

NACS SHOW 2011 GENERAL INFORMATION

SHOW LOCATION AND HOURS

McCormick Place
2301 S. Lake Shore Drive
Chicago, IL 60616

Phone: (312) 791-7000

Exhibit Halls A (South Hall) and B (North Hall)

Sunday, October 2, 2011
Monday, October 3, 2011
Tuesday, October 4, 2011

11:30am – 5:30pm
11:30am – 5:30pm
9:00am – 1:30pm



**NACS recognizes the importance of the Exposition to retail attendees.
Therefore, no other official activities are scheduled during Show hours.*

YOUR NACS SHOW CONTACTS

NACS
1600 Duke Street
Alexandria, VA 22314
Phone: (703) 684-3600 FAX: (703) 836-4564
Visit our websites: www.nacsonline.com or www.nacsshow.com

Leigh Walls
Director, Exhibit Sales & Services
Phone: (703) 518-4215
Email: lwalls@nacsonline.com
**Petroleum*

Matt Danzig
Director, Supplier Relations
Phone: (703) 518-4281
Email: mdanzig@nacsonline.com
**Hunter Club Liaison*

Alison Daniels
Exhibit Sales & Services Manager
Phone: (703) 518-4287
Email: adaniels@nacsonline.com
**Foodservice, Technology, Facility Operations*

Jennifer Nichols
Advertising Manager
Phone: (703) 518-4276
Email: jnichols@nacsonline.com

Donovan Woods
Exhibit Sales & Services Manager
Phone: (703) 518-4226
Email: dwoods@nacsonline.com
** Merchandise, Candy & Snacks*

Stacey Dodge
Director, Advertising Sales
Phone: (703) 518-4211
Email: sdodge@nacsonline.com

General Contractor

Freeman
5040 West Roosevelt Road
Chicago, IL

Phone: (773) 473-7080
Fax: (773) 379-9879

Questions regarding material handling, furniture and carpet rentals, booth installation & dismantling, labor, electrical, hanging signs and any other Freeman forms, can be directed to Freeman. **All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.**

Housing and Registration

NACS Housing

Connections Housing
820 Church Street
Decatur, GA 30030
Phone: (800) 983-NACS (6227)
Fax: (404) 581-5913
nacshousing@connectionshousing.com
www.nacsshow.com

> "Hotel & Travel" tab

NACS Registration

EPIC Registration
10900 Granite Street
Charlotte, NC 28273
Phone: (800) 521-7621
Fax: (980) 233-3800
nacsregistration@epicreg.com
www.nacsshow.com

> "Register" tab



NOTICE

Buyer Beware: Be cautious if dealing with any housing companies or services that imply or claim an affiliation with the NACS Show other than Connections Housing, the Official NACS Show Housing Company. Connections Housing will never ask for full non-refundable prepayment. Always ask a company that approaches you: Are you the official NACS Show Housing Company? Do you require pre-payment? Please be vigilant when dealing with an unauthorized travel company, many are not legitimate companies and most do not deliver as promised. Reservations made through an agency other than Connections Housing will be at your own risk. If you are contacted by another housing company trying to sell hotel rooms, please notify Show Management at aburke@nacsonline.com.

Recent testimonial: "I had to pay a 50% non-refundable deposit to get 20 rooms at the downtown hotel I wanted at a very low rate. When I contacted this [unaffiliated housing] company with some change requests, they told me that my entire group had been moved to a hotel in the suburbs."

Attendee Lead Retrieval System

EPIC
10900 Granite Street
Charlotte, NC 28273
Phone: (800) 521-7621 | (980) 233-3812
Fax: (980) 233-3800
E-mail: nacsregistration@epicreg.com

Order online: <https://www.tradeshowregistrar.com/lr/?event=NACS11LR>

OFFICIAL CONTRACTORS (CONTINUED)

Audio Visual Equipment/Computer Rentals

Freeman
4545 W. Davis Street
Dallas, TX 75209
Contact: Sammie Knight
Phone: (214) 623-1397
Fax: (469) 621-5603
E-mail: sammie.knight@freemanco.com
Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Freeman Services.

