



# EXHIBITOR GUIDELINES

Thanks very much for your interest in exhibiting at the World of Bluegrass events. Our goal is to make sure you have a positive experience and your objectives for attending are achieved. Based largely on input from previous exhibitors, we have established guidelines to make the best use of everyone’s resources and to fairly organize the opportunities and costs associated with exhibiting. ***When you apply for use of space, you are agreeing to abide by these rules and guidelines.***

**PLEASE READ THIS DOCUMENT IN ITS ENTIRETY.**

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## To Secure Booth Space

*Complete the Etix IBMA Expo registration. The registration is what will start your booth assignment process. We look forward to you being part of the most unique event in bluegrass!! Visit [IBMA.org](http://IBMA.org) for more info.*

### Terms of Exhibitor Agreement

Exhibit management is hereby requested and authorized to reserve space for exhibitors use at the IBMA “World of Bluegrass” events to be held in The Raleigh Convention Center in Raleigh, NC. Exhibit days during this event are Wednesday—Saturday, Sept 25-29, 2018. Exhibitor agrees to rent space designated upon all terms and conditions stated herein for the purpose of display and/or sale of products and services, and to pay all designated rental fees provided herein.

Exhibit space will be assigned at the sole discretion of exhibit management and remains the property of exhibit management. Exhibitor further agrees **to work and maintain their exhibits during ALL exhibit show hours during their rental period.** Should the exhibitor move from or abandon their exhibit space during the show open hours and/or before their rented term expires, designated space returns to exhibit management for use at their discretion.

### No Suitcasing

“Suitcasing” is the act by individuals or suppliers, who have NOT purchased booth space, of soliciting business, distributing literature or doing promotional activities in the exhibit hall aisles/floor or other public areas of the events, and/or representing their services or soliciting conference participants for conflicting social or business activities, without having purchased booth space. “Suitcasing” is a violation of IBMA Vendor Management Policy and may seriously affect a supplier or vendors participation in future IBMA events. Please report any violations to Exhibit Management.

### Furnishings & Space Use

The World of Bluegrass Exhibit Hall is located within the Raleigh Convention Center (Exhibit Hall C) at 500 South Salisbury Street, Raleigh, NC 27601 USA.

No exhibitor shall assign, sublet or share space allotted without the consent of the exhibit management. Services and/or supplies are the exhibitor’s responsibility (beyond the provided items with the rental cost) and all uses of space are confined to the actual limits of assigned space.

**“Island” Space:** Space will be provided to exhibitor by exhibit man-agement with a booth I.D. sign, four 2’x 3’x 30’ skirted tables and eight chairs. One (1) island space constitutes floor space of approximately 400 sq. ft (20’x20’) surrounded by aisles. No curtain backdrop or curtained siderails are provided with island space.

**“Single” and/or “Double” Space:** Standard linear booth space (“Single” = 10’x10’ approx. 100 sq ft or “Double” = 10’x20’ approx. 200 sq ft) will be provided to exhibitor by exhibit management with an eight foot high curtain back wall, dividing side rails, a booth I.D. sign, one 2’x 6’ x 30” skirted table and two chairs (per 100 sq. ft of space).

**Face-to-face events have intrinsic benefits that are unequalled in any other forum offering irreplaceable human interaction and relationship building!**

## Exhibit Pricing

	Single (10X10)	Double (20X10)	Quad (20X20)
<b>Early Bird (April 9-May 31)</b>			
World of Bluegrass Expo (Full Week)	\$700	\$1100	\$1500
B2Business Conference Expo (Wed/Thu)	\$400	\$600	\$800
Wide Open Expo (Fri/Sat)	\$500	\$700	\$900
<b>Summer Rate (June 1-August 31)</b>			
World of Bluegrass Expo (Full Week)	\$800	\$1200	\$1600
B2Business Conference (Wed/Thu) Wide	\$450	\$650	\$850
Open Expo (Fri/Sat)	\$550	\$750	\$950
<b>Final Rate (September 1-Event)</b>			
World of Bluegrass Expo (Full Week)	\$900	\$1300	\$1700
B2Business Conference (Wed/Thu) Wide	\$500	\$700	\$900
Open Expo (Fri/Sat)	\$600	\$800	\$1000

**Included with your Exhibitor Fees:** One 3-day Conference registration and two "Exhibitor Assistant" (access to the exhibit hall and Bluegrass Ramble)

## Booth Assignment

Booth assignments favor 1) sponsors of the event and 2) prior year exhibitors. Prior year exhibitors will have a 30 day reservation period to secure space with preference consideration for location or configuration requests. New exhibitors will be offered best available on a first come, first served basis after prior year exhibitors have been set. Exhibitor space will remain open and "for sale" until show management deems the hall "sold out." Availability of certain booth types or exhibit times may be limited.

