

Greetings and welcome to ShowEast 2019, the industry’s leading networking event on the East Coast! We are excited to return to the Fontainebleau hotel in vibrant South Beach from **October 14-17, 2019** and anticipate a terrific convention. A lot of hard work and planning go into making ShowEast 2019 a success and it is that same degree of preparation that will ensure your experience is a productive one.

EXPO Convention Contractors (ECC), one of Miami’s leading trade show decorator/freight management companies, will once again be available to assist ShowEast exhibitors. Your Online Exhibitor Services Manual gives you the ability to order ECC products and other exhibition services. Please review the online manual carefully, paying special attention to procedures and deadlines that will save you time and money. Additional vendor and service forms can be downloaded to successfully prepare your booth(s) for the upcoming ShowEast convention. [**Click here**](https://expo.os33.com/online/f/we3Z0vxYzaj9gw/ShowEast%202019.pdf?dl=0) to view the manual.

If you have difficulty reading or understanding any of the forms, please contact:

EXPO Convention Contractors, Inc.

15959 NW 15th Avenue Miami, FL 33169-5607

Tel: (305) 751-1234

Fax: (305) 751-1298

Email: [info@expocci.com](mailto:info@expocci.com)

# Hours of Operation

Please refer to the following schedule to ensure a smooth move-in and to staff your booth appropriately:

# Exhibitor Move-In Hours:

Sunday, October 13 12:00pm – 8:00pm \*\*\*EXPO Convention Contractors labor will not be available after 6:00pm unless coordinated with ECC in advance.

Monday, October 14 8:00am – 8:00pm \*\*\*EXPO Convention Contractors labor will not be available after 4:30pm unless coordinated with ECC in advance.

Tuesday, October 15 8:00am – 10:00am

# Expo 2019 Business Hours (TENTATIVE)

Tuesday, October 15 10:30am – 3:30pm Opening Luncheon on the Expo 2019 Floor Wednesday, October 16 10:00am – 4:00pm Luncheon on the Expo 2019 Floor

# Dismantle Hours

Wednesday, October 16 5:00pm – 7:00pm \*\*\*EXPO Convention Contractors labor will not be available after 5:00pm unless coordinated with ECC in advance. Crate/packaging returns for load-out are currently scheduled for Thursday morning unless prior arrangements with ECC are made.

Thursday, October 17 9:00am – 4:30pm

# Booth Height and Sightline Regulations

While we encourage creative and innovative booth designs that will maximize your company’s exposure, everyone must comply with the following limitations unless prior approval from show management is granted:

# In-Line / Corner Maximum Backwall Height – 8 ft.

**\*Within two feet of the closest aisle, sidewall must not exceed 42 inches in height.**

**Peninsula Maximum Backwall Height – 10 ft.**

**\*Within two feet of the closest aisle, backwall must not exceed 42 inches in height.**

**Island Maximum Wall Height – 12 ft.**

Please note that due to the low and uneven ceilings inside the Sparkle Ballroom, the hanging of signs or banners above your booth space is prohibited.

Please be courteous to your surrounding booths. Sound levels and projected images from your equipment must remain inside the confines of your allocated space. If Show Management receives complaints that sound emanating from your exhibit space is too loud or if any images are projected into the aisle, on a wall, or into a neighboring booth, we reserve the right to ask that changes be made to minimize disturbance to adjacent exhibitors.

Although some exhibitors have used the same booth scheme for many years, we ask that you take a moment to make sure your booth(s) fits the guidelines listed above. If you have any questions regarding the Expo, policies, contractors, height restrictions, the location, size, layout or design of your booth, etc., please feel free to contact [**Jordan.Scherzer@filmexpos.com**.](mailto:Jordan.Scherzer@filmexpos.com) If you have any doubts or concerns, please send a diagram of your intended booth plan for review.

We are here to work with you and while there are exceptions to every rule, those exceptions can only be made by Show Management. We will be flexible when we can; however, our goal is to not have anyone’s booth compromised by another.

# Program Journal Exhibitor Listing – Deadline: Wednesday, September 18th

Don’t miss out on the one item attendees always bring back to their office….the official **ShowEast 2019 Program Journal**. The information you submit will provide both existing and potential clients with important contact details about your company. As an Expo 2019 exhibitor already confirmed for the show, why wait? Please [**click here**](https://www.badgeguys.com/reg/2019/showeast/exhibitor.aspx) to submit your company information today! **NOTE: Each exhibitor will need to enter a distinct customer ID number before entering your information via the aforementioned link. If you cannot find your customer ID #, please contact** [**Jordan.Scherzer@filmexpos.com.**](mailto:Jordan.Scherzer@filmexpos.com)Exhibitor listing submissions received after the **Tuesday, September 18th** deadline will not be included in the Program Journal.