Business Services

FedEx Kinko's McCormick Place
2301 S. Martin Luther King Drive
South Building, Level 2.5
Chicago, IL 60616
Contact: Ernestine Williams, Assistant Manager
Phone: (312) 949-2100
Fax: (312) 842-2785
E-mail: usa5020@fedexkinkos.com

Cable TV Service (exclusive)

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6113
Fax: (312) 791-6159
E-mail: mccormickplaceutilities@mpea.com
Order online: www.mccormickplace.com

Catering/Food Service (exclusive)

McCormick Place Convention Center
Chicago Restaurant Partners/SAVOR
2301 South Lake Shore Drive
Chicago, IL 60616
Contact: Cybele Abrams
Phone: (312) 567-8164
Fax: (312) 791-7280
E-mail: cabrams@mpea.com

OFFICIAL CONTRACTORS (CONTINUED)

Electrical Service

Freeman
5040 West Roosevelt Road
Chicago, IL
Phone: (773) 473-7080
Fax: (773) 379-9879

All Freeman information can be found online by going to
www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Florist

Floral Expositions, Inc.
2100 Premier Row
Orlando FL 32809
Contact: Sandy DeJesus
Phone: (407) 855-0339
Fax: (407) 855-0242

E-mail: sandy.dejesus@floralexpo.net

Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Additional Services.

McCormick Place - Chicago

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6113
Fax: (312) 791-6159
E-mail: mccormickplaceutilities@mpea.com
Website: www.mccormickplace.com

Hostesses/Models/Demonstrators

Judy Venn & Associates
3186 Airway Avenue, Suite H
Costa Mesa, CA 92626
Phone: (800) 553-8855
Fax: (714) 957-8301

Email: info@judyvenn.com

Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Additional Services.

OFFICIAL CONTRACTORS (CONTINUED)

International Shipping – Freight Forwarder

Freeman Exhibit Transportation - FET
Phone: (800) 995-3579 | International: (817) 607-5183
Email (U.S.): exhibit.transportation@freemanco.com
Email (International): international.freight@freemanco.com

Internet (exclusive)

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 567-8060
E-mail: mccormickplaceutilities@mpea.com
Order Online: www.mccormickplace.com

Photography

Oscar Einzig
325 N. LaSalle Street, Suite 425
Chicago, IL 60610
Phone: (800) 638-0056
Fax: (312) 922-2866
Email: mail@oscareinzig.com
Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Additional Services.

Plumbing Service (exclusive)

Freeman
5040 West Roosevelt Road
Chicago, IL
Phone: (773) 473-7080
Fax: (773) 379-9879
All Freeman information can be found online by going to
www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Refrigerated Display Equipment

Lowes Refrigeration
105 Cecil Court
Fayetteville, Georgia 30214
Order Online: www.loweusa.com
Phone: (770) 461-9001
Fax: (770) 461-8020

OFFICIAL CONTRACTORS (CONTINUED)

Security

Special Operations Associates, Inc. of Nevada
3405 Cambridge Street
Las Vegas, NV 89169
Contact: Eric Wolfe
Phone: (702) 386-8065 | Mobile: (702) 491-2733
Fax: (702) 386-9720
E-mail: soa@soasecurity.com

Telephone Services (exclusive)

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6113
Fax: (312) 791-6159
E-mail: mccormickplaceutilities@mpea.com
Order online: www.mccormickplace.com

PRODUCT AREA/SHOW COLORS

| Exhibit Category/Product Area | Aisle Carpet | Drape |
|---|--------------|-----------------|
| Facility Development and Store Operations | Gray | Gray and White |
| Food Equipment & Foodservice | Plum | Plum and White |
| Merchandise, Candy & Snacks | Blue | Blue and White |
| Petroleum | Red | Red and White |
| Technology | Black | Black and White |

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All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

EXHIBITOR SERVICE CENTER

The Exhibitor Service Centers will be staffed throughout Move-in, Show Days and Move-out. There will be one service center in each exhibit hall.

Exhibitor Service Center will be located in Level 2 Rooms N226/N227A (North Hall/Hall B) and A-1 in (South Hall/Hall A).

