



# Tissue World Americas 2012

March 21-23, 2012 - Trade Show of Vendors  
(Free of Charge)

March 20-23, 2012 - Conference Meeting Sessions  
(Registration Fee for Attendance)

Hall A, Miami Beach Convention Center (MBCC) Miami Beach, Florida, USA

Dear Exhibitor,

On behalf of the entire Tissue World Staff and Management we would like to welcome you to the 2012 Tissue World Americas and extend our appreciation for your participation in this years' event!

This exhibitor service manual has been designed to assist you with ordering the services you require for your participation at the show. We urge you to review the manual carefully and in its entirety. Please be sure this manual, or its applicable parts, is given to the person(s) in charge for coordinating your exhibit.

**VISTA CONVENTION SERVICES**, our primary decorating company, and the many suppliers we have contracted with for Tissue World Americas, have been carefully chosen as the most qualified to serve your needs. We recommend that any questions involving vendor services be directed to the respective vendor.

## **PLEASE READ THIS EXHIBITOR MANUAL!**

The **DEADLINE DATES** are extremely important. Please make time now to take a look at the **CHECKLIST**. Ensure that you meet all the deadlines, it will save you inconvenience later and could save your company the expense of late order surcharges.

The Show Management Order Forms can be submitted online and are easy to use. A user-id and password are required to access the online exhibitor manual. Should you have not received these codes, please contact the organizers.

The Manual is not designed to replace our personal service. We will be happy to answer any questions, explain a rule, discuss a procedure or offer any special assistance you may require. Please call, fax or email if you need help.

The Tissue World Team

*(see organizers' contact details on the following pages)*

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### GENERAL SHOW INFORMATION

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#### Location:

The Miami Beach Convention Center (MBCC) is located in the heart of South Florida in Miami Beach. The Convention Center is conveniently situated only minutes from the Miami International Airport.

The Center is bound by Washington Avenue on the east and Convention Center Drive on the west, Dade Boulevard on the north and 17<sup>th</sup> street on the south.

Miami Beach Convention Center  
1901 Convention Center Drive  
Miami Beach, Florida 33139  
USA

Tel: +1 305 673 7311

Fax: +1 305 673 7435

Website: <http://www.miamibeachconvention.com/>

**IMPORTANT:** Tissue World Americas 2012 will take place in Hall A, pedestrian entrance on Washington Avenue.

#### Tissue World Show Management Team

If you have any questions, or do not find the information you are looking for in the manual, please contact any member of our Team at the numbers listed hereunder. We will be happy to assist you in the preparation and throughout the whole exhibition.

#### Contact

Gwen Ng, Project Director

#### E-Mail

[gwen.ng@ubm.com](mailto:gwen.ng@ubm.com)

#### Telephone/Fax

Tel: +65 6592 0890

Fax: +65 6438 6090

Paolo Rampetta, Sales Director

[paolo.rampetta@ubm.com](mailto:paolo.rampetta@ubm.com)

Tel: +32 2646 16 06

Fax: +32 2653 80 34

Agnes Gehot, Operations Manager

[agnes.gehot@ubm.com](mailto:agnes.gehot@ubm.com)

Tel: +32 2653 15 35

Fax: +32 2653 80 34

#### Business Center

The Miami Beach Convention Center provides a Business Center for use by exhibitors, conference delegates and attendees featuring photocopy, fax, self-typing work stations and full trained technical staff. The Business Center will be located in room A31 and will operate from 8:30am to 5:00pm.

#### Car Parking

Parking for all vehicles is available at the municipal lot on Convention Center Drive ("Preferred Lot"), as well as at a parking garage located on 17th Street, one block from the Facility. Attendee parking in the preferred lot is currently \$15.00 per day subject to space availability. Full information can be obtained on the MBCC website at [www.miamibeachconvention.com](http://www.miamibeachconvention.com).

## Catering

**Centerplate** is the exclusive on-site contractor for all food and beverage services. **Centerplate** has the existing blanket Alcoholic Beverage License. Corkage fees may apply.

You can retrieve the booth catering and beverage order forms + regulations at “**6. CENTERPLATE – BOOTH CATERING**”. Centerplate can also be contacted directly: Tanny Lim at +1 305 672 0006 or email: TGerLim@centerplatembcc.com

## Conference Meetings Sessions Registration – Exhibitors’ Discounted fees

Exhibitors wishing to attend the conference meetings sessions have a discounted registration fee. Full information on rates and registration procedures can be retrieved through online Order Form 10. Tissue World Americas 2012 events website has the up to date preliminary program of speakers (please view on [www.tissueworld.com](http://www.tissueworld.com) or contact Show Management if you have any further questions: [agnes.gehot@ubm.com](mailto:agnes.gehot@ubm.com)).