Exhibit space will be assigned at the sole discretion of exhibit management and remains the property of exhibit management. Any booth location can be held in reserve for sponsors and VIP's, thus show management reserves the right to move your booth assignment from year to year and locations are not guaranteed.

## Loading Dock

Entrance to the loading dock is off Lenoir Street (between McDowell & Dawson) directly behind the Red Hat Amphitheatre. The loading dock entrance runs behind the Red Hat stage area, down below street level and into the Raleigh Convention Center.

A limited number of vehicles are allowed on the dock at one time. Depending on the demand for loading dock use, you may need to wait until other vehicles clear before you will be allowed in.

When you are finished unloading your vehicles, you will be asked to move to regular parking facilities **immediately. Before setting up your booth!** There is no permanent or overnight parking available on the dock. You will be required to find alternative parking for your vehicles. All vehicles are required to be off the dock 15 minutes prior to closing of the dock.

If you choose not to use the loading dock OR will be moving in or out while the loading dock is closed – you are welcome to use personal carts, hand carry items, or ask at the IBMA registration area if any volunteers are available for assistance.\*

Labor and shipping needs can be coordinated with the Raleigh Convention Center or HOLLINS, your exhibit service provider, prior to or during the events.

\* IBMA is NOT required to provide volunteers or assistance with move-in or move-out.

## Exhibit Days / Hours - OPEN

The Exhibit Hall will be **OPEN** as follows:

**Wednesday, 9/25** 1:00 pm - 5:00 pm

\*open to registered attendees of the IBMA Business Conference only

**Thursday, 9/26** 1:00 pm — 5:00 pm

\*open to registered attendees of the IBMA Business Conference only

**Friday 9/27** 11:00 am - 6:00 pm

\*open to the public, Festival ticket is **NOT** required for entrance

**Saturday 9/28** 11:00 am - 6:00 pm

\*open to the public, Festival ticket is **NOT** required for entrance

**Exhibitors are allowed into the hall 1 hour prior to opening each day**

## Exhibit Days / Hours - SET-UP & TEAR-DOWN

### Load-In

**Tuesday, 9/24** Noon - 8:00 PM

**Wednesday, 9/25** 8:00 AM - Noon

**Thursday, 9/26** 7:00 PM - 9:00 PM

\*Weekend-Only Exhibitors

**Friday, 9/27** 8:00 AM - 11:00 AM

\*Weekend-Only Exhibitors

\*NO Loading Dock Access - Hand Carry Only

### Load-Out

**Thursday, 9/26** 5:00 PM - 7:00 PM

\*B2B-Only Exhibitors

**Saturday, 9/28** 6:00 PM - 9:00 PM

\*NO Loading Dock Access - Hand Carry Only

**Sunday, 9/29** 8:00 AM - 11:30 AM

*Exhibiting helps you establish relationships with your customers.*

### Exhibit Hall Security Procedures / Exhibitor Admission

EXHIBIT HALL SECURITY PASSES will be attached to your official conference credential. The Security Pass allows you access to the exhibit hall during set-up, tear-down and times the exhibit hall is closed to the public. **If you do not have the Security credential on your name badge – you WILL NOT be able to enter the exhibit hall when it is closed, no exceptions.**

**You will be given 2 security passes for any “Exhibitor Assistants” you have in attendance. Assistants will not be able to access the exhibit hall during closed hours without the main contact, but will have free access during open exhibit hall hours.** During set-up and tear-down periods—assistants may assist you with your booth needs ONLY IF THEY ARE ACCOMPANIED BY YOU. Non security-credentialed folks are NOT allowed at any time. People who do not have the proper credentials will be asked to exit immediately when loading dock closes.

**PLEASE** be patient with security guards stationed at the exhibit hall doors during “closed” periods or “move-in” or “move-out” times. It is their job to protect your stuff! Not letting people in the hall who do not have the proper credentials is in everyone’s best interest to help ensure safety and security of the items in every exhibitor’s space. Guards are given strict instructions by show management on what kind of credentials get you in and what kind of credentials don’t. We appreciate your understanding.

- A security guard will be posted at the Exhibit Hall at all times the exhibit hall is open and during load-in/load-out times. After closing NO ONE – Including exhibitors - will have access to the exhibit hall until the following morning.
- Any exhibitor entering or exiting the hall when the exhibit hall is closed will be asked to sign-in and sign-out along with recording any items they are removing from the exhibit hall.
- Exhibitors will be required to “Sign-in” until 30 minutes prior to exhibit hall “OPEN” times YOU STILL NEED TO HAVE THE PROPER SECURITY PASS TO GET INTO THE HALL BEFORE IT OFFICIALLY OPENS. If you are the person assigned to “open” the booth – you must make sure – prior to showing up at the Exhibit Hall doors – that you have the proper credentials to enter when the exhibit hall is closed!

