



## GENERAL INFORMATION

(alphabetical by subject)

### **ATTENDANCE:**

Attendance at IECSC is open to the *Professional Salon Industry Only*. Attendees are required to provide proof of affiliation within the beauty & spa industry.

Registrations for attendees may be purchased in advance [HERE](#).

### **BADGES:**

Exhibitor registration area will be in front of **Hall A**. Temporary work passes will be available to "helpers" for scheduled move-in and move-out times only. Temporary work passes may be obtained from Show Management or at the exhibitor registration area. Refer to the "REGISTRATION INFORMATION" section of this manual for additional information.

**Please note: Badges and work passes are nontransferable.**  
**NO Children under 15 years old will be allowed on the tradeshow floor**

### **EXHIBITOR SERVICES AREA:**

The Exhibitor's Service Desk will be in the back of the Exhibit Hall. This area will have service representatives for labor, furniture, freight, electrical, phones etc. After you have checked in at the Exhibitor Registration Desk, check your booth and if anything is missing, please visit the service desks

and confirm your pre-ordered services and equipment. The service desks will be open during move in, the show and move out.

The person in charge of your exhibit should carefully inspect and personally sign for all work order forms. If you disagree with a bill presented for your signature, question it immediately. If you cannot come to a satisfactory agreement with the contractor, contact Show Management. *Do not put it off!* Once the Show has ended, it becomes very difficult to resolve differences.

### **HEALTH DEPARTMENT GUIDELINES: (permanent make up & piercing)**

The County Health Department require permanent make up vendors and piercers to have a valid health license in order to operate at the show. Temporary licensing fees vary from county to county. Failure to comply with local regulation will result in removal from the show without a refund.

All Vendors must bring their current license and blood-borne certificate for inspections onsite. Vendors must make arrangement for the removal of medical waste with a certified facility. Resources and FL guidelines are in the service kit page in the Health Permit Applications section.

### **SECURITY:**

Show Management will provide a 24-hour guard service from the move-in of freight until the removal of all crates and materials on Monday. Although we do our best to deter theft, Show Management is not responsible for lost or stolen items. **Security for individual booths and their contents is the responsibility of each Exhibitor.** Exhibitors in need of individual booth security should contact the security vendor to make arrangements.

All Exhibitors and booth personnel must have Exhibitor Badges in order to have access to the Exhibit Hall. Badges are not transferable. Exhibitors will have access to the exhibit hall one hour prior to the opening of the show and ½ hour after the show closes each show day. **DO NOT SCHEDULE APPOINTMENTS WITH ATTENDEES ON THE SHOW FLOOR PRIOR TO THE SHOW OPENING OR AFTER SHOW CLOSING.**

### **Security Tips:**

- If you have a product which you allow people to try out, be sure that each potential customer is supervised. To avoid theft, consider asking for a credit card or license as a form of deposit from people who you allow to demo your product.
- Remove small items on a nightly basis.
- Hire a private duty security guard or rent a security cage.
- Have replacements available either on-site, at a local distributor or on stand-by at your office for overnight shipment.
- Do not list contents on outside of boxes (*e.g.: Box 1 - Personal Computer*)
- Carry a detailed list of what you ship, in which box it was packed and repack in the same manner. Keep a copy in your office and check your shipment when it returns.

### **SHIPPING YOUR EXHIBIT:**

There are three ways to get your exhibit to the Exhibit Hall: ship it in advance; ship it to show site; or hand carry to show site.

- **Advance Shipments to Contractor's Warehouse** - Freight shipped to the EES warehouse will be placed in the Exhibit Hall first. Shipments must arrive at the warehouse by the deadline date. **Please See the SHIPPING INFORMATION TAB.**
- **Shipped Directly to Show Site** - Freight shipped directly to the Exhibit Hall should arrive during the published exhibitor move-in schedule. Shipments will be received on a first-come, first-served basis.
- **Hand-Carried to Show Site** - Exhibitors are allowed to carry in some materials. The hand carry restrictions are stipulated in the shipping information section of this manual.