INSTALLATION AND DISMANTLE INFORMATION

■ Installation and Move-In Hours

Exhibitors will be allowed access to the exhibit hall for set-up during the following hours:

| | |
|-------------------------|-------------------|
| Wednesday, September 28 | 12:00pm – 8:00pm |
| Thursday, September 29 | 8:00am – 5:00pm |
| Friday, September 30 | 8:00am – 5:00pm |
| Saturday, October 1 | 8:00am – 5:00pm* |
| Sunday, October 2* | 8:00am – 10:00am* |

*Product Placement and Food Preparation Only, all booths must be set by 5:00pm, Saturday, October 1, the evening before the show begins.

Overtime rates will apply after 4:30pm on Wednesday, Thursday and Friday during move-in. Overtime rates will apply ALL DAY on Saturday.

All empty crates will be removed by 8:00pm, on Saturday evening to allow for the laying of carpet and completion of exhibit hall preparation on Saturday night and Sunday morning.

Move-in of freight will take place according to the TARGETED MOVE-IN SCHEDULE indicated on the floor plan located in the **SHIPPING/MATERIAL HANDLING** section of this manual.

Questions regarding shipping and/or material handling can be directed to Freeman.

All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Special Move-In Information

1. Warehouse freight will be moved into the hall first.
2. Freight sent directly to the show site will be delivered to your booth on your targeted move-in day (See Targeted Floor Plan).
3. If your company is going to have a vehicle in the booth please complete the **Vehicle Notification Form** in the **NACS FORMS** section.
4. Any booth not occupied by 5:00pm, on Saturday, October 1 will be considered abandoned (unless show management has been otherwise notified) and will be forfeited by the exhibitor, and such space may be carpeted into a lounge, resold to a company on the waiting list, or otherwise assigned by NACS, without any refund of any payment to the exhibitor by NACS. If there is a display in the booth and the General Service Contractor has to set up the booth or "force the booth", the exhibitor will be responsible for the cost incurred by Show Management.

5. If your company requires additional move-in time, your request must be sent in writing by September 9, 2011 to:

Leigh Walls, NACS
1600 Duke Street
Alexandria, VA 22314-2792
Fax: (703) 518-4265
Email: lwalls@nacsonline.com

Please include the following information on your request:

- Date you are requesting to begin move in
- Whether you are shipping your freight to the warehouse or direct to show site (if shipping direct to show site, indicate whether you are requesting a change in your targeted move-in time).

Please note: No one under the age of 16 will be admitted in the exhibit hall during published Move-in and Move-out hours, **no exceptions.**

■ Dismantling and Move-Out Hours

| | |
|----------------------|-------------------|
| Tuesday, October 4* | 1:30pm – 11:45pm |
| Wednesday, October 5 | 8:00am – 5:00pm |
| Thursday, October 6 | 8:00am – 5:00pm** |

* - Empty crates and Cartons will be returned beginning at 1:45pm. Due to the volume of empties, this process could take until midnight **before** all empties returned. Please plan labor and flights home accordingly.

Straight Time rates will apply at the close of the Show on Tuesday, October 4 from 1:45pm – 9:45pm. Overtime rates will apply after 9:45pm. Overtime rates will apply after 4:30pm on Wednesday, October 5 and Thursday, October 6.

** - Carriers must check-in by 2:00pm, Thursday, October 6

Special Move-Out Notes

1. No exhibits or displays can be dismantled before the official close of the Show on **Tuesday, October 4**, at 1:30pm. Based on recommendations from the NACS Convention Committee and Exhibitor Advisory Committee, exhibitors caught tearing down early will be penalized and their participation at future NACS Shows will be jeopardized. To ensure an orderly move-out, all necessary labor arrangements for dismantling should be made at the Freeman Service Center during the show or in advance using the Freeman order form (**FREEMAN SERVICES** section). Exhibitor-Appointed Contractor labor is not permitted on the show floor until 1:30pm and must be properly badged. **EAC gang boxes and ladders are not permitted on the Show floor until 2:30pm to allow**



NOTICE

Freeman time to pull the aisle carpet. The deadline for removal of display material is Thursday, October 6, at 5:00pm.

