

# 2023 IAFE TRADE SHOW FACT SHEET



*Salt Palace Convention Center, Salt Lake City, Utah*  
**SHOW DATES: November 27-28, 2023**

## SET-UP DATES AND TIMES

Exhibitors can set up their exhibits from **8 a.m.-6 p.m.** on **Sunday, November 26**, and from **8 a.m.-11:30 a.m.** on **Monday, November 27**. **NOTE:** Exhibitors utilizing the dock for unloading will need to arrive **prior to 6 p.m.** on **Sunday** and **before 10:30 a.m.** on **Monday**. Please refer to **SETTING UP OF EXHIBITS** regarding specific set up instructions. **Exhibits must be ready by 12:30 p.m. Monday, November 27 — 1 hour before opening.**

## OPENING AND CLOSING OF EXHIBITS

Monday, November 27 ..... 11:30 a.m. to 5:00 p.m.  
Tuesday, November 28 ..... 11:00 a.m. to 1:00 p.m. and  
3:00 p.m. to 5:30 p.m.

**Exhibits MUST be open and staffed  
AT ALL TIMES during show hours.**

## REMOVAL OF EXHIBITS

Exhibits **must not** be disturbed, dismantled, or removed before **5:30 p.m. Tuesday, November 28**. However, exhibits **must be** dismantled, packed, and **removed from the convention center** by **12:00 Noon Wednesday, November 29**.

## BOOTHS

All individual exhibit spaces measure **10 feet wide by 10 feet deep**. The booths will feature a back wall **8 feet high** and side rails **36 inches high**. The floor is **NOT** carpeted. **Show Management strongly suggests ordering carpet from the official show decorator, Paramount Convention Services, for a more professional appearance and for the comfort of your feet.** Background color (drapes) will be **black**. Each booth will be equipped with one **7" x 44"** two-line identification sign. Height of built displays shall not exceed **8 feet** across the back without first receiving permission from the Trade Show Management. Sides must not block out adjacent booths; that is, the exhibit may not extend farther than **4 feet** from the back wall if the exhibit is over **3 feet** tall. Side rails on corner booths may be removed. Any special signs may be ordered from the decorator.

## CEILING HEIGHT, FLOOR LOAD, AND FREIGHT ACCESS DOORS

Ceiling height in the Exhibit Halls of the **Salt Palace Convention Center** are **30 feet (28 feet under airwall tracks)** and maximum floor load is **unlimited**. Freight doors leading to the Halls can easily accommodate any road legal vehicles/trailers.

## SETTING UP OF EXHIBITS

**Paramount Convention Services** and the **IAFE** value you as a customer and want your experience in Salt Lake City to be a pleasant one. The following information should be helpful in planning your participation in the IAFE Trade Show.

Exhibitors that will be driving in their materials in their own Privately Owned Vehicles (POVs) will be allowed to move in on their own through a clearly marked door to be designated by **Paramount Convention Services**. POVs will only include cars, SUVs, or pick-up trucks. There is a 20-minute time limit for POV move-in. Exhibitors will need to provide your own material handling equipment or request assistance with the show decorator. **All other vehicle types** will need to hire labor to unload.

Exhibitors desiring to unload at the convention center dock area should **obtain clearance** from **Paramount Convention Services** **before** pulling into the loading/unloading area. A **Paramount Convention Services** representative will be stationed near the loading/unloading area located on the west side of the convention center. The dock hours are **8 a.m.-6 p.m.** on **Sunday, November 26**, and **8 a.m.-10:30 a.m.** on **Monday, November 27**. Exhibitors that include trailers or vehicles as part of your exhibit **must** move in on **Sunday**.

**Exhibitors will be allowed to pull up to the outside dock area to unload. At no time will you be allowed to leave your vehicle unattended — for emergency reasons, so one person MUST remain with your vehicle at ALL times. You will be limited to 20 minutes in the unloading area so that other exhibitors will be able to move in. Please staff accordingly to comply with these rules.**

For items that you are physically unable to move in yourself, **Paramount Convention Services** will have a POV rate to move in exhibitors based on a roundtrip package of ½-hour increment for the in and ½-hour for the out. Exhibitors will be able to find this information in the Paramount Exhibitor Kit, which will be posted online at **www.iafeconvention.com** around **September 1<sup>st</sup>**.