## Freight Deliveries

The Miami Beach Convention Center **CANNOT** accept shipments of freight or materials (including over-night mail) prior to **March 19, 2012** (first move-in date). All freight must be delivered to the MBCC by the official service contractor (VISTA CONVENTION SERVICES). All shipments to be delivered to the MBCC during the move-in should be sent to the attention of the service contractor. Full information on domestic freight, see “**2. VISTA CONVENTION SERVICES**”. For domestic and international shipments, please also refer to “**5. ROCK-IT CARGO – INTERNATIONAL AND DOMESTIC SHIPPING**”.

All loading and unloading of exhibits must be through designated loading docks and freight doors. The main lobby glass entrance lobby doors are not available for this purpose. The only exception will be for hand-carried materials (no dollies through the glass doors will be allowed).

## Privately Owned Vehicles deliveries

Privately Owned Vehicles (P.O.V.) are passenger cars, mini-vans, or small company vehicles, as distinguished from trucks. P.O.V. deliveries (pop-up displays, small office equipment or boxes of literature), that can be carried by one person, in one trip, without the use of dollies, can be unloaded at the lobby entrance. This area will be monitored by security.

All other P.O.V.’s that wish to unload, will be directed to the designated unloading area or the marshalling area in the Preferred Parking lot until space is available.

The self-unloading of P.O.V.’s in the designated unloading area will require a minimum of two people. One person to accompany the freight and one person to park the vehicle immediately after unloading. Any vehicle left unattended will be ticketed and towed at the owner’s expense.

## Labor Unions

The Miami Beach Convention Center is party to a union agreement with the IATSE. All work of an audio visual nature must be done by union labor in accordance with this agreement. Contractors providing audio visual production services may provide supervision only. For questions regarding the established policy governing union personnel or outside labor, please contact a member of Show Management Team. Tipping is expressly prohibited.

## SHOW SCHEDULE, MOVE-IN AND MOVE-OUT SCHEDULE

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**3 trade-show days (March 21-23, 2012)**

**4 conference meeting session days (March 20-23, 2012)**

Tissue World Americas Trade-Show will take place in Hall A of the Miami Beach Convention Center on March 21-23, 2012

Tissue World Americas Conference Meetings will take place in one of the A meeting room and during the show days, the conference meeting sessions will move into Exhibit Hall A.

	<b>Day</b>	<b>Date</b>	<b>Time</b>
<b>EXHIBITOR MOVE-IN</b>			
All Exhibitors	Monday	March 19, 2012	08:00am – 04:30pm
	Tuesday	March 20, 2012	08:00am – 04:30pm

**All displays and exhibits must be completed by Tuesday, March 20, 2012 at 4:30 pm.**

#### **EXHIBITOR REGISTRATION**

Tuesday	March 20, 2012	08:00am onwards
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The Exhibitor Registration Desk will remain open for the entire duration of the show.

#### **TISSUE WORLD AMERICAS TRADE-SHOW HOURS**

Wednesday	March 21, 2012	10:00am – 05:00pm
Thursday	March 22, 2012	10:00am – 05:00pm
Friday	March 23, 2012	10:00am – 03:00pm

Exhibitors will be admitted on the show floor one hour before the official opening time and one half hour after the show closes. Exhibitors who require additional time in their booths, must notify Show Management in advance of the show in writing.

#### **TISSUE WORLD AMERICAS CONFERENCE MEETING SESSIONS HOURS**

Tuesday	March 20, 2012	08:30am – 05:00pm*
Wednesday	March 21, 2012	08:30am – 05:00pm*
Thursday	March 22, 2012	08.30am – 04:00pm*
Friday	March 23, 2012	08:30am – 12 noon*

\* schedule subject to changes, please check our website [www.tissueworld.com](http://www.tissueworld.com) for regular updates

#### **TISSUE WORLD AMERICAS NETWORKING RECEPTION (in Exhibit Hall A – for exhibitors and conference participants)**

Wednesday	March 21, 2012	05:00pm – 06:30pm
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#### **EXHIBITOR MOVE-OUT**

All Exhibitors	Friday	March 23, 2012	03:00pm – 09:00pm
	Saturday	March 24, 2012	08:00am – 04:30pm

All exhibitors should remove their own structures, equipment and/or products before **Saturday, March 24, 2012 at 4:30pm.**

## LIST OF OFFICIAL CONTRACTORS

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**VISTA CONVENTION SERVICES** has been appointed as the official general contractor for Tissue World Americas 2012.

