

Eligibility for Exhibitors

The term "Association" as used throughout these Rules and Regulations refers to the AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION. The term "Convention Center" means the Phoenix Convention Center in Phoenix, Arizona.

The ATSSA's Traffic Expo is devoted exclusively to devices, materials, supplies and services used for traffic control and roadway safety or for the manufacture of such devices.

- Members (Full, Affiliate, Engineering and Design Firms, Consultant or International) in good standing of ATSSA may qualify as exhibitors.
- Companies who are not members of ATSSA and are eligible to exhibit may exhibit at a higher rate.
- Products and services must be related to the industry.
- Products and services exhibited must be those normally manufactured or provided by the exhibitor.
- An exhibitor may not display or distribute advertisements for any products that infringe on the registered trademark, copyright or patent of another company, as has been determined by a court of law.
- Exhibitors displaying in an in-line booth may not design their booth or display a product that will block the view of an exhibitor in the booth next to them.
- For island booths, the full clearance may be utilized with the approval of the show management and convention center policy.
- You must purchase enough space for your products and your booth personnel. No conducting business in the aisles surrounding your booth.
- Companies, entities or Associations that provide products or services that compete with ATSSA are ineligible to exhibit.

Exhibit Rates

Each exhibit booth is 10 feet x 10 feet. Single booth locations will be charged \$2,900/\$3,000 for members and \$4,100/\$5,100 for non- members. An additional charge of \$250.00 will be assessed for each corner. The booth rental fee will

include:

Standard booth set-up, consisting of draped background, 8 feet high and draped side partitions 36 inches high.

- One two-line identification sign showing company name and booth number.
- Watchman service during non-exhibit evening hours.
- General lighting and cleaning service of public areas.
- Up to two free registrations for each booth reserved if you stay in ATSSA hotel block. You must book our room through ATSSA's official housing company. NO EXCEPTIONS or cancellation of hotel reservations. Registrations are for booth personnel only.

Application for Exhibit Space

Application for exhibit space must be submitted on the official application form.

- Applications submitted prior to July 31, 2022, must be accompanied by a payment of 50% of the total booth rental fee, with the balance due by September 1, 2022.
- Applications received after September 1, 2022, must be accompanied by a payment of 50% of the total booth rental fee, with the balance due 30 days from sales date.
- Applications received after November 1, 2022, must be accompanied by the full amount of the rental fee.
- After November 1, 2022, any booths that have not been paid for in full may be resold and deposits forfeited.
- Applications submitted after January 9, 2023, will be subject to a \$400 late processing fee.

Cancellation of Exhibit Space

- Exhibitors canceling exhibit space prior to July 31, 2022, will receive a full refund of exhibit fee paid minus \$100 service fee per booth.
- Any booth cancellations after July 31, 2022, but before October 1, 2022, are refunded 50% of the booth fee. Cancellations by December 1, 2022, are refunded 25% of the booth fee.
- No refunds will be made after December 2, 2022.

Character of Exhibits

The Association reserves the right to prohibit any exhibit, or any part of the exhibit, which in its opinion is not suitable or in keeping with the character of the exhibit. The reservation concerns persons, conduct, printed matter or other items the Association deems unethical or unfair to other exhibits.

Exhibit Dimensions

- All booths are 10 feet wide by 10 feet deep. Exhibitor's materials must not encroach on the aisles or other booths.
- The ceiling height of the exhibit hall is 27 feet. For standard in-line booths the approximate back half of the booth may be utilized to the full ceiling height, to display equipment. Any signs may be up to eight feet high in the back half of the booth and shall not exceed 42 inches in height in the front half of the booth.
- Exhibitors displaying in an in-line booth may not design their booth or display a product that will block the view of an exhibitor in the booth next to them.
- For island booths, the full clearance may be utilized with the approval of the show management and convention center policy.
- Under no circumstances shall any part of a display, equipment or sign hang over the aisle or a booth occupied by another exhibitor without prior written approval from show management.

Shipping and Storage

The Convention Center and hotels do not receive advance shipments, nor do they have facilities for the storage of empty cases. They do not provide labor for loading or unloading deliveries to the booth. See the contractor services materials for all information regarding shipping and handling of booth materials.

Installation

- Installation may begin at 8:00 AM, Saturday, February 18, 2023

All exhibits must be in place and in readiness by 11:00 AM, Sunday, February 19, 2023.