2. Move-Out will begin on Tuesday, October 4, at 1:30pm. Although Freeman will make every reasonable attempt to deliver empty crates in an expedient manner, please be advised that it may take up to **8 hours for rolling up of the carpet and empty crate delivery.**

Exhibit Hall Access

During installation and dismantle hours, registered exhibitors may enter the exhibit hall by showing their badge to the security personnel. Exhibitor-Appointed Contractor labor personnel must obtain a wristband from the Security Desk.

During the days of the Exposition, exhibitors will be admitted to the Exhibit Hall two hours prior to and one hour following official show hours.

Exhibitors requiring additional time for deliveries, cooking and food preparation must obtain permission from Show Management, no later than September 9, 2011. REQUESTS MUST BE SUBMITTED IN WRITING, by mail, fax, or email to:

Leigh Walls, NACS
1600 Duke Street
Alexandria, VA 22314-2792
Fax: (703) 518-4265
Email: lwalls@nacsonline.com

Convention Center – McCormick Place Policies/Utility Orders/Services/General Information

Detailed information regarding Service, Rules, Regulations, Policies and Procedures (see list below) can be found at www.mccormickplace.com or in the online Exhibitor Service Kit at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms.

- Labor Rules and Legislative Reforms
- Facility Policies & Procedures
- Fire & Safety Regulations
- Guidelines for Multi-story Exhibits
- Utility Order Forms
- Chicago Restaurant Partners Authorization Request, Sample Food and Beverage, Order Forms
- Parking Information Flyer and Map

Children in the Exhibit Hall

During move-in and move-out the exhibit hall is a busy and sometimes dangerous place to be. Forklifts, crates, heavy boxes and equipment all pose potential hazards. For this reason, NACS will enforce the following rule to ensure a safe move-in and move-out: **Absolutely no children under the age of 16 will be allowed in the exhibit hall during move-in or move-out hours. This includes infants.**

Cleaning Exhibit Spaces

Show Management provides aisle cleaning and cleaning crews for general exhibit hall clean up before the opening of the show and each evening. If desired, Exhibitors must arrange, at their expense, for their own individual booth cleaning through Freeman. Exhibitors serving food must arrange for suitable refuse containers to insure that food is prepared and discarded under the most sanitary conditions possible. Please be advised that while carpet, whether exhibitor provided or ordered from the decorator, is installed clean, debris from set up and daily traffic may necessitate cleaning prior to show opening and on a daily basis.

Crate Removal, Storage and Return

Freeman provides removal, storage, and return of empty crates, boxes, and cartons. "Empty" stickers will be available at the Exhibitor Service Center. Crates and boxes displaying an "empty" sticker will be removed and stored until the close of the Exposition. At the close of the show, the crates and boxes will be returned to your booth. The Convention Center prohibits the storage of materials behind your booth.

*** - Empty crates and Cartons will be returned after the close of the Show on October 4 beginning at 3:00pm. Due to the volume of empties, this process could take until midnight before all empties returned. Please plan labor and flights home accordingly.**

Dishwashing Facilities

There will be dishwashing facilities available. Exhibitors **MUST** use these areas only to clean up dishes or equipment utilized in food preparation and product sampling. **The use of public restrooms for dishwashing purposes is strictly prohibited.**

- Drains in your booth are for water ONLY
- Scrape all dishes off thoroughly
- NO dishwashing stations are permitted in your booth
- Washing/rinsing/sanitizing in a temporary tub is permitted in your booth
- Temporary tubs must be emptied in the designated dishwashing facilities ONLY



IMPORTANT!

- You are financially responsible for any damages that may be caused by washing dishes in your booth

McCormick Place can assist you with your plumbing needs at (312) 791-6113 or online at www.mccormickplace.com.

Fire Regulations

McCormick Place has very specific fire regulations/restrictions.

Prohibited Materials

The following items are fire-hazardous and prohibited in McCormick Place:

- All flammable compressed gases, such as propane and butane
- Explosives and live ammunition
- Untreated Christmas trees, cut evergreens or similar trees
- Fireplace logs and similar materials
- Charcoal
- Untreated mulch, Hay, Straw, Bamboo and Spanish moss

For detailed facility guidelines, please refer to the online Exhibitor Service Kit at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms

Hanging Signs

All electrical and non-electrical hanging signs regardless of the weight must be hung by Freeman. All hanging signs need to be reviewed/approved by both NACS and Freeman a minimum of 60 days out (**August 1**), and are hung by Freeman.