### **TIPS:**

- If you have minimal display materials (e.g., brochures, samples, etc.), you may avoid the drayage charge (based on a 200 lb. minimum) by shipping the materials to your hotel and then carrying to show site.
- If you have more than 200 lbs. of freight, minimize your drayage charges by shipping everything together.
- When contracting an "overnight" shipper, check on how long it takes them to trace a lost shipment. Some companies take two days, which is too long in the trade show business.
- UPS or FedEx are not preferable shippers when sending to show site. They will not wait in freight lines and the entire delivery is signed for rather than each individual package. This hampers your ability to track lost shipments.

**STANDARD BOOTH EQUIPMENT:**

The following standard booth equipment is provided to each single booth at no additional cost:

**Booth Equipment**

8' high draped back wall  
3' high draped side rail  
one white draped table (can select size) per 10'x10'  
two side chairs  
booth identification sign  
500-watt electric

**Important Notice:**

Standard booth equipment cannot be exchanged for other decorating equipment. The service contractor will pick up unwanted or unused booth equipment. Other exhibitor cannot use this equipment.

## REGISTRATION

### EXHIBITOR REGISTRATION / BADGE PICK-UP

IECSC Exhibitor Registration will be in front of Hall A.

**NOTICE:** Proof of insurance is required before any exhibitor will be issued their exhibitor badges. For more information regarding the insurance requirement, please refer to the back of your contract, or the Insurance Notice located in the Rules and Regulations section of the manual.

# RULES & REGULATIONS

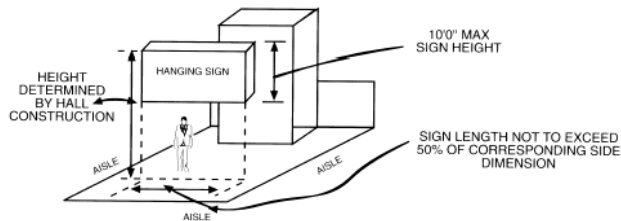
(alphabetical by subject)

## **BANNERS:**

To maximize your exposure, inline booths of 200 square feet or more are now permitted to hang banners over your booth within the IECSC Guidelines. You must adhere to the below guidelines and Show Management must approve all banners prior to installation.

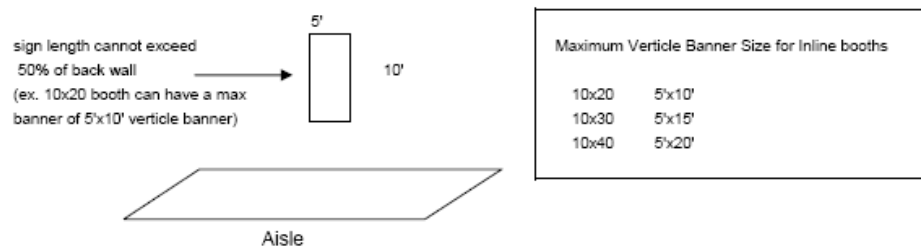
### **Peninsula Booths:**

Banner Size must not exceed 10ft in height and 50% of corresponding side dimension. Example Below:



### **In-Line Booths:**

Banner Size must not exceed 5ft in width and 50% of back wall dimension. All banners must be vertical **NO EXCEPTIONS**. Example Below:



Exhibitors must submit a written request that includes a diagram of their desired placement. All requests and questions should be directed to:

Sadie Sauer  
[ssauter@questex.com](mailto:ssauter@questex.com)

To save you time and money we recommend you talk with our operations department prior to production of any banner to ensure your banner is meeting the IECSC requirements.

