the online exhibitor services manual

#### **Booth Furnishings and Equipment:**

The Rosen Centre Hotel does not provide such miscellaneous items as, but not limited to, chairs, tables, skirting, ashtrays, punch bowls, china, waste paper baskets, etc. to exhibitors. Such items must be provided by the General Services Contractor

#### **Cleaning:**

The cleaning of the exhibit areas during a show is provided by the General Services Contractor (not the Rosen Centre Hotel.)

#### **Storage:**

Due to fire regulations, crates or other items cannot be stored in the hotel's service areas.

#### **Food and Beverage:**

No sample food and beverage products or donated food and beverage products may be distributed by exhibitors except upon written authorization by the Rosen Centre Hotel. Due to state law, exhibitors may not bring alcoholic beverages into the Hotel. In addition, prior approval must be received from the Catering department before exhibitors bring in non-alcoholic beverages or any food from outside sources; this includes samples, donations and giveaways. After approval by the Hotel, any exhibitor that will be preparing or displaying food products within the exhibit hall must take precautions to protect permanent carpet by using visqueen, mats, plastic, etc. Any damages incurred to property of the Rosen Centre Hotel will be a cost incurred by the exhibitor in repairing or replacing, whichever is applicable.

#### **Exhibitor Conduct and Use of Space Regulations:**

- Use of the pre- and post-show registration lists provided by SMRP: please remember that the use of the registration lists is limited to **one time per list only**. Please abide by all CAN-SPAM legislation and be sure that recipients have the option to opt-out of future communications. Use of the attendee list is a privilege of exhibiting at the SMRP Annual Conference and, by using the list, all exhibitors agree to the following:
  - To abide by all rules and regulations which are governed by [CAN-SPAM](#) and other legislation regarding the sending of mail and email;
  - To keep the attendee list confidential and to use each list **only once**; and
  - To send out any mass email communications using the bcc (blind carbon copy) address field or to an "undisclosed recipients" list, so that email addresses remain confidential and not visible to recipients.
- The exhibitor's display must be contained completely within the specified boundaries of the booth space; no portion of the display may extend into the aisle or into any adjoining booth or other area outside the perimeter of the booth.
- Exhibitors must confine their marketing activities to the space for which they have contracted.
- Exhibitors will not be permitted to use strolling equipment outside their booth. This includes puppets, robots and similar live or automated promotional vehicles. Puppets, robots or other similar attention-getting marketing tools that are used within a booth will be treated as permanent booth structures
- Kiosks or signs and must not create an obstruction with neighboring booths
- The contents or operation of an exhibit should not create an interference with adjacent exhibitors. This includes, but is not limited to, overstaffing, obstructions, noise, odors, lighting, material storage, access, etc.
- Exhibitors will be asked to move or remove any construction placed in a booth which is determined to obscure the view of adjacent booths
- Exhibitors may not use any portion of the aisles, entrances or other common traffic ways of the exhibit hall for conducting or soliciting business, for promoting products or services, or for distributing literature, materials, or souvenirs.
- Giveaways, video viewings, and demonstration areas must be organized so as not to interfere with any traffic in the aisles; should participants and/or onlookers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, SMRP may require the activity to be discontinued.
- No exhibitor may assign, sublet, or share contracted space with another company. Only one company may occupy a single exhibit booth. The same company must occupy its contracted booth(s) for the duration of the show.

- All booth personnel are to conduct themselves in a professional manner throughout the conference; any booth staff conducting themselves in a manner not deemed to be professional by SMRP staff may be asked to leave the Exhibit Hall.
- It is the responsibility of the exhibiting company's primary contact person to ensure that all booth personnel are aware of, and adhere to, the established exhibit rules and regulations and to ensure that booth personnel conduct themselves in a professional manner.
- Exhibitors must take all necessary precautions to protect property and personnel in the exhibit hall, comply with all sanitation/food safety rules and fire regulations.
- Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention regulations, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility of the exhibitor.
- SMRP reserves the right to restrict, prohibit, or terminate exhibits that are objectionable in design or are in violation of any other rules or regulations contained in this prospectus, without refund.
- Additionally, exhibitors deemed in violation of any of the rules or regulations shall be, at SMRP's sole discretion, subject to the following sanctions:
  - 1<sup>st</sup> Violation – Loss of ½ of accrued points for following year booth selection
  - 2<sup>nd</sup> Violation – Loss of all accrued points for following year booth selection
  - 3<sup>rd</sup> Violation – Suspension of privilege to exhibit at future SMRP conferences

### **No Suitcasing Policy**

Suitcasing is the act of handing out product literature or samples at a trade show without being an exhibitor.

Suitcasing is not allowed inside the Exhibit Hall or on the grounds of the Rosen Centre Hotel. Attendees found engaging in suitcasing will forfeit their badge and be escorted off the show floor; exhibitors who observe this activity taking place are asked to inform show management.

### **Photography/ Videotaping/ Sketching**

An exhibit booth, its products, staff, or visitors may not be photographed, videotaped or sketched except with the permission of the authorized occupants of that booth. This prohibition extends to attendees and members of the press, and will be enforced regardless of whether exhibits are open or closed. Unauthorized activities will subject the violator to immediate removal from the exhibition; once again, exhibitors who observe this activity taking place are asked to inform show management.

### **ADA Compliance**

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. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm)

### **Floor Coverings & Raised Floors**

The exhibit hall at the Rosen Centre hotel will be carpeted.

While SMRP discourages the use of raised floors, if they are used, they must not create a trip hazard and must be clearly marked by the exhibitor. The 8' booth height for in-line booths; 12' booth height for perimeter booths; and 16' booth height for island booths will be calculated from the Exhibit Hall floor.