Dismantling

- Dismantling and removal of material by exhibitors may begin at 1:00 PM, Tuesday, February 21, 2023.
- All material must be removed by 8:00pm, Tuesday, February 21, 2023. Anyone who needs an exception to this time allotment needs to call show management for approval.

Responsibility for Exhibitors

While the Association and the Convention Center will exercise all reasonable precautions to see that all articles and exhibit material are carefully handled, the Association and the Convention Center shall not be liable for damages or loss of any exhibits either by theft, fire or otherwise, and the contract for space is accepted with the understanding that exhibitors are solely responsible for their exhibits.

Liability and Insurance

A general overall watchman will be employed by the Association and will be on duty during non-exhibit hours, but neither the Association nor the Convention Center will be responsible for loss of any materials by or for any cause.

- All exhibitors and their authorized contractors must carry general liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 aggregate.
- A certificate of insurance must be presented to the general service contractor prior to move in.
- The exhibitor must carry full insurance for the entire duration of the show, including move-in and move-out.
- Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment and display at all times.
- The exhibitor must surrender occupied space in the same condition as it was at the commencement of occupation.
- The exhibitor shall assume all responsibility for damage to the exhibit hall by reason of his exhibit.

- Neither the Association nor the Convention Center will be liable for injuries to any person or for damage to property owned or controlled by the exhibitor for which claims for damages or injury may be incident to, arise from, or be in any way connected with the exhibitor's occupation of the display space.

Fire Protection

- All booth decorations including hanging banners must be flame retardant and all hangings must clear the floor. Certificate of Flame Resistance must be available for inspection in your booth.
- All electrical connections for exhibits and displays must be made by the Convention Center electrical contractor or their representative.
- Exhibitor is required to notify, in writing, show management of any potentially hazardous materials, to include:
 - Electrical cooking equipment; open flame devices; vehicles; welding, cutting or brazing equipment; ammunition; radioactive devices; flammable liquids; pressure vessels; exhibits involving hazardous processing and materials; fireworks or pyrotechnics; blasting agents or explosives; flammable propellants; gas operated cooking equipment; portable heating equipment; other equipment, materials and operations that increase risk to fire and life safety. Prior Convention Center approval is required.
- The display of any and all vehicles that are powered by a combustion engine require fuel tanks to contain the smallest possible amount of fuel, not more than 1/8 tank or 10 gallons, whichever is less. The gas cap must be locked or sealed by tape; batteries must be disconnected. Fueling and de-fueling cannot take place on premises. One key to the vehicle must remain in the booth at all times, so that the vehicle may be removed in the event of fire. Vehicles may not be started, run or moved during event hours.

Exhibit Operations

- Each exhibit must be staffed by an authorized company representative during show hours.
- Each exhibit must be open for the full

duration of official show hours and must be closed at all other times.

- The exhibitor is required to maintain cleanliness of the booth.
- Demonstrations and all other activities must be confined to limits of the exhibitor's booth.
- Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to congestion of aisle traffic.
- Exhibitors may not hold social functions during official exhibit hours outside of the exhibit hall.
- Exhibitor personnel may not enter the exhibit space of another exhibitor without permission from the latter.
- Vehicle electrical system must be disconnected by either removing the battery, battery cables, or disconnecting battery cables and taping contact with nonconductive electrical tape.
- Vehicles with LPG tanks or any heavier-than-air gas shall not be permitted inside the Tampa Convention Center

Special Visual and Sound Effects

Audio-Visual and other sound and attention-getting devices must be relevant to the exhibitor's products and shall not be made primarily to attract or amuse. Exhibits which include operation of any sound-making equipment or bright or flashing lights must be conducted so that the sound or lights will not annoy or disturb nearby exhibitors.

Use of Space

- All demonstrations and other promotional activities must be confined within the limits of the exhibit booth. Demonstrations must be relevant to the exhibitor's products and shall not be made primarily to attract or amuse. Sufficient space must be provided within the exhibit to contain persons watching demonstrations or other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near his booth free from congestion due to his demonstrations or other promotions. Cash sales are not permitted.
- No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of show management.

Products or equipment may not be displayed outside the exhibit hall.

- Exhibitors must show only goods manufactured or dealt in by them in the regular course of business.
- No exhibit eligible for the exposition will be permitted in a hotel room.