### **Banner Production:**

Exhibiting companies that need help designing or printing banners / signage can contact Getvamp LLC, our official Marketing & Promotions Company. Getvamp can be reached at 216-566-5953 or at [orders@getvamp.com](mailto:orders@getvamp.com)

## **BOOTH & DISPLAY REGULATION:**

***Display Guidelines*** – IECSC is committed to producing industry events with the highest degree of professionalism, integrity and quality for our exhibitors and visiting salon & spa professionals alike. To that end, **the following Booth Guidelines will be enforced.**

- All tables within your booth area must be draped and/or skirted. Exhibitors **cannot** utilize the booth's side drape as skirting for tables.
- All signs must be professionally produced and/or created.
- The use of corrugated boxes, unlabeled bins, etc. to display and/or sell merchandise is prohibited.
- Unsightly storage of inventory within your booth area is not permitted.
- IECSC urges all exhibits and displays to convey a professional and high-quality image. Professionally produced exhibits are encouraged.

This policy will be enforced at all IECSC events. Failure to comply with the above guidelines will result in Show Management's intervention that may impact exhibitor booth placement at future IECSC events.

**In addition to the guidelines listed above, the Palm Beach County CC and the IECSC Show Group prohibits the following:**

- Exhibitors are responsible for following all regulations and codes concerning, fire, safety, and health detailed in the manual.

**DISPLAY HEIGHT CHART**

<b><u># OF CONTIGUOUS BOOTHS</u></b>	<b><u>HEIGHT</u></b>			
	<b><u>8'</u></b>	<b><u>10'</u></b>	<b><u>12'</u></b>	<b><u>16'</u></b>
<b>1</b>	<b>X</b>			
<b>2</b>	<b>X</b>			
<b>3</b>	<b>X</b>			
<b>4 LINEAR</b>		<b>X</b>		
<b>4 PENINSULA</b>		<b>X</b>		
<b>4 ISLAND</b>		<b>X</b>		
<b>5</b>		<b>X</b>		
<b>6 LINEAR</b>			<b>X</b>	
<b>6 PENINSULA</b>			<b>X</b>	
<b>6 ISLAND</b>			<b>X</b>	
<b>7 LINEAR</b>			<b>X</b>	
<b>7 PENINSULA</b>			<b>X</b>	
<b>8 + LINEAR</b>			<b>X</b>	
<b>8 + PENINSULA</b>				<b>X</b>
<b>8 + ISLAND</b>				<b>X</b>

**Special Note:**

Exhibitor Displays that exceed 4ft in height must be placed appropriately to maintain sightline restrictions.

Please refer to the sightline restrictions rule below.

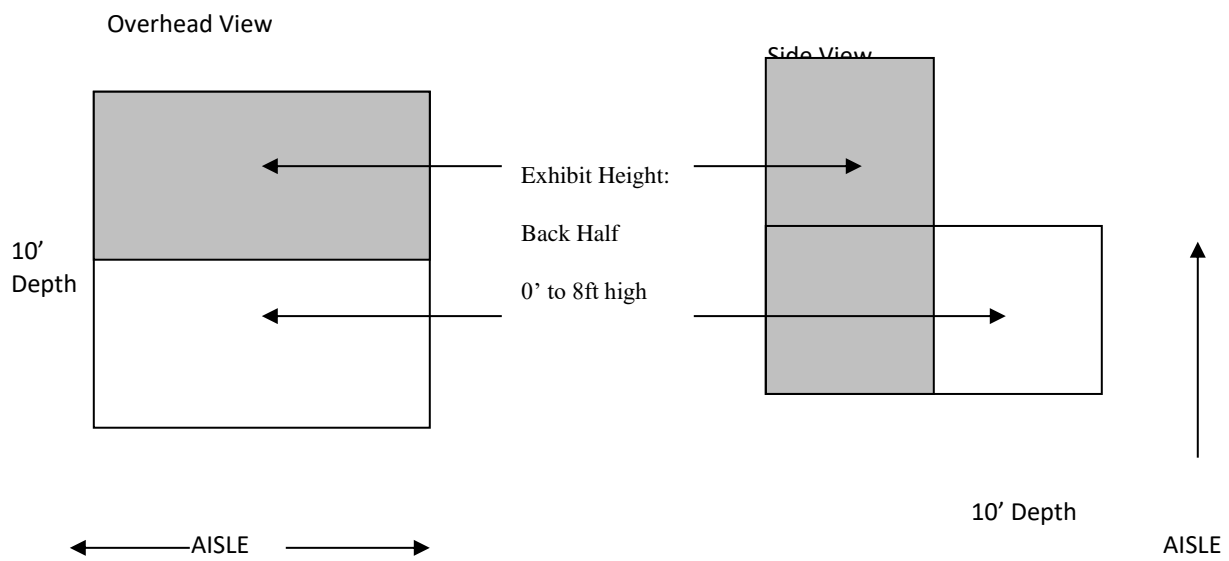
***Sightline Restrictions*** - Display fixtures, over 4' in height, will need to be positioned at least 5' from an aisle so a clear line of sight extends for at least 20' from any adjacent exhibitor. Exhibitors must do this on all sides of the booth. A person standing 3' into the aisle, from a distance of 20', must be able to see 5' feet into an adjacent 10' x 10' booth (from the aisle towards the middle of the booth).