The following services are exclusive to VISTA. Exhibitor Appointed Contractors may not provide any of these services:

- Booth cleaning
- Material Handling
- Labor
- Furniture
- Carpet
- Signage
- Rigging

Please retrieve the exhibitor service manual from VISTA including all their order forms, go to “**2. VISTA CONVENTION SERVICES**” and download the pdf file

If you need assistance with VISTA CONVENTION SERVICES you can contact them direct at:

### **VISTA Convention Services South**

Rebecca Zuidewind, Customer Service

Phone: +1 305 673 1123

Fax: +1 305 673 8713

Email: rebeccazvistacs@gmail.com

**The following contractors are EXCLUSIVE contractors for Tissue World Americas 2012. Exhibitor Appointed Contractors may NOT provide any of these services**

### **GENERAL CONTRACTOR:**

#### **VISTA Convention Services South**

Rebecca Zuidewind, Customer Service

Phone: +1 305 673 1123

Fax: +1 305 673 8713

Email: rebeccazvistacs@gmail.com

### **FOOD / BEVERAGE SERVICE:**

#### **CENTERPLATE**

1901 Convention Center Drive, Suite A206

Miami Beach, FL 33139

Phone: +1 305 672 0006

Contact: Tanny Lim, Director of Catering Sales

Email: TGerresLim@centerplatembcc.com

### **SECURITY:**

#### **ANDY FRAIN SERVICES**

14411 Commerce Way | Suite: 300

Miami Lakes, FL 33016

Phone: +1 786 232 5929

Contact: Barbarito Sanudo, Regional Manager

Email: bsanudo@andyfrain.com

www.andyfrain.com

**ELECTRIC – WATER - AIR:**

**EDD HELMS ELECTRIC**

17850 N.E. 5<sup>th</sup> Avenue  
Miami, FL 33162  
Phone: +1 305 653 2520  
Contact: tradeshows@eddhelms.com  
www.eddhelms.com

**DOMESTIC AND INT’L FREIGHT FORWARDER/ CUSTOMS BROKER:**

**ROCK-IT CARGO USA**

5438 W. 104th St.  
Los Angeles, CA 90045  
Phone +1 310 216 6227  
Cell +1 714 333 7632  
Contact: Lou Kerpan  
Email: louk@rockitcargo.com

**TELECOMMUNICATION SERVICES:**

**SMART CITY**

1901 Convention Center Drive  
Miami Beach, FL 33139  
Phone: +1 305 673 5189  
Contact : Yandi Lodos  
Email : YLodos@smartcity.com

**LEAD RETRIEVAL:**

**QVC INSCRIPT**

210 Rue Lee, Suite 275  
Quebec, G1K 2K6, Canada  
Phone: +1 418 523 1370  
Contact: tissueworldamericas2012@qvc.qc.ca  
www.qvc.qc.ca

**PHOTOGRAPHER:**

**GORT PRODUCTIONS**

305 Alcazar Ave., Suite 2  
Coral Gables, FL 33134  
Phone: +1 305 461 2181  
www.gortproductions.com

**COMPUTER/AUDIO-VISUAL RENTALS:**

**CCR EVENTS**

7220 Oakley Industrial Blvd.  
Union City, GA 30291  
Phone: +1 770 907 0101  
Contact: Jeff Scurry - Lane McDuffie  
Email: lmcduffie@ccrevents.com  
www.ccrevents.com

**HOTEL ACCOMMODATION:**

**MTC – MEETING AND TRAVEL CONSULTANTS, INC.**

Phone: +1 732 549 3985  
Contact: Frank Marino  
Email: bookit@mtcreservations.com  
www.mtcreservations.com



**FLORAL AND PLANTS RENTAL:**

**ORGANIZED EVENTS**

340 Pine Ridge Rd.

Chattanooga, TN 37405

Phone: +1 423 756 9835

Contact: Michael Davidson

Email: Organizedevents@comcast.net

**HOSTESSES – TEMPORARY STAFF**

**EDWARDSMG, Inc.**

Phone: +1 305 788 1435

Contact: Barbara Edwards

Email: barbara@edwardsmg.com

www.edwardsmg.com

## 2. SHOW RULES AND REGULATIONS

### GENERAL SHOW RULES AND REGULATIONS

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#### Admission for Trade Visitors

The admission to the Exhibition is free of charge and reserved for trade visitors only. No one under the age of 16 will be admitted to the show under any circumstances. Access to the Tissue World Americas Trade Show is free of charge.

Digital Flyers will be available from our website as of mid January in English, Spanish and Portuguese. The e-flyers will allow you to download a small logo and text to personalize your promotion mailings.

Printed Visitor Flyers will be available and have to be ordered through our online Show Management Order Forms (retrieve online Order Form 1). The deadline to order printed Visitor Flyers is December 12, 2012.

The printed visitor flyers will be available in English, Spanish and Portuguese. Exhibitors can order up to 300 English Flyers, 100 Spanish and 100 Portuguese Flyers.

Please note that if you wish to attend the conference meetings sessions, a conference registration fee is required. To register to the conference, please follow the instructions on the registration page.

#### Badges

- **Exhibitor Staff Badges** can be obtained through the online Exhibitor Registration (see online Order Form 13) – deadline: March 16, 2012. No badges will be mailed in advance of the show. Exhibitors will be able to pick up their badge onsite. Exhibitor registration will be located in the lobby of Hall A of the Miami Beach Convention Center (Entrance via Washington Avenue). We recommend that exhibitors pick up their staff badges during move-in to avoid delays on opening day of the show. Due to liability, no-one under the age of 16 will be admitted into the show under any circumstances.
- **Exhibitor Appointed Contractors Badges:** Contractors other than the official general contractor VISTA are required to complete the online Order Form 8 (EAC - Authorization Form – see Show Management Order Forms) and will be able to pick up their “Crew Badges” at the VISTA service desk onsite during move-in and move-out.