### **Roofs & Canopies**

SMRP does not allow roofs or canopies in the front 5 feet of the exhibit space for in-line and perimeter booths. The top of any roof or canopy in the back 5 feet of the booth may not be higher than 8' for in-line booths and 12' for perimeter booths. For island booths, the top of any roof or canopy may not be higher than 16'.

### **Signs, Posters, Banners and Flyers**

No signs, posters or brochures will be allowed anywhere except within each exhibitor's booth. No signage is to be affixed to ceilings, doors, glass, painted surfaces, decorative walls or columns.

### **Local Regulations/ Fire Code**

All aisles must be kept clear, clean and free of obstructions.

Each exhibitor shall ensure all materials used in construction and displays are non-combustible, fire-resistant and meet local fire code regulations. It is the responsibility of each exhibitor to comply with all laws, ordinances, and regulations pertaining to fire prevention, health, and public safety while participating in the exhibition.

### **Liability**

Each party involved in the exhibition—exhibit hall owner/ operator, the leasing association (SMRP), and the individual exhibitor—agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents.

Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

## Security

Neither SMRP nor the Rosen Centre Hotel can guarantee against loss or damage of any kind but will make every effort to protect the property of exhibitors by locking the doors after exhibition hours and providing appropriate security. The Rosen Centre Hotel maintains 24-hour security for the building perimeter only; SMRP will provide roving exhibit hall security on a 24-hour basis beginning with load in. Exhibitors who require additional security for their booths may arrange it through the Rosen Centre Hotel.

## Indemnification

The exhibitor will indemnify and hold harmless SMRP, the Rosen Centre Hotel, and Arata Expositions, as well as their agents and subcontractors, from any and all damages and liability arising from or out of the occupancy of space by the exhibitor or the exhibitor's agents or employees, and from any loss or damage arising from any fault or negligence by the exhibitor, or the above-named groups, or any failure on the exhibitor's part to comply with any of the covenants, terms, and conditions herein contained.

**Exhibitors (and/ or their subcontractors) must provide SMRP with an original Certificate of Insurance by September 24, 2018. The insurance certificate must prove that the exhibitor and/or its contractors have comprehensive general liability coverage against claims for bodily injury or death and property damage of not less than \$1,000,000 for each occurrence and must name SMRP and the Rosen Centre Hotel as additional insured. Said policy must be in force from October 21 through October 26, 2018.**

## Hospitalities and Affiliated Events:

SMRP encourages the scheduling of exhibitor and/or sponsor-hosted business, social, or educational activities during the SMRP Annual Conference, however sponsoring organizations are expected to abide by the following regulations:

- The sponsoring organization must be a current exhibitor and/or sponsor of the conference.
- SMRP strictly prohibits the scheduling of business, social, or educational activities that compete with any SMRP conference events. An organization planning a function should submit its plan to SMRP for review and approval prior to scheduling or publicizing the function. Please submit all requests to Sean Hewitt, SMRP Meetings Manager at [shewitt@smrp.org](mailto:shewitt@smrp.org)
- Public promotion of these events is not allowed unless approved by SMRP.
- Approval for hospitality suites and meeting rooms must come from SMRP management

## Important Dates:

January 11 & 12, 2018	Industry Partner Executive Members (Premium and Super Level) Booth Selection
January 16 & 17, 2018	Tier 1 Booth Selection
January 18 & 19, 2018	Tier 2 Booth Selection
January 23 & 24, 2018	Tier 3 Booth Selection
January 25 & 26, 2018	Tier 4 Booth Selection
January 29, 2018	Exhibit Hall General Sales Open
May 4, 2018	Early booth registration discount expires
May 28, 2018	Conference Registration opens
July 13, 2018	Last Day to Cancel and receive 50% refund
August 17, 2018	Last day to cancel and receive 33% refund
September 10, 2018	Arata begins receiving advance warehouse shipments
After October 12, 2018	Exhibitors will incur a 25% surcharge on advance warehouse charges
September 21, 2018	Advance ordering discount expires
September 24, 2018	Certificate of Insurance due
October 1, 2018	Cutoff date at the Rosen Centre Hotel
October 12, 2018	Arata begins accepting show site shipments
October 22, 2018	Exhibitor Set up
October 22 – 24, 2018	Show Dates



## Booth Definitions and Set-up Restrictions

### **In-Line Booth**

An In-Line Booth is one (10' x 10') space or two booths (10' x 20') in a straight line. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet in the back 5 feet of the booth.

Structures (other than literature tables/ counters) designed for holding computers, monitors, TV or video screens or similar display elements, signs, etc., must not be placed in the front 5 feet of the exhibit booth for In-Line booths with neighbors.

Structures designed for holding computers, monitors, TV or video screens or similar display elements, signs, etc. can be placed in the front 5 feet of the exhibit booth for In-Line booths with NO neighbors. Materials, equipment and floral presentations in the front 5 feet of the display that exceed 48" from the ground must not create an obstruction that prevents clear view of neighboring exhibits.

- *The rule of thumb in evaluating obstructions is the ability to stand at one end of an aisle and have a clear view of the space above 48" in the front 5 feet of all booths in that aisle.*

### **Perimeter Wall Booth**

A Perimeter Booth is one (10' x 10') or two booths (10' x 20') along the perimeter of the exhibit hall. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet in the back 5 feet of the booth for all perimeter booths.

No part of the solid exhibit construction over the height of 48" is allowed in the front 5 feet of the exhibit for Perimeter booths.

### **Island Booth**

An island booth is four booths (20' x 20') in the interior of the exhibit hall. A very limited number of these island booths will be available in the exhibit hall. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16 feet.