Exhibitors who move in cartons and products into the hall will be responsible for removing and returning empty containers off-site. **NO STORAGE WILL BE ALLOWED IN THE EXHIBIT AREA PER THE FIRE MARSHAL.** This rule will be strictly enforced. Your cooperation is appreciated.

## ELECTRICAL LIGHTING

General illumination in the exhibit area is very good. Additional lights and electrical outlets may be arranged through the electrical contractor, **Elden Electric**.

## INSURANCE REQUIREMENTS

Each exhibitor is required to furnish an original certificate of insurance in order to participate in the Trade Show. The certificate, in accordance with the following requirements, must be sent to the IAFE office **on or before November 1, 2023**. The insurance policy must cover the show dates including set-up and teardown (**November 26-29**). The coverage must be for **General Liability** with a **combined single limit minimum of \$1,000,000**. All insurance must be on an occurrence policy and must include the **IAFE** and the **Salt Palace Convention Center** as an additional insured. If you do not currently have a General Liability policy, you can purchase insurance coverage from the **IAFE**. Please contact the IAFE office for details.

## COOKING OR FOOD SERVICE

Cooking and/or serving food or beverages will be permitted only with the approval of the **IAFE** and the **Salt Palace Convention Center** and **Centerplate**. In addition to the insurance requirements for all exhibitors, companies serving food or beverage must have a policy that includes **product liability**. Please contact Show Management for approval on cooking/cooking methods and for information on food service options in the Trade Show.

## THE DISPLAY OF ANIMALS

Any exhibitor who wants to display an animal must first receive permission from the IAFE Show Management.

## DEMONSTRATIONS AND PERFORMANCES

Booth demonstrations and performances shall not disturb adjacent exhibitors and their patrons. Musical instruments and P.A. systems may not be used. Performances utilizing the Beyond the Booth areas are subject to approval by IAFE Show Management. **No hazing, smoking, or fog is permitted with any exhibit.**

## FIRE DEPARTMENT REQUIREMENTS AND MOTORIZED VEHICLES

- a. Any display of a static vehicle must first be approved by show management and then the Fire Marshal. Visqueen is required under all displayed vehicles.
- b. Once approved, automobiles, trucks, motorcycles, and other motorized vehicles displayed shall have their batteries removed or battery cables disconnected. The fuel tank should not be more than one-fourth of a tank full and the fuel tank must be sealed with tape or locked. Garden tractors, snowmobiles, chain saws, or other gasoline-powered equipment must be safeguarded in a similar manner. Contact IAFE Show Management for information.

## OFFICIAL SHOW DECORATOR AND OFFICIAL DRAYAGE FIRM

Paramount Convention Services  
Phone: 314-621-6677

## SHIPPING INSTRUCTIONS

Exhibitors desiring to ship freight must send all freight directly to **Paramount Convention Services** on a **PREPAID** basis. **COMPLETE SHIPPING INSTRUCTIONS** will be included in the Exhibitor Kit.

## REGISTRATION

A kit of pertinent materials and trade show admittance badges for the people manning your exhibit will be available for pickup **Sunday, November 26**, from **8 a.m.-6 p.m.**, or **Monday, November 27**, from **7 a.m.-1:30 p.m.** **Each exhibitor will receive 2 badges for the first booth purchased and 2 additional badges for each additional booth purchased. Badges above the allotment are \$50.**

Please note that the list of people manning your exhibit must be received in the IAFE office by **October 20**.

## LOUNGE AREA

A lounge area will be included as part of the floor plan. We feel this area will offer exhibitors a break and resting area and help retain attendees to the Trade Show area.

## TRADE SHOW COMMITTEE

The IAFE Trade Show Committee will monitor the Trade Show and have authority to act on behalf of Trade Show Management. Vendors who are not registered Trade Show exhibitors will be asked to leave.

## TRADE SHOW DRAWINGS

If exhibitors hold individual prize drawings at their booths, IAFE show management must approve the drawing. Show management will not announce booth drawings on the microphone but will provide an area/ signage to post winners. All gifts or prizes distributed by exhibitors through drawings must be registered and approved in writing by IAFE show management **prior to November 27**.

**iafe**® THE NETWORK!