#### Exhibitor Insurance

Each exhibitor is responsible for public liability insurance against injury to the person and property of others and insuring their exhibits and merchandise against damage or loss to and from the show and during the show. Exhibitors should contact their insurance broker to include, or add a rider to their existing insurance policy to cover their exhibit and exhibit materials. Show Management, the Miami Beach Convention Center, the contractors nor any of their officers, agents and/or employees, assume any responsibility for damage or theft of an exhibitor’s exhibit, product or property. Each exhibitor must return to Show Management a copy of their Certificate of Insurance to document their coverage. (See online Order Form 5). A “sample” Certificate of Insurance can be downloaded from this form also.

#### Exhibitor Appointed Contractors (EAC) + Insurance

Exhibitors using service contractors other than that of the official service contractor, VISTA Convention Services South, must complete and submit the online Order Form 8: “Exhibitor Appointed Contractor Authorization Form” by February 10, 2012. All exhibitor-appointed contractors (EAC’s) must also submit a copy of their Certificate of Liability insurance to Show Management by January 29, 2012. (see online Order Form 6). All EAC’s must abide by the labor rules of the Miami Beach Convention Center as well as the Official Show Rules and Regulations.

### **Free Standing Signs and Giveaways**

No sign/advertising is permitted outside the boundaries of individual stands or pavilions. Show Management reserves the right to remove signage that does not comply with this regulation. Exhibitors are also prohibited from handing out giveaways, including company literature outside the perimeter of their booth. All solicitation is restricted to the exhibitor's booth. Exhibitors can find full information on our marketing and sponsorship opportunities on our website here: <http://www.tissueworld.com/americas/sponsorship-mktg.php>

### **Labor**

Florida is a right-to-work state which means that an exhibiting company's full time employees are permitted to set up their exhibit. Non-union labor is not permitted to handle any part of an exhibitor's booth during installation or dismantling. Although labor can be ordered onsite, it is recommended that orders be placed in advance to ensure a timely operation. (Labor orders should be made through the general contractor, VISTA).

### **Loading Docks**

Loading docks must be accessed from Convention Center Drive (not Washington Avenue). Vehicles must not be left unattended at the loading area. Any unattended vehicle will be towed at the owner's expense. All vehicles must check in with the Official Service Contractor, VISTA. The freight marshalling area is location on Convention Center Drive.

### **Material Handling/Drayage**

Material handling is the charge for the movement of your show shipment from the exhibit hall dock area to your exhibit space; removing empty cartons for storage during the show; returning these empty cartons at the close of the show; and the movement of your show shipment from your exhibit space to the exhibit hall dock area and loading on the trucks for outbound shipment.

VISTA Convention Services has been designated as the official drayage contractor responsible for unloading, delivering, reloading and processing of all exhibitor freight shipments. For material handling rates, please refer to VISTA services. VISTA Convention Services will manage the loading docks and schedule vehicles for a smooth and efficient move-in and move-out of the exhibition.

VISTA is not responsible for any material they do not handle.

### **Move-out Instructions**

Exhibitors are not permitted to dismantle any part of their exhibit before the official closing time of 03:01pm on Friday, March 23, 2012. Empty crates or boxes and cartons that have been stored during the show will be delivered to your booth at the official close of the show once the aisle carpet has been removed. All exhibitor materials must be removed before Saturday, March 24, 2012 at 04:30pm. Any material not removed from the Convention Center by that time will be transferred to the outbound carrier and will be shipped at the exhibitor's expense. Please read VISTA's instructions from their exhibitor kit (retrieve the information from the Table of Contents) for Material Handling Agreement and shipment deadlines.

### **Music in Booths**

The performance of live or recorded music that is under the jurisdiction of the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Inc. (BMI) or any similar licensing agency is strictly prohibited, unless the exhibitor can provide Show Management with evidence, prior to the opening of the show, that any required licensing fees have been previously paid to cover the period of the show.

### **Photography, Listings and Promotional Materials**

By exhibiting at the Event, the Exhibitor grants to the Organizer a fully-paid, perpetual non exclusive licence to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in the Organizer promotion materials. The Organizer shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. The Organizer may also take photographs of

Exhibitor's stand space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for the Organizer promotional purpose.

### **Security**

Exhibitors are reminded that although Show Management provides perimeter guard service during installation, dismantling and show days, each exhibitor is ultimately responsible for the security of their booth display, booth merchandise and personal items. While Show Management will take reasonable care to safeguard each exhibitor's property, neither management, the contractors, nor any of their officers, agents, or employees assume any responsibility for the exhibitor's property.

