

Greetings and welcome back to ShowEast, the industry’s leading networking event on the East Coast! We are excited to return to the Loews Miami Beach hotel from **October 17-20, 2022** and anticipate a terrific convention. It’s been three years since we last gathered in Florida to celebrate the cinema industry and spend time with friends and clients; we have a lot of catching up to do!

Before reviewing the information below, we’d like to advise you of a special registration offer reserved only for Expo exhibitors. We are thrilled to have you as part of the ShowEast 2022 EXPO and we also want to see you interacting with your clients at all of the ShowEast networking events. While one full registration has already been included with your booth space purchase, we are pleased to offer our Expo Exhibitors a **discounted Special Registration Package of $695** per person. Please [**click here**](https://www.badgeguys.com/reg/2022/showeast/exhibitor.aspx) to take advantage of this special offer. **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****.**

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/OF-Ikl9N0Ukdbw/SHOWEAST%202022%20Kit.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

Tel: (305) 751-1234

Fax: (305) 751-1298

Email: 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:**

Monday, October 17 8:00am – 8:00pm \*\*\*EXPO Convention Contractors labor will not be available after 4:30pm unless coordinated with ECC in advance.

Tuesday, October 18 8:00am – 10:00am

**Expo 2022 Business Hours (TENTATIVE)**

Tuesday, October 18 10:30am – 4:00pm Opening Luncheon on the Expo 2022 Floor

Wednesday, October 19 11:00am – 4:00pm Luncheon on the Expo 2022 Floor

**Dismantle Hours**

Wednesday, October 19 4:00pm – 8:00pm

Thursday, October 20 9:00am – 2:00pm

**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 uneven ceilings inside the Americana 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**. 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.

**Digital Program Journal Exhibitor Listing – Deadline: Monday, September 26h**Doing our part to conserve resources, we are happy to present the first **ShowEast Digital Program Journal**. The information you submit will provide both existing and potential clients with important contact details about your company. **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****.** Please note that due to production deadlines, we must receive your submission for the Program Journal before **Monday, September 26th**. As a Trade Show exhibitor already confirmed for the show, why wait? [**Click here**](https://www.badgeguys.com/reg/2022/showeast/exhibitor.aspx) to submit your information today!

**New Product Listing – Deadline: Monday, September 26th**The ShowEast Digital Program Journal will also incorporate a section devoted to “New Products” displayed on the Expo 2022 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 will allow you to send in **two (2)** high-res .jpg (minimum 300ppi) images along with 100-word descriptions for these two new items or products you will be introducing at ShowEast 2022. All submissions for this section must be emailed to **Jordan.Scherzer@filmexpos.com** by **Monday, September 26th**. **(NOTE: We retain the right to edit or not list submissions for products debuting more than 6 months prior to show date.)**

**Digital Program Journal Advertising – Deadline: Monday, September 26th**The Digital Program Journal will be available to every registered attendee at ShowEast and published to the ShowEast database post-show. 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 Digital Program Journal, your company will be top-of-mind with attendees and they will know where to find you at the show. Increase traffic to your website post-show by including links in your journal ads. Please [**click here**](https://www.filmexpos.com/wp-content/uploads/2022/07/2022PJ_AD-FORM-SHOWEAST.pdf) to review the form and contact **Robin.Klamfoth@filmexpos.com**by **Monday, September 26h** for further information.

**Exhibitor and Guest Badges – Deadline: Friday, October 14th**
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 five (5) complimentary Guest badges.  The maximum number of complimentary Guest badges will be twenty (20). Additional badges over the allotment are available for $50 each.

To submit your Exhibitor and Guest badge requests, [**click here**](https://www.badgeguys.com/reg/2022/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****.** Please be mindful of the **Friday, October 14th** deadline. Additions or changes after this date will have to be requested on-site at the Expo Registration desk beginning Sunday, October 16th.

\*\*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: Wednesday, September 28th**

The ShowEast Signage Package offers a variety of visible opportunities inside the Loews Miami Beach to promote your products/services. Prices listed include production and installation by Quality Sign & Marquee, ShowEast’s official signage vendor. Please see the attached package or [**click here**](https://www.filmexpos.com/wp-content/uploads/2022/08/ShowEast-2022-Signage-Package.pdf) to review and contact **Jordan.Scherzer@filmexpos.com** to confirm availability of desired signage locations.

**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**](https://www.filmexpos.com/wp-content/uploads/2022/03/ShowEast-2022-Lead-Retrieval.pdf) to review the order forms.

**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 Loews Miami Beach hotel. Simply [**click here**](http://www.filmexpos.com/showeast/hotels/) to be directed to the Hotel Information section of our website to make your reservation today. We **STRONGLY** recommend you make your reservations right awayto ensure availability. If you would like to reserve a suite, please contact **Jordan.Scherzer@filmexpos.com** to confirm availability and prices.

**Food & Beverage**

Food and beverage options are available to entertain visitors in your booth space. Options include bottled beverages, meals, snacks, and more. Please contact **Jeff.Stutts@loewshotels.com** at the Loews Miami Beach for menus and to place your orders. Note that outside food and beverage is prohibited to be served unless your company is distributing product samples at your booth.

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