



September 24-26, 2010
Cobb Galleria Centre

Things You Need to Know

- **Please follow our booth guidelines when planning and constructing your booth.** Specific guidelines and a diagram follow. If you do not adhere to the booth construction guidelines you will have to reconstruct onsite, which may cost you time and money. Please carefully look through the guidelines and call us with any questions you may have. Remember there is no cutting in the hall and we strongly encourage exhibitors to pre-construct as much of your exhibit as possible. Also, treat the show like a job site, clean up after yourself.
- **All unfinished portions of displays must be draped or finished to be pleasant to public view.** Show management will require exhibitors to rent drape if display is not finished adequately. Tables must be draped to the floor and boxes or trash must be hidden from public view. Carpet is strongly recommended.
- **No handwritten signs allowed.** Use only professional signage. Only islands 400 sq. ft. and up may hang signs from the ceiling using the official service contractor. **All other signs must be self-supported and adhere to height guidelines and may not be taller than the 8ft drape.**
- **Exhibitors may set-up their own displays.** You are not required to use the service contractor for labor, however only the official service contractor will be allowed to use forklifts. Forklift service is available to rent.
- **Exhibit space does NOT include:** electrical or telephone hook-up, tables, chairs, carpet, space cleaning, packing or unpacking of exhibit material, set-up of display or hanging signs. Save time and money by ordering services in advance. You may bring your own table and chairs, or order from the service contractor – you may not borrow from the facility.
- **Always ask for pricing:** Please ask all service providers for quotes **before** utilizing their services. All prices are in print and available for you to review. All pricing is set by the service providers and SEMCO is not liable for any charges you may incur.
- **Security – the show is under 24-hour camera surveillance.** A complimentary security lock-up trailer is available to secure valuables but exhibitors are ultimately responsible for the safekeeping of all aspects of their display. Exhibitors may access hall 2 hours prior to opening and 1 hour after closing.
- **No microphones (unless preapproved by your SEMCO sales rep), pine straw, helium balloons, popcorn or peanuts in shells.** All food sampling or cooking must be approved by the facility and the Fire Marshal. Food and beverages not being used for sampling may not be brought inside the building.
- **Giveaways require prior approval and must be awarded before the conclusion of the show.**
- **Vehicles used in displays require approval 30 days in advance and carry a \$300 surcharge.** Vehicles must adhere to the fire code and must be approved by the Fire Marshal. If you want to include a vehicle in your display, e-mail gabe@atlantahomeshow.com for approval forms.
- **Only contracted exhibitors are allowed to exhibit in the show.** No other persons are allowed to demonstrate products, solicit orders, or distribute advertising material at the show. All business must be conducted in your rented space. You may not distribute materials outside of your booth space.
- **Badges are to be used only by employees working in a specific booth.** Exhibitors receive 4 per 100 sq ft and replacements cost \$10 each. Exhibitors also receive free tickets (4 per 100 sq ft). To purchase extra badges or additional tickets, please call 770.998.9800 and ask for Lola.
- **To move-in, all exhibitors must proceed through the marshalling area at their designated time.** You will receive a move-in packet with instructions approximately 30 days prior to the show.
- **No early move-out.** We produce quality shows and as a quality exhibitor, you are required to staff your booth, and remain with your booth intact until the show has closed.
- **Please read your contract.** Exhibitor must be insured and name the facility, show management and the service contractor as additionally insured. Your insurance company should be able to provide you a rider to your policy at no additional cost. You are responsible for the safety of your workers and product.