- All display components will need to be positioned in order that a clear line of sight as defined above is maintained.
- Any display component placed in violation of sightline policy will be removed at the exhibitor's expense.
- The sightline must be maintained from both sides of the booth.

- All display components must be professionally produced.
- Any display component exceeding 8' in height must have a finished backing or must be draped off at the exhibitor's expense.

Show Management has established the following sightline policy to give each exhibitor effective use of his space without interfering with the rights of neighboring booths.

**Sample Booth Layouts –**





## **EXHIBITOR APPOINTED CONTRACTORS (EAC):**

Exhibitors using the services of display firms / independent contractors must fill out the EAC approval form located in the "LABOR" section of the manual. Notification must include a current certificate of insurance that meets all hall specification. The contractor must abide by all Palm Beach County CC, Show Management and Union Regulations

## **FIRE DEPARTMENT REGULATIONS:**

### ***Inherent Fire Retardant or Flame Retardant Treatment***

1. All decorations, drapes, signs, banners, plastics displays, hay straw, moss, split bamboo, and other materials MUST BE FLAME RETARDANT to the satisfaction of the Fire Department and the State Fire Marshal.
2. Table coverings must be flame retardant treated unless they lay flat, with an overhang no greater than 6"
3. Oilcloth, tarpaper, sisal paper, nylon and certain other plastic materials cannot be flame retardant and their use is prohibited.

### ***Vehicles / Internal Combustion Engines on Display***

1. Any autos, trucks, motorcycles or other motorized vehicles displayed shall have their batteries disconnected and terminals taped.
2. All motor vehicles tanks containing fuel are required to have locking gas caps or must seal the gas cap with tape. No more than one gallon of fuel is permitted per vehicle.
3. Tanks cannot be refueled or emptied inside the Convention Center.
4. A properly tagged set of keys to each vehicle must be left with security prior to display.
5. All autos, trucks, vehicles of any kind must show the location on the Fire Department approved floor plan 14 days prior to the show date.

### ***Combustibles***

1. Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner.
2. No cardboard boxes or any combustible materials may be stored on top of or near any electrical wiring in the spaces behind the backwall drapery (booth) or behind any display.
3. Storage of loose materials, loose packaging materials, flammable or combustible mixtures, waste, liquids, etc., is prohibited.

### ***Obstructions***

1. Aisles designated on approved show floor plans shall be kept clean, clear and free of obstructions. Booth constructions shall be substantial and fixed into position in specified areas for the duration

of the show. Chairs, easels, signs and demonstration areas shall not be placed beyond booth areas into aisles.

2. All aisles must be maintained at a minimum of 10 feet in width or unless otherwise approved on the floor plan.
3. All fire prevention and fire equipment in all public assembly areas shall have easy and unobstructed accessibility.

### **FOOD DISPLAYS AND FOOD SERVICE:**

All food and beverage must be purchased through the exclusive in-house catering provider.

Exhibitors needing catering services or customized menus will need to complete the PBCC Catering Form

### **GOOD TASTE & THE RIGHT OF OTHERS:**

Show Management may require an exhibitor to make changes to their exhibit if, in Show Management's opinion, the exhibit does not conform with prevailing standards of good taste. Any inappropriate displayed items will be removed at the cost of the exhibitor. Changes will also be required if the exhibit interferes with the rights of others.