In addition to Freeman, a copy of the following information should be sent to Martha Sproehnle at NACS:

- Hanging sign graphics, renderings or schematics
- Hanging sign dimensions
- Total hanging sign weight

Send copies to:

Martha Sproehnle
NACS, 1600 Duke Street, Alexandria, VA 22314
Phone: (703) 518-4223 Fax: (703) 518-4265
Email: msproehnle@nacsonline.com

All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Insurance and Liability

For details on Insurance, please refer to the NACS Show Terms and Conditions (Section 8)

Labor/Union Jurisdictions/Exhibitor Rights

Important Changes Effective July 27, 2011

There have been some recent changes to the work rules that all exhibitors need to be aware of. Despite best efforts by the city, McCormick Place, NACS and many who are involved with trade shows in Chicago, the Teamsters and Carpenters won a lawsuit to reverse some of the changes that were implemented last fall.

These changes (return to some of the old rules) are now in effect at McCormick Place and we have to anticipate they will still be in effect in October 2011. Specifically, the changes that have been revoked result in the following effects on exhibitors:

- Exhibitors may not do their own work in the booth (booths over 300 sq. ft. in size)
- Exhibitors may not deliver freight from small utility vehicles. Union labor must be employed for unload/delivery.
- Two-man labor crews instead of three-man crews are not available for certain work.
- Regular straight-time hours instead of extended.

In appeal has been filed to change the rules back and at least one union, the Riggers, has agreed to follow the changes. This could lead to positive change, but it is unclear whether this will happen in time for NACS. We will continue to update you. Just to be clear, some of the other positive changes that are NOT affected by the lawsuit or the ruling are:

- Choice of electrical and plumbing contractors
- Free Wi-Fi in McCormick Place
- Reduced pricing of food & beverage

You can view Labor Jurisdictions by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit > Forms and Brochures > Freeman.

Freeman can assist you with any questions at (773) 473-7080.

Multi-Level or Covered Booths

All multi-level (double-decker) booths and single level booths with enclosed rooms or ceilings **MUST** submit floor plans by **August 1, 2011** (sixty (60) days out) for Fire Marshal approval as specified below. A copy of the plans and structural integrity must be available onsite. Send stamped blueprints to McCormick Place for review at least 60 days before the show opens to allow sufficient time for any needed corrections. Be sure that plans show dimensions and an isometric rendering of your exhibit. In addition, all areas requiring sprinkler protection must be highlighted. If plans are not provided on time, it may cause delays or disapproval of your booth to occur during the pre-show fire inspection. For questions regarding what is acceptable in the design of your upper deck or covered areas, please contact The Assistant Director of Fire Safety at:

The Assistant Director of Fire Safety
McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6079
Fax: (312) 791-6013

For more detailed requirements surrounding Multi-Level or Covered Booths, please refer to the online Exhibitor Service Kit at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms

Photography Regulations

NACS will allow cameras on the show floor. Exhibitors and attendees may take pictures within the show for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission of the exhibitor. Many products on display at NACS are innovative, one-of-a-kind or prototype items. Exhibitors have the right to report to security any instance of inappropriate photographing of company products or displays.

NACS SHOW 2011 MANAGEMENT RULES & REGULATIONS

Guidelines have proven effective in administering expositions and promoting continuity and an equitable "playing field" for all. Your company has a contractual agreement to abide by the NACS Show Terms and Conditions. **Please Note: Your company representatives are responsible for complying with this important information. Please share all Show**

rules, regulations, and guidelines with anyone representing your company.