Additional security can be ordered, see "10. Andy Frain – Extra Booth Security"

### **Shipment and Receipt of Goods**

VISTA Convention Services has been designated as the official drayage contractor responsible for unloading, delivering, reloading and processing of all exhibitors' freight shipments. VISTA will manage the loading docks and schedule vehicles for a smooth and efficient move-in and move-out of the exhibition. VISTA is not responsible for any material they do not handle.

**Full information on shipment deadlines as well as correct labelling, please refer to:**

- **"2. VISTA Convention Services"**
- **"5. Rock-It Cargo – International and Domestic Freight" – instructions and tariffs.**

You will need to know the weight of your shipment in pounds (lbs.). You will be charged by "cwt" or "per 100 lbs." Be sure to double check the deadline dates to receive your freight. You can avoid paying unnecessary late charges. All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.

All shipments must be accompanied by a Certified Weight Ticket. Certified Weight Tickets are obtained through your designated shipping carrier. Please inform your carrier of this requirement.

Direct Shipments to the Miami Beach Convention Center cannot be delivered **before March 19, 2012.**

***We strongly urge all shipments originating from overseas to be shipped via Rock-it Cargo Fairs & Exhibitions***

### **Storage and Handling of Crates**

The Fire Marshall prohibits the storage of empty containers in the exhibit hall.

VISTA will store empty crates, cartons and boxes that are identified with "EMPTY" labels. Exhibitors can obtain empty labels at the general contractor service desk on-site and should affix the labels to their empty crates, cartons or boxes. Exhibitors must indicate their company name and booth number on the label.

### **Union Personnel**

If an exhibitor has a question regarding the established policy governing union personnel or outside labor, they are to address their question(s) to a member of Show Management staff or VISTA staff. Tipping is expressly prohibited.

## HALL SPECIFICATIONS:

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<b>Access</b>	Ramp access to the exhibit floor via 35' x 23'7" (10.67m x 7.19m) entrance provides direct access to the exhibit hall.
<b>Aisle width</b>	All aisles are approximately 10 ft (3) unless noted otherwise.
<b>Ceiling</b>	The exhibit hall has a ceiling height of 35' (10.67m). Please note that all custom architectural booth designs and signage higher than 10' (3.05m) must be sent for approval by Show Management <b>no later than February 10, 2012</b> , see online Order Form 9.
<b>Columns/pillars</b>	45" diameter column. 1.97 ft x 4.07 ft (.61m x 1.22m) pillar
<b>Compressed air and water</b>	Located on specific pillars throughout the hall. If water/drain is required, please contact Show Management or review your booth location to ensure close proximity to one of those specified pillars. Ramping across an aisle or through neighbouring booths will not be allowed.
<b>Fire hose cabinets/pillars</b>	Must be accessible at all times.
<b>Floor capacity</b>	The floor is concrete with an unlimited weight bearing capacity.
<b>Floor Finish</b>	All booths must be carpeted or have some form of flooring. Shell Scheme exhibitors have carpet included in their package already. Floor Space exhibitors can order carpet through the VISTA services
<b>Utilities</b>	Utility floor ports are located on 30 foot (9.14m) centres and provide electricity, drainage, and phone connections. Utility floor ports are not accessible by exhibitors.
<b>Lighting</b>	Mercury Vapor

## GENERAL BOOTH CONSTRUCTION REGULATIONS (Applicable to ALL Exhibitors)

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### Cleaning Service for Booths

Booth cleaning is included in the "shell scheme booth" packages. This includes vacuuming and emptying of wastebaskets in your booth before the opening of show each day. Show Management provides aisle cleaning. "Floor space exhibitors" must order cleaning service through the VISTA services.

Exhibitors must refrain from emptying their booth debris into the aisle trash bins. These trash bins are for visitor's use only.

### Decorations

The use of glitter, helium balloons and adhesive backed decals is not permitted in the Miami Beach Convention Center. No signs or decorative materials may protrude into the aisle or encroach upon neighbouring booths. No obstruction may be placed in any aisle, passageways, lobbies, or exits leading to any fire extinguishing devices. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors or other parts of the building or furniture. 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 side walls may not display copy, logos, graphics**

**or other advertising if they adjoin neighbouring booth.** Exhibitors using curved pop-up backdrops/displays may be required to provide side masking drape at their expense if the curvature exposes more than two feet of the back scaffolding. **Any special requests involving the use of any above mentioned decorations must be submitted to Show Management by February 10, 2012.**

### **Floor Finish**

ALL booths must be carpeted or have some other form of flooring. Shell Scheme booths have carpet included in their package. To order carpet, please refer to the VISTA services.

### **Floor Power/Placement of Power Boxes**

Show Management is not responsible for the placement of power boxes on the show floor. Show Management recommends that exhibitors arrive early during move-in to address their concerns with power box placement.

### **Signs – Banners and Hanging signs**

The display of company signs, banners and any other promotional material is limited to the contracted Exhibit space. It is strictly forbidden to display such information elsewhere in the exhibit hall or its vicinity without express permission from the show management.