### **INSURANCE REQUIREMENTS:**

**(Required for All Exhibitors)**

Per your exhibit contract, exhibitors are required to provide a certificate of insurance to receive your exhibitor badges.

Please see the Insurance Section of the Service Kit for complete information.

### **LIABILITY:**

Exhibitors are liable for any damage to floors, walls, or columns of the exhibit building. No cement or paste is to be for fastening floor covering. Tape used to secure carpets, linoleum or tile should have a cloth rather than a paper binding to facilitate its complete removal from the floor. Management will hold the exhibitor responsible for removal of all tape or adhesives placed on the floor.

### **LITERATURE DISTRIBUTION:**

Canvassing in any part of the Exhibit Hall, adjacent lobbies or corridors is prohibited. Printed or product promotions materials may be distributed only at the Exhibitor's booth. Exhibitors must restrict their activities to the space for which they have contracted. Any unauthorized solicitation, whether by an Exhibitor or Attendee, should be brought to the attention of Show Management.

### **OFFENSIVE MATERIALS:**

Show Management reserves the right to require Exhibitors to remove from their exhibit any materials, which it determines, at its discretion, to be inappropriate. This includes materials that may be offensive, disparaging, or discriminatory.

### **PHOTOGRAPHY & VIDEO TAPING:**

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only.

### **QUESTIONS & ADJUSTMENTS:**

Any discrepancy in items and received any complaint or question concerning service, etc., must be reported to the appropriate vendor immediately upon noting the problem. Remember that items ordered, including labor, MUST be signed for at the time of receipt.

### **SOUND AND NOISE REGULATIONS:**

**Exhibitors with 6 or less contiguous booths are permitted** to use one TOA sound system for voice amplification only. The sound volume, above the ambient level when measured from the adjacent aisle(s) and/or neighboring exhibitor(s), may not exceed an 80-db level on the sound meter.

**Exhibitors with theatres or a minimum of 7 or more contiguous booths** will be granted permission to utilize sound systems of their design provided a platform presentation or educational program is presented. The sound volume, when measured from the adjacent aisle(s) and/or neighboring exhibit(s), may not exceed an 85-db reading on the sound level meter.

#### **Please Note:**

Exhibitors must notify IECSC in writing 30 days in advance of their intention to use a sound system. Send requests to Sadie Sauter by email: [ssauter@questex.com](mailto:ssauter@questex.com)

### **SOUND AND NOISE VIOLATIONS:**

The following Sound System and Noise Rules are in effect for IECSC: These rules will be strictly enforced.

1) **NO Live Bands or Musical Instruments will be permitted in any exhibitors' booth.** Only recorded music that can be controlled through a soundboard will be permitted. The use of whistles, horns, crickets and other similar noise devices is prohibited.

2) **Maximum Sound Level will be enforced at 85 decibels.** Show Management staff will conduct sound tests on all exhibitors' booths on the morning of the show opening. Please instruct your booth staff and contractors to this important Sound Check and plan to have someone available. Show Management will clearly mark the maximum level on the controls of the soundboards where 85 decibels are maintainable. Sound levels will be tested at 10 feet from the perimeter of the exhibit booth.

These restrictions are in place due to possible non-compliance with OSHA health and safety regulations that could potentially plague your firm from damage that any of your employees or show attendees might experience through excessive exposure to sound. There are very serious consequences to continuing infractions of these requirements, and we intend to take non-compliance very seriously.

3) **ALL speakers must be turned INTO the exhibit booth. No speaker should be facing out into the aisle.**

Thank you for your cooperation!!

Should complaints arise and sound levels are found to be higher than the pre-set 85db maximums, the following **enforcement policy will be implemented:**

**a) First infraction:** Show management will warn exhibitor by copy of a Noise Violation Form.

**b) Second infraction:** Show management will present a NOISE VIOLATION NOTICE to the booth contact, which must be signed by both parties to acknowledge that notice was issued, and there will be a \$150.00 fine.