EXHIBITOR CONDUCT

1. **Exhibit booths must be staffed at all times** during show hours by at least one exhibitor representative.
2. Exhibitors or exhibitor representatives (including characters and celebrities) wearing distinctive costumes or carrying banners or signs separately or as part of their apparel, must remain in their own booths. This also includes distributing samples of product outside of the booth. **Costumed characters and other strolling entertainment or moving advertisement outside of the exhibitor's space is not permitted.**
3. Exhibitors or exhibitor representatives may not wear clothing that NACS deems excessively scanty or revealing. Prohibited apparel includes, but is not limited to, bathing suits, lingerie, excessively short skirts or shorts, and/or other attire NACS deems, in its sole discretion, scanty or revealing.
4. All music and entertainment should be in good taste and not include content that is sexually explicit or verbally offensive. In addition, dancing and modeling shall not include any provocative or suggestive poses or actions. Show Management, in its sole discretion, shall make final decisions on the acceptability of questionable booth activities.

NOISE AND SOUND EQUIPMENT

Monitoring sound levels:

Sound presentations, slides, or movies will be permitted if tuned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of display.

Positioning of speakers and demonstrations:

Loudspeakers must be positioned to direct sound towards the center of the exhibit booth. Speakers may not point toward the Show aisles.

Traffic in aisles:

Noise resulting from exhibitor demonstrations *should not* interfere or disturb adjacent exhibitors and their patrons, or cause aisles to become blocked.

Penalties:

Exhibitors will receive a first and second warning if sound levels are excessive. Receiving a third warning means ALL electrical power to the booth is terminated for the remainder of the Show day. The Exhibitor will be responsible for charges to reconnect electrical service to the booth. If a fourth warning is necessary, exhibitor will lose electrical power to booth.

Prohibited material:

Usage of musicians, entertainers, loud speakers, sound systems and noise-

making devices is restricted to the assigned booth space. Show management reserves the right to determine when exhibit operations, components or features become objectionable.

Exhibitors must police their own booths to be sure the noise levels from demonstrations and sound systems is kept to a minimum and does not interfere with others. Sound and audio/visual presentations will be permitted if tuned to conversational levels and if not objectionable to other exhibitors.

Sound from any and all audio presentations is not to carry beyond the immediate area of display. **Remember** -- The use of sound systems or equipment producing sound is an exception to the rule, not a right. NACS reserves the right to determine at what point sound constitutes interference with others and to terminate any audio presentations causing disturbances to neighboring exhibits.

Exhibitor Activities and Literature/Product Distribution

Exhibitors must confine their exhibit activities to the space for which they have contracted.

1. Circulars, catalogues, magazines, folders, products, and signs may be displayed **ONLY** in the exhibitor's booth and must be related to the approved products and/or services on display.
2. Distribution from booth to booth or in the aisles is forbidden.
3. Aisle space may not be used for exhibit purposes, display signs, solicitation or distribution of materials.
4. Canvassing in any part of McCormick Place outside of your exhibit space or at any of the hotels in the NACS Housing Block is strictly prohibited. Any person doing so will be requested to leave the building and his/her material removed at the same time.

Sample (Food/Beverage) Distribution

All food/beverage samples being distributed must be manufactured or produced directly by the exhibitor. Before any samples can be distributed, you must notify Chicago Restaurant Partners and obtain their approval.

Whenever food is prepared within an exhibit, an Authorization Request form should be completed and forwarded to:

Contact: Cybele Abrams
McCormick Place Convention Center
Chicago Restaurant Partners
2301 South Lake Shore Drive
Chicago, IL 60616
Phone: (312) 567-8164
Fax: (312) 791-7280
E-mail: cabrams@mpea.com

The Authorization Request form can be found at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms.

Note: Any serving of food and beverage products by exhibitors and any sampling of such food and beverage products must promptly cease when the show floor closes each day.

Cooking at your Booth

Cooking and heating appliances must be powered through an electrical or natural gas hookup and adequately ventilated.

Stoves and heaters for booth usage must be UL listed/approved and also be adequately ventilated. Nothing combustible may be placed near any heat-producing appliance. A UL listed/approved, 2 – A :10 – B : C ABC-type fire extinguisher is required in such exhibits.

Special Note: If **grease** is used in the cooking display, a **Type K** fire extinguisher should be used.

These cooking and sampling regulations will be strictly enforced by NACS and the Fire Marshal.

Housekeeping

Freeman housekeeping service cleans the aisles. It is up to the exhibitor to keep the exhibit booth clean. A porter service is available for special cleaning, and this service is recommended to all exhibitors sampling food and/or beverage items. An order form can be found at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Freeman Services.