**Please see show management if there are any problems or concerns as volunteers will most likely NOT have the answers you need.**

The general CONFERENCE CREDENTIAL allows you entrance into other convention activities and private functions. Conference credentials are non-transferable and are the property of IBMA. Sales and/or swap-ping of badges and misuse of the security pass are strictly prohibited and the pass may be revoked if exhibit management rules are violated.

### Restrictions on Merchandise Sales

Vendors/Exhibitors are not permitted to sell, advertise, promote or distribute any merchandise, including audio and video recorded product in all formats, in or about the conference/festival venue which bears any Artist’s name and/or likeness scheduled to perform on stage at the event until the day following any such Artist’s scheduled final performance(s), without expressed written permission of such artist.

Vendors/Exhibitors shall be individually responsible for any taxes, fees, licenses and/or other permits which might be required for the sale or exposition of their products or services.

### Sound Issues

To minimize sound conflicts, IBMA discourages full performances or jam sessions within your booth space or in the exhibit hall that may disrupt the ability of others to conduct business. Amplification of any sound designed to be heard beyond a single booth is strongly discouraged. Instrument demonstrations are expected, but sound levels should be kept to a minimum and should not disturb neighboring exhibitors.

### Security & Liability

Security will be on the premises during installation and removal of exhibits and until Exhibit Hall closing. The exhibit management, service contractors, staff and directors of any of the same are not responsible for vandalism, theft, fire, accident, or damage to exhibitor property. Upon acceptance of this agreement and by participating in the events, the exhibitor assumes complete liability resulting from personal injury or property damage caused by equipment operated within his/her display area and agrees to maintain necessary general liability insurance coverage for such operation and display within that area. **Exhibitor also understands that proper Event Registration ID and Exhibitor Security Credentials are required to gain access to exhibit area.**

Exhibitors will ONLY have access to loading docks during designated set-up and tear-down times. THERE WILL BE NO USE OF LOADING DOCKS PERMITTED WHEN THE SHOW IS OPEN. See Loading Dock Schedule for full details on access periods.

### Installation & Removal

Prior permission of exhibit management must be obtained before using any fastening devices to attach items to floors, backdrops, side partitions or parts and supports of the exhibit space. At the designated time(s), Exhibitor shall be allowed to move equipment or materials into the assigned space and shall surrender the exhibit premises in as good condition as when exhibitor took possession. Exhibit Management reserves the right to discard any materials remaining in exhibit space or vendor area after designated tear down times and exhibitor may be responsible for any additional fees or expenses incurred in the removal of such.

### Storage

Exhibitor storage on the exhibit hall floor is limited. Additional storage areas can be coordinated through Hollins onsite, but they are limited and will be made available on a first come first served basis. See show management if additional storage provisions need to be coordinated. IBMA does not accept responsibility for any lost or damaged property.

### Services & Utilities

HOLLINS is the official exhibit contractor for the World of Bluegrass. **A separate exhibitor services kit from Hollins is available to all confirmed exhibitors. It will include necessary forms for securing and paying for additional furnishings, shipping and receiving needs and more.**

In the Hollins exhibitor kit—please note that services for additional or special furnishings, carpet and shipping & receiving are coordinated through and provided directly by Hollins, not IBMA.

**Utility needs such as electric, phone or internet access are coordinated and provided through the Raleigh Convention Center and the forms you need to secure those services are also available at [IBMA.org/world-of-bluegrass/exhibit](http://IBMA.org/world-of-bluegrass/exhibit).**

All above mentioned services must be paid directly to the provider and are not provided for in your booth rental fee and are NOT the responsibility of IBMA.

You may be able to secure these services on-site but increased show rates will apply. Discounts are available for securing in advance of show. Deadlines for advance rates will be noted in exhibitor kit.

### In General

- Smoking is NOT allowed inside the Raleigh Convention Center.
- Sound and sight displays must not interfere with other exhibitors. See Sound Issues clause in this document.
- Aisle passages must be kept clear at all times to allow traffic flow through the aisles.
- Posting of flyers, posters or other signs on the walls of the Raleigh Convention Center or Host Hotels is strictly prohibited. Items will be removed immediately and parties will be responsible for any damage to surfaces.
- There is a business center accessible to all event attendees located on the lower level of the Convention Center. Fees will apply for internet and convention center services.

# FACE TIME. IT MATTERS.

**Face-to-face meetings build trust and relationships and provide a human connection that powers business.**