**c) Third infraction:** The Violation form will be revised and an *additional* \$500.00 fine will be imposed. Should the Third Infraction occur, Show Management additionally reserves the right to prohibit future sound reinforcement systems on its show floor by this exhibitor unless said company, at its own expense, attaches the an

Exhibit Management approved sound governing device to the system which will automatically maintain the Show's db maximums. This will be STRICTLY ENFORCED.

**d) Fourth infraction:** Show management reserves the right to pull all electrical lines that feed the sound system for the duration of the show, regardless of the date of the occurrence. Show management reserves the right to remove exhibitor booth personnel from the show floor should the noise infractions continue.

Show Management does NOT want to continually have to respond to complaints of noise violators, so your cooperation is imperative to all of us. Unfortunately, repeat offenders have resulted in our having to take these drastic actions.

#### **TRAFFIC:**

Show Management encourages promotional plans and demonstration areas but asks that you do not interfere with normal traffic flow in the aisles or traffic into any neighboring exhibit. **Demonstration areas must be organized within the exhibitor's space**

#### **EXHIBITOR SERVICES:**

A representative from each firm above will be located at the Exhibitor Services Center during set-up, show days and dismantle. All inquiries regarding services should be made there. Exhibitors ordering labor are asked to check in at the desk when they are ready to install their exhibits.

#### **QUESTIONS AND ADJUSTMENTS:**

Any discrepancy in items and received any complaint or question concerning service, etc., must be reported to the appropriate vendor immediately upon noting the problem. Remember that items ordered, including labor, MUST be signed for at the time of receipt.

## **SHIPPING INFORMATION**

#### **FREIGHT HANDLING JURISDICTION:**

EES has been appointed the official Material Handling Contractor for IECS Florida.

EES has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the show. EES will not be responsible for material they do not handle!

Crates, boxes, and packing materials must be removed from booths and stored during the show. No empty crates or boxes can be used as display counters or props unless they are chemically treated to resist flame. Please place small containers inside larger ones to facilitate storage. As soon as your containers are empty, place "EMPTY" stickers on them so that they can be stored immediately. Your cooperation in keeping the aisles clear to facilitate the moving of containers is appreciated.

### **ADVANCE WAREHOUSE SHIPMENTS:**

Advance shipments to EES warehouse **must arrive before the published deadlines to avoid additional fees.**

**Shipments sent to the warehouse include the following service:**

- Receiving common freight at warehouse
- Up to 30 days storage prior to move-in date
- Delivery to exhibitor's booth
- Empty crates removal from your booth
- Storage of your empty crates
- Return of empty crates after show
- Loading out to dock if required

### **Please Note:**

- Loose materials will not be accepted at the warehouse
- Materials must be shrink-wrapped, bound or crated
- Crated advance shipments requiring special handling or un-crated, un-skidded shipments will be charged a surcharge
- Shipments consigned to warehouse after the advance shipping date, or after the show opens, will be assessed at the above rates, plus an additional delivery charge

Certified weight tickets are required to accompany all shipments. If shipments are received without a certified weight ticket, the exhibitor will incur a surcharge fee to weigh & calculate the correct weight.

Shipments must be sent with freight charges PREPAID. Collect shipments will not be accepted.

### **DIRECT SHIPMENTS:**

Any materials shipped directly to Palm Beach County CC must arrive during the published shipping dates.

**(PLEASE SEE SHIPPING INFORMATION UNDER THE SHIPPING TAB)**

**Shipment sent directly to show site include the following services:**

- Unloading common freight at the exhibit hall from an outside carrier or exhibitor's truck
- Delivery to exhibitor's booth
- Storage of your empty crates
- Empty crate removal and return after show
- Loading out to dock if required

**Please Note:**

- Materials must be shrink-wrapped, bound or crated
- Crated shipments requiring special handling, or un-crated or un-skidded shipments will be charged a surcharge

All vehicles arriving on-site for unloading must first check in with EES Traffic Manager to be cleared for staging. Vehicles must always be attended by a licensed driver.