Hanging signs above your exhibit space are permissible **ONLY** with the approval of Show Management. Signs/banners must be hung over the booth and must not overlap the booth's perimeter. Hanging signs and graphics will be permitted to a maximum height of 20 feet or 6.1 meters from the floor. All hanging signs plans/diagrams should be submitted to Show Management ([agnes.gehot@ubm.com](mailto:agnes.gehot@ubm.com) deadline February 10, 2012).

For Marketing Opportunities in addition to your Exhibit space, please refer to <http://www.tissueworld.com/americas/sponsorship-mktg.php>.

## **FLOOR SPACE EXHIBITORS - REGULATIONS**

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***The purpose of the following display rules and height restrictions are to provide equal visibility to all exhibitors and to comply with the safety rules of the Miami Beach Convention Center:***

### **Cleaning**

Cleaning of Floor Space Stands will be paid for by the Exhibitor. Cleaning services should be ordered through the VISTA services.

### **Maximum stand height:**

The maximum height allowed for the stand structures + signage is 20ft or 6.1 meters high.

### **Booth Appearance:**

**All booths**, regardless of size, must be in keeping with the environment of Tissue World Americas Exhibition. The floor of the booths must be carpeted or covered with tiles, etc. **Outside surfaces of all back and sidewalls must be finished and devoid of copy, logos, or other graphics so as not to detract from neighbouring booths.** Any display deemed unprofessional in appearance, at the sole discretion of Show Management, will not be permitted. Where a "Floor Space" booth is located adjacent to a "Shell Scheme" booth, the wall of the "Shell Scheme" booth is considered rented by that exhibitor and may not be utilized by the "Floor Space" exhibitor.

### **Access Ramps:**

A stand equipped with a technical floor higher than 2 cm, on which visitors are permitted, will have to include an access ramp. This ramp will have a 0.80 m width and a slope of 2% to 8% and will be integrated in the stand design. It must not go beyond the allocated floor space.

***Be sure to pass this information along to your Exhibitor Appointed Contractor.***

## ARCHITECTURAL BOOTH DRAWINGS

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Show Management requires that all Floor Space Exhibitors with a booth of minimum 300sqft or larger submit their architectural booth drawings (drawn to scale) by February 10, 2012. Please retrieve online Order Form 9.

The drawings should show details of all interior stand fittings and position/dimensions of machinery exhibits of their booth.

Some booths may require an architectural stamp, i.e. multiple-storey booths (see Multilevel Exhibit Booth Structural Permit Application – Order Form 2).

Be sure to include the following information in your booth drawing:

- Exhibiting Company Name;
- Booth Number;
- Contact information of person or company designing booth;
- Height of Backwall;
- Confirmation that backwall will be finished;
- Height and approximate location of towers and other structures;
- Interior stand fittings;
- Position/dimensions of machinery
- Position of hanging signs (height limit of 20 ft)

## SHELL SCHEME BOOTH REGULATIONS

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### **Shell Scheme Booth package includes (per 100 sq. ft.):**

- Floor space
- Hard walls: 8' (2.5m) high silver metal with white sintra panels
- Company Name Sign: 11 - <sup>3/4"</sup> x 116 - <sup>1/8"</sup>  
(please complete **Company Name Sign Order Form 11**)
- Carpet: Standard Blue
- Furniture:
  - one (1) 42" H x 1m lockable counter
  - one (1) round table
  - two (2) armchairs
  - one (1) wastebasket
- Tracklights: 3 with 3 fixtures per 100 sq. ft
- Electrical outlet: For light fixture ONLY, please order electrical supply with Edd-Helms (see 3. Edd-Helms).
- Daily cleaning

Maximum Height of the Exhibits: ..... 8 ft/ 2.50 meters
Maximum Height of Exhibits including signs: ..... 10 ft / 3.05 meters

### **Shell Scheme Booth regulations:**

- Company Name sign: Please complete online Order Form 11.
- All interior fitting must be contained within the shell scheme unit structure and cannot exceed 8 ft (2.5m) in height. All signs cannot exceed 10 ft (3m) in height.
- Electrical supply (other than for the tracklights) is not included in the Shell Scheme Booth package but can be ordered via the official contractor see 3. *Edd Helms –Electrical, Air and Water*
- Under no circumstances must walls be punctured or damaged in any way.

***The organizer reserves the right to adapt rules and/or regulations from time to time governing such matters pertaining to the Event. Exhibitors shall observe and abide by such additional rules and/or regulations that may not be specifically covered by the terms and conditions of the Organizer/Exhibitor contract.***

### 3. MIAMI BEACH CONVENTION CENTER FIRE AND SAFETY REQUIREMENTS

In the interests of life safety and fire prevention/protection in the Miami Beach Convention Center, the following minimum standards shall apply to all events, private or public:

**EXITS:** The travel distance within the exhibit booth or exhibit enclosure to an exit access aisle shall not exceed 50 ft. (15 m). No display or exhibit shall be so installed or operated as to interfere in any way with access to any required exit or with visibility of any required exit or any required exit sign.