# New Product Listing – Deadline: Monday, September 9th

The ShowEast Program Journal will incorporate a section devoted to “New Products” displayed on the Expo 2019 floor. A new product can be defined as a modern concept to your company that is being introduced at your booth. It can be an update to an old device that will yield new or better results or a brand-new development that expands your company’s services. We ask that you submit one high-res jpeg image with a 100-word description of one new product/service as email attachments. All submissions for this section must be emailed to [**Jordan.Scherzer@filmexpos.com**](mailto:Jordan.Scherzer@filmexpos.com) by **Monday, September 9th**. **(NOTE: We retain the right to edit or not list submissions for products debuting more than 6 months prior to show date.)**

# Program Journal Advertising – Deadline: Friday, September 13th

The Program Journal is distributed to every delegate at ShowEast. The journal will not only mark the event but will also contain useful reference material that can be utilized throughout the year. By advertising in the Program Journal, your company will be top-of-mind with attendees and they will know where to find you at the show.

Please [**click here**](https://www.badgeguys.com/reg/2019/showeast/exhibitor.aspx) to review the Ad Reservation form and contact [**Robin.Klamfoth@filmexpos.com**](mailto:Robin.Klamfoth@filmexpos.com) by **Friday, September 13th** for further information.

# Exhibitor and Guest Badges – Deadline: Friday, October 11th

Please be advised, our policy on exhibitor & guest badges is based upon the size of your booth space. A single 10’x10’ space will receive five (5) complimentary Exhibitor/Staff badges and seven (7) complimentary Guest badges. The maximum number of complimentary Guest badges will be thirty (30). Additional badges over the allotment are available for $75 each.

To submit your Exhibitor and Guest badge requests, [**click here**.](https://www.badgeguys.com/reg/2019/showeast/exhibitor.aspx) **NOTE: Each exhibitor will need to enter a distinct customer ID number before entering your information via the aforementioned link. If you cannot find your customer ID #, please contact** [**Jordan.Scherzer@filmexpos.com.**](mailto:Jordan.Scherzer@filmexpos.com)Please be mindful of the **Friday, October 11th** deadline. Additions or changes after this date will have to be requested on-site at the Expo Registration desk beginning Sunday, October 21st.

\*\*Badge requests **must** include complete and accurate contact information for each individual exhibitor or guest. The sharing of badges is strictly prohibited. Show management reserves the right to withhold distribution or confiscate badges if proper identification cannot be provided.\*\*

# Signage – Deadline: Monday, September 23rd

The ShowEast signage package details a variety of opportunities available to you inside the Fontainebleau Hotel. Prices listed include production and installation by Quality Sign & Marquee, ShowEast’s official signage vendor. Please [**click here**](http://www.filmexpos.com/wp-content/uploads/2019/08/ShowEast-2019-signage-package.pdf) to review the package and contact [**Jordan.Scherzer@filmexpos.com**](mailto:Jordan.Scherzer@filmexpos.com) to confirm availability of desired signage locations.

# Lightboxes – Deadline: Friday, September 13th

This year, lightboxes will be offered by EXPO Convention Contractors. Quality Sign & Marquee will be consulted to insure that artwork production and backlighting are set to the highest standards. The lightboxes will be spread throughout ShowEast occupied areas of the hotel to promote your products/services. Please [**click here**](http://www.filmexpos.com/wp-content/uploads/2019/05/ShowEast-2019-Lightbox-order-form.pdf) for further details.

# Lead Retrieval

The use of lead retrieval devices at your booth can prove extremely beneficial as you meet so many new people on the trade show floor. The devices offered allow you to scan a barcode on each attendee’s name badge that will present all of their contact information provided during the convention registration process. For further details and information, including pricing, please [**click here**.](http://www.filmexpos.com/wp-content/uploads/2019/05/Lead-Retrieval_ShowEast19.pdf)

# Drayage

Plan ahead…a few changes to your shipping method could help save you money! Review the key shipping items in the **Shipping and Material Handling** sections of the Exhibitor Manual to find out how you can pack and ship your items most cost efficiently.

# Hotel Accommodations

[Take advantage of the special ShowEast room rates at the Fontainebleau and Four Points hotels. Simply **click here** to be directed to the Hotel Information section of our website to make your reservation today. We](http://www.filmexpos.com/showeast/hotels/) **STRONGLY** recommend you make your reservations prior to **Friday, August 23rd** to ensure availability. Be sure to mention you are attending ShowEast when making reservations.

The ShowEast team looks forward to another exciting and event-filled convention in Miami, Florida! If there is anything we can do to enhance your experience, please do not hesitate to contact us.

Regards, Jordan Scherzer

Film Expo Group [Jordan.Scherzer@filmexpos.com](mailto:Jordan.Scherzer@filmexpos.com)