All shipments, direct to show site, must be clearly labeled with:

IECSC FL 2022

Exhibiting Company Name & Booth #

Palm Beach County Convention Center

650 Okeechobee Blvd.

West Palm Beach, FL 33401

Shipments must be sent with freight charges PREPAID. Collect shipments will not be accepted.

Certified weight tickets are required to accompany all shipments. If shipments are received without a certified weight ticket, the exhibitor will incur a surcharge fee to weigh & calculate the correct weight.

## **HOUSE RULES FOR "HAND CARRIED" GOODS**

Materials may be delivered directly to the facility by exhibitors, guests, etc. providing they adhere to the following guidelines:

**Exhibitors at the IECSC may hand carry products provided they follow these guidelines:**

- The use of powered or hydraulic hand trucks, dollies or flatbeds by exhibitors or visitors is prohibited.
- Luggage with integral wheels, sample cases, folding baggage carts are acceptable.
- Materials must be considered hand carried and may not exceed a normal armload.
- Your vehicle **MUST** be attended at ALL TIMES.

Any exhibitor off-loading what is not considered to be "Hand Carried " items or utilizing prohibited vehicles will be turned away and required to access the show floor through the loading dock and will be charged the appropriate drayage rates.

**Exhibitors MUST be properly badged before being allowed access to the show floor. Temporary work passes will be available to "helpers" for scheduled move-in and move-out times ONLY. See Show Management for passes. Badges are nontransferable**

### **SHIPPING TIPS:**

#### **1. Decide if your freight is going in advance to the warehouse or to arrive on-site during set-up**

*Advantages to advance (warehouse) shipping:*

- a. Your freight is off-loaded first and should be in your booth when you arrive.
- b. You can have assurance of knowing your freight has arrived at its destination by calling the warehouse in advance.

*Advantages to on-site shipping:*

- a. You can see your shipment off-loaded, as on-site freight shipments usually arrive after exhibitors are allowed hall entry.



- b. For fragile equipment, unboxed and uncrated, handling is minimal.

Please be sure to send shipments with a certified Bill of Lading specifying accurate weight and the total number of pieces.

**2. Decide if your freight is going ground or air.**

- a. You may need air service if your shipping “window” is short
  
- b. If your shipment is ground, use a professional shipper! You have a choice of overnight package delivery services, major van-line service or common carrier trucking firms. In making your decision, realize that most overnight services will not wait if there is a line to drop-off freight at the docks. They will leave and return later or the next day. So, if you need your freight “first thing” this may not be your best choice.
  
- c. Please be sure to send shipments with a certified Bill of Lading specifying accurate weight and the total number of pieces.

**3. Be certain that your personnel who will be supervising set-up of your booth have copies of the shipping paperwork, especially:**

- a. Name of the shipping firm with evening and weekend contact information
- b. Number on the shipping bill and appropriate tracking numbers / information
- c. How much freight is expected, in pieces and pounds
- d. List of contents in crates/boxes, and instructions for assembly or display
- e. Name and phone number of person who scheduled the shipment of materials

**4. Be sure to make outbound shipping arrangements with the carrier of your choice.** If no carrier is chosen or if your carrier does not check in by the assigned time, it will be necessary for Show Management and the General Contractor to ship your freight on the carrier of our choice at prevailing higher rates.

## **HOUSING & TRAVEL**

### **HOTEL ACCOMMODATIONS**

Par Avion is the official travel agent for IECSC Florida.

IECSC and Par Avion have made special arrangements for housing with several hotel facilities. For your convenience, they have been selected based on competitive pricing, reputation, and proximity to the event site.

To make reservations, see rates and view hotels go online to:

<https://www.iecscflorida.com/iecscfloridacom/hotel-travel>

**Questions?**

Email: [IBS-IECSCHousing@paravion-inc.com](mailto:IBS-IECSCHousing@paravion-inc.com)

Phone: 310-590-4731