General Rules

- Exhibitors shall not schedule meetings or events that conflict with ATSSA meetings, show times, or networking events.
- Any company eligible to exhibit at Traffic Expo must have a booth to solicit business. If you are observed to be soliciting business in the aisles or other public spaces, or in another company's booth, you will be asked to leave immediately and your badge will be confiscated.
- All exhibitors and attendees must wear badges at all times.
- Badges are the property of show management and are not transferable. All free exhibit booth registrations must be used by the exhibit booth personnel only. Under no circumstances are free exhibitor registrations transferable to delegates who are not exhibitors.
- Badge Replacement fee is \$40
- Writing or tacking on walls, panels, cutting, etc. is not permitted.
- Tape is not to be used on walls, etc. for support of posters or signs. Easels are recommended.
- Objects such as table drops, boards etc. are not to be placed against walls, etc.
- No material is permitted on marquees.
- Convention Center permanent signs, banners, etc. may not be blocked in any manner. Temporary signs may not be attached in any manner to permanent Convention Center signage.
- No sign may be placed outside the booth area, in doorways, hallways or aisles.
- No displays or signs are permitted in non-exhibit areas.
- All aisles and exits must be kept clear, clean and free from obstructions to comply with fire regulations.
- Explosives or combustible materials are not to be displayed in the Convention Center. This includes cylinders of gas, paints, alcohol, turpentine, chemicals, etc.
- All fire extinguishing equipment shall be maintained in plain sight-unobstructed and accessible for use at all times.
- The parking or standing of motor vehicles or other obstructions in the exit area is strictly forbidden.
- All construction in a booth shall be substantial and fixed in position for the duration of the show.
- No space shall be sublet without written approval from the Association.
- All material used in the construction of exhibit booths must be fire retardant.
- All individuals associated with installation and dismantling procedures must wear closed-toe shoes and appropriate safety equipment.
- Adhesive backed decals and stickers may not be distributed in the Convention Center.
- Helium balloons are prohibited in the Convention Center.
- All floor load capacities should be strictly observed. Any variations should be approved in writing by the Convention Center. Advance approval is required for any heavy equipment.
- For Island booths, the full clearance may be utilized with the approval of the show management and convention center policy.

Admission

- Admission to the exhibit hall is open to industry professionals and adults.
- Children under 16 years of age will not be permitted entry to the exhibition hall under any circumstances. NO EXCEPTIONS.

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- The badge replacement fee is \$40
- Properly-badged exhibitors will be admitted to the exhibition hall one hour before show opening each show day, and may remain up to one half hour after show closing each evening.
- Any sales meetings exhibitors wish to have in their booth must take place during the one-hour time frame before the show opens each day.

Sales & Promotional Activity

- Give-aways, magazines, merchandise and souvenirs may be distributed only within the exhibitor's booth.
- Exhibitors may serve food and/or beverages in their booth. Alcohol service will be allowed on Sunday from 2:00 - 5:30 PM and Monday from 2:00-5:00 PM. No alcohol shall be served during show hours on Tuesday. Exhibitors planning to serve alcohol must provide proof of liability insurance and notify ATSSA staff of their intent no later than 20 days prior to show opening.
- An exhibitor must cease the distribution of samples and other materials whenever such action blocks the aisles or in any other way handicaps nearby exhibitors.
- Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the Convention Center.

Cameras and Taping Equipment

- An exhibitor may not photograph or videotape the exhibits or products of other exhibitors without their permission.

Violators will be asked to leave the exhibit hall. Repeated violations will result in forfeiture of registration credentials.

- No one is permitted to record or reproduce meetings, seminars and other events either aurally or visually, by videotape recording, audio cassette recording or any other means.

Compliance with the Law

- Exhibitors must comply with and be bound by all laws, ordinances and regulations of the country, state, county and city, and, wherever applicable, of the police and fire departments.
- Exhibitors must conform to all city fire codes.
- All fire exits and fire exit signs must be free, clear and visible at all times.

Furniture and Special Decorations

All special items such as tables, chairs, drapes for tables, furniture and/or other equipment required may be ordered from the Official Decorator who will contact each exhibitor directly. In some cases, these items may be provided for you. Please check your services materials for complete details.

Labor Services

Experienced labor is available from the Official General Service Contractor. Refer to the contractor

Exhibit Officials

For additional details concerning the exhibit, call or write the Director of Meetings and Conventions, or the Convention Sales Manager at ATSSA Headquarters:

American Traffic Safety Services Association 15
Riverside Parkway, Suite 100 Fredericksburg,
VA 22406-1022
Phone: 540-368-1701 or 800-272-8772
Fax: 540-368-1717

Official General Service Contractor T3 Expo.