All required exits, including but not limited to, entrance/exit and lobby areas of each hall, the center exit pod and all corridors/aisles shall be unlocked and free from obstruction during show hours.

**FIREFIGHTING EQUIPMENT:** All fire hose cabinets, fire extinguishers, manual pull stations and any other fire protection equipment, including those inside exhibit/booth space, shall be visible and accessible at all times.

**COMBUSTIBLES:** Compressed flammable gases, flammable or combustible liquids, open flame devices, hazardous chemicals or materials, Class II or greater lasers, blasting agents, explosives and pyrotechnic devices shall be prohibited within exhibit halls. Under special circumstances, limited use of the above items may be permitted by the authority having jurisdiction provided adequate precautions are taken to prevent the accidental ignition of any materials. Application for permit(s) shall be made to the Miami Beach Fire Department through the Event Manager, and a copy of the approved permit must be maintained on the premises throughout the event.

**STORAGE:** Combustible material within exhibit booths shall be limited to a one (1) day supply. Storage of combustible material behind booths is prohibited. Permission to store some materials within the exhibit hall is subject to the approval of the Miami Beach Fire Department.

**VEHICLES:** Vehicles on display within an exposition facility shall comply with the following:

- (a) All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall not be more than one-quarter full or contain more than 4 gallons (15.14 liters) of fuel, whichever is less.
- (b) At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped.
- (c) Fueling or defueling of vehicles shall be prohibited.
- (d) Vehicles shall not be moved during show hours

**FLAME RETARDANT TREATMENT:** Draperies, curtains and other similar loosely hanging furnishings and decorations shall be flame resistant as demonstrated by passing both the small-scale and large-scale tests of NFPA 701, Standard Methods of Fire Tests for Flame-Resistant Textiles and Films. Acoustical and decorative material including, but not limited to, cotton, hay, paper, straw, moss, split bamboo and wood chips shall be flame-retardant treated to the satisfaction of the authority having jurisdiction. Materials which cannot be treated for flame retardancy shall not be used.

**EXHIBIT STRUCTURES:** Exhibit booths shall be constructed of non-combustible or limited-combustible materials. Exhibits with enclosed areas (walls and ceilings) shall be protected with approved single station, battery powered heat detectors. Exhibits with enclosed areas greater than 300 square feet (300 sq. ft./27.87 sq. m) may require additional fire protection as determined by the authority having jurisdiction (additional fire protection may include portable fire extinguishers, heat/smoke detectors, an automatic extinguishing system, or additional Exhibit Hall Fire Watch personnel).

Exhibits with multiple levels over twelve feet (12'/3.66m) in height shall be engineered appropriately and constructed from drawings bearing the stamp of a reviewing structural engineer. Upper level floor systems shall support a live load of one hundred pounds per square foot (100 lbs/sq.ft./488.21 kg/sq. m) and shall have guardrails a minimum of forty-two inches (42"/1.07m) in height with intermediate rails through which a six inch (6"/15.24cm) sphere cannot pass. Stairs for upper levels shall support a live load of seventy-five pounds per square foot (75 lbs/sq.ft./366.18 kg/sq. m) and shall have a minimum width of thirty six inches (36"/91.44cm)

when serving an occupant load of less than fifty (50) occupants and forty-four inches (44"/1.12m) when serving an occupant load of fifty (50) or more occupants. Stair risers should be not less than four inches (4"/10.16cm) nor greater than seven inches (7"/17.78cm) in height and treads shall have a minimum run of eleven inches (11"/27.94cm), excluding nosing. Spiral stairs are not recommended for areas to be occupied by the general public, visitors or clientele, unless specifically approved by the Miami Beach Fire Department. Handrails shall be provided on at least one side of every stairway. Upper level(s) shall have at least two (2) exits for every three hundred square feet (300 sq.ft./27.87 sq. m) of occupied space, and these shall be as remote from each other as possible.

All booth construction shall meet local, state and federally mandated codes.

### **Structural Permit Application (Multi-level Exhibit Booths) – Online Order Form 2 – Deadline: January 21, 2012.**

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Floor Space Exhibitors with a multilevel Exhibit Booth must complete and return online Order Form 2 and return this to the Miami Beach Convention Center no later than January 21, 2012.

Floor Space Exhibitors are required to send architectural booth drawings. For more info please see Order Form 9.

### **Fire Department Permit Application – Online Order Form 12 – Deadline: March 7, 2012.**

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For all exhibitors using combustibles, please return the completed Order Form Nr. 12: Fire Department Permit Application - to the Miami Beach Convention Center by March 7, 2012 at the latest

Please note the following:

- Exhibit structures should be made of fireproof/flame retardant or treated materials not given to flammability. Expanded foam materials should be fire-retardant. All decorations, drapes, signs, banners, acoustical materials, hay, moss, split bamboo, plastic cloth and similar decorative materials shall be flame retardant. Materials that are not retardant are prohibited. The Fire Prevention Bureau will test any questionable material.
- All electrical installation should be of standard 3-wire grounded wire in conduit. Exposed wire of any sort is never allowed.
- Covered or roofed areas should be furnished with acceptable (and tested) battery-powered smoke detectors, which emit alarm audible outside of the enclosed or covered area. There must be fire extinguishers, minimum class 2A10BC, in each enclosed area.
- All required exits, including entrance and lobby area of the hall and the corridors, will be unlocked and kept free of exhibits, booths, tables, desks and all other obstructions during show hours.
- **Smoking is not allowed in the facility.** Ash/trash units are supplied at all entrances.