Trash Receptacles

Trash receptacles are positioned throughout the hall to keep the Show clean, not to replace an exhibitors' need for porter service in their booth. If you will need periodic porter service to remove trash from your booth please contact Freeman.

Public Health Officials

Food should be prepared under the most sanitary conditions. In the event you are contacted by a public health official, check with the floor manager immediately before acting on complaints or suggestions.

Sample Distribution Tips

It is never easy to determine the quantities of sample products you should bring to the show. The NACS Exhibitor Advisory Committee and the NACS Exhibits Staff have developed some questions that you might want to ask yourself when determining sample quantities.

1. How many attendees are expected to attend the show?

Last year, NACS had about 21,983 total attendees, out of which over 7,500 were Retailers. NACS is expecting a slight increase from last year's figures.

2. Why are you sampling? What is your overall objective?
3. Who is your sampling audience?
4. How are you going to sample?
5. What are you sampling? Is it a give-away/take-away vs. an immediate consumption item?

Other items to consider:

- Location of your booth.
- Who are your competitors and are they exhibiting at the Show?
- Are you engaging in other activities to bring traffic to your booth, i.e. a pre-show promotion?
- Is this a new item?

Samples- Leftover Food – Donations

After the tradeshow closes, extra food products may be donated for distribution to Operation Interdependence and the Greater Chicago Food Depository. Information and procedures will be available on-site.

Security

NACS will provide 24-hour **perimeter security service** from installation through dismantle. The furnishing of such service is not to be interpreted by exhibitors as guaranteeing them against theft or loss of any kind. Exhibitors are responsible for the security of their displays and personnel at all times. If you require additional security, please see the order form in the ADDITIONAL SERVICES section.

Security Precautions:

Your company and NACS can be assured of a more secure and successful event if you follow a few simple precautions:

1. Ship products, materials, equipment, etc. in locked trunks or crates. Make sure all labels are properly filled out on your trunks and crates that are shipped or to be stored.
2. **Don't make your hi-tech equipment and perishable items easily identifiable. Mislabel/identify your packages, or use a dark plastic to shrink wrap your materials, especially perishable items that can easily be identified as product for consumption. Don't make your product a temptation for laborers on the floor!**
3. When utilizing cartons, be sure they are securely taped and/or banded. Do not mark on the outside of the crate what the contents are inside.
4. Do not leave your booth unattended, particularly during move-in and move-out. Take inventory of your products during these times.
5. Never leave laptops, briefcases, and purses unattended or out in the open.
6. Keep small portable products out of sight, locked up or take them with you when you leave the exhibit hall.

7. Utilize security cages or hire private booth security.
8. Report any suspicious person(s) in the exhibit area.
9. Report any thefts immediately to the Security Office and/or Show Management Office.
10. Pack as quickly as possible at the close of the show. NEVER leave your booth unattended during this time – it is the highest risk period for theft.

Smoking

A **NO SMOKING POLICY** will be enforced at McCormick Place

Smoking will not be allowed in the exhibit halls, public space or in any meeting space at McCormick Place in Chicago, Illinois. Outdoor designated smoking areas have been established due to the City Ordinance which requires McCormick Place to provide a smoke-free environment. Fire marshals will be onsite to ensure compliance.

Shuttle Bus Service to/from McCormick Place and NACS Hotels

Complimentary Shuttle Bus service will be available to and from all official NACS hotels, with the exception of hotels within walking distance to McCormick Place which include *(subject to change without notice)*:

- Hyatt McCormick

The general times of service will be as follows:

| | |
|---------------------|-------------------|
| Saturday, October 1 | 7:00 am – 5:30 pm |
| Sunday, October 2 | 7:00 am – 7:00 pm |
| Monday, October 3 | 7:00 am – 7:00 pm |
| Tuesday, October 4 | 7:00 am – 3:30 pm |

**** Schedule is subject to change without notice. Please see on-site schedules for actual times.**

ADA Access: For ADA information, please contact Jae Hoffmann at Kushner & Associates at j.hoffmann@kushnerdmc.com at least ten (10) days prior to the meeting.