## 4. EXHIBITOR APPOINTED CONTRACTORS

### Exhibitor Appointed Contractor (EAC) – Requirements

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VISTA has been selected as the Official Service Contractor and must be used for all material handling, furniture rental, signs, forklift, cleaning.

An Exhibitor-Appointed Contractor (EAC) is: Any individual who is not a full-time permanent employee of the exhibiting firm, who is providing a service to an exhibitor on-site and does not represent one or more of the official contractors.

EAC's are not allowed to perform the following exclusive services, including but not limited to: Electrical, Telecommunications, Material Handling, Booth Cleaning, Catering, Plumbing, Rigging, Security, International Freight Forwarding, Floral, Photography, AV/Computers rental.

These services shall not conflict with existing labor regulations or contracts, and in fulfilling obligations, all representatives of an Exhibitor-Appointed Contractor shall adhere to the regulations set up by the hall and Show Management regarding insurance.

The on-site supervisor of the Exhibitor-Appointed Contractor (EAC) must physically pick up, in person, temporary badges at the designated EAC entrance (Hall A) for all on-site personnel. Temporary badges will only be distributed if the EAC Authorization Form (see online Order Form 8) and the EAC Certificate of Insurance (see online Order Form 6) have been completed and sent to Show Management by their respective deadlines.

All representatives of an Exhibitor-Appointed Contractor (EAC) shall have a true and valid order for service from an Exhibitor in advance of the show move-in date and shall not solicit business on the show floor.

The Exhibitor-Appointed Contractor (EAC) will share with the Official Service Contractor all reasonable costs related to his operation, including overtime pay for stewards, restoration of exhibit space to its initial condition, etc.

The Exhibitor-Appointed Contractor (EAC) must abide by all rules and regulations of the show, including all union rules and regulations.

If an EAC is hiring an independent company to perform Installation and Dismantling of the booth, please indicate that on the EAC Authorization Form and supply a certificate of insurance for that company as well.

If either the Exhibitor or the EAC fails to supply all necessary documentation, the EAC will not be granted access to the exhibit floor and the Exhibitor will be required to order labor from VISTA.

### Exhibitor Appointed Contractor - Certificate of Insurance – Online Order Form 6 – Deadline: January 29, 2012

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The Exhibitor-Appointed Contractor (EAC) to be used by the exhibitor must provide an original certificate of insurance to Show Management, showing evidence of insurance coverage with minimum limits of US \$2,000,000 in Employer's liability, General Liability, Automobile Liability and Worker's Compensation). Verbiage and sample certificate, please download the sample from Order Form 6 and use the same Order Form to return your Certificate.

### Exhibitor Appointed Contractor – Authorization Form – online Order Form 8 – Deadline: February 10, 2012

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When a Tissue World Americas exhibitor plans to use a company other than Freeman for installation or dismantle of his/her exhibit, the exhibitor contact (only) must complete all required information (see Online Order Form 8) and submit this form no later than February 10, 2012.

## 5. SHOW MANAGEMENT ONLINE ORDER FORMS

Please find below the complete list of Online order forms. You can retrieve this via the online system (please go back to the “table of contents” and click on the link). You will be prompted to enter your password

- Order Form 1. Printed Visitor Flyers – **deadline: December 12, 2011**
- Order Form 2. Structural Permit Application (Multi-level booths) – **deadline: January 21, 2012**
- Order Form 3. Show Directory Entry & Industry Category Listing – **deadline: January 23, 2012**
- Order Form 4. Company Logo in Show Directory – **deadline: January 23, 2012**
- Order Form 5. Exhibitor Certificate of Insurance + SAMPLE – **deadline: January 29, 2012**
- Order Form 6. Exhibitor Appointed Contractors’ Insurance + SAMPLE – **deadline: January 29, 2012**
- Order Form 7. Application + Enrollment online form for Exhibitor Insurance – **deadline: January 29, 2012**
- Order Form 8. Exhibitor Appointed Contractors - Authorization Form – **deadline: February 10, 2012**
- Order Form 9. Architectural Booth Drawings – **deadline: February 10, 2012**
- Order Form 10. Exhibitor Discount to Conference Meetings Sessions – **deadline: February 17, 2012**
- Order Form 11. Company Name Sign (Shell Scheme Exhibitors only) – **deadline: March 5, 2012**
- Order Form 12. Fire Department Permit – **deadline: March 7, 2012**
- Order Form 13. Exhibitor Booth Staff Registration – **deadline: March 16, 2012**