

2023
shop!
MarketPlace
ELEVATING THE IN-STORE EXPERIENCE

April 25-27, 2023 | Austin, TX

Booth Packages & Guidelines

[SHOPASSOCIATION.ORG/MARKETPLACE](https://shopassociation.org/marketplace)

PRODUCED BY:  **Smart
WORK·MEDIA**

IN PARTNERSHIP WITH:  **shop!**

 **vmsd**

BOOTH PACKAGES

WE GOT YOU COVERED BOOTH PACKAGE

Shop! MarketPlace exhibitors who have selected and paid for the Premium Booth Package will receive 8' high white hard walls. You are in a 10' deep booth the side walls that divide you from your neighbors are 39.5" deep X 8' high and the rest of the space is left open to the aisle. Please refer to the **GUIDELINES FOR DISPLAY RULES & REGULATIONS** for details on setting your display and wall panel dimensions. Various wall treatments are permitted, some acceptable examples are as follows, wallpapering or draping. Any and all wall treatments of fixtures must be removed at the close of show. Any exhibitor that causes damage to the premium booth system will be billed for damages. (Please refer to the Damaged Panel Fee page.) Each packaged booth comes with the following:

- **Drayage** — delivery of freight from the Palmer Events Center dock to the booth and the removal of freight to the dock at the conclusion of the Show (except UPS and FedEx small package).
- 8' high white **hard walls**. See **GUIDELINES FOR DISPLAY RULES & REGULATIONS**
- Booth **identification sign** 19.69" (0.5m) wide X 18" high double-sided "street sign"
- Three 25-watt LED **light fixtures** per 10' X 10' booth space
- Gray booth **carpet**
- **Vacuuming** of booth (prior to the opening morning of the show)
- Electric **outlet**
- Basic **Wi-Fi**

Furniture and a number of booth package enhancements are available through the **BOOTH PACKAGE & ACCESSORIES ORDER FORM** located within the Freeman section of the exhibitor manual (available in late February).

BOOTH PACKAGE CARPET (only if you have contracted for the Premium Booth Package): Each booth is provided with Freeman Classic Gray Carpet. A Carpet Form will be in the exhibitor manual; on this form you may choose a different classic color or upgrade to Freeman Prestige Carpet colors at an additional cost.

BYOB (BRING YOUR OWN BOOTH) PACKAGE

Shop! MarketPlace exhibitors who selected and paid for the non-Premium Booth Package option receive raw booth space only. Please read the **GUIDELINES FOR DISPLAY RULES & REGULATIONS** to ensure that your display conforms to Shop! MarketPlace standards. Exhibitors in non-Premium packaged booth spaces are responsible for all exhibit walls, flooring, lighting, signage and furniture. You are responsible to fully finish the backside of all displays in a neutral, uniform color. Each non-packaged booth comes with the following:

- **Drayage** — delivery of freight from the Palmer Events Center dock to your booth and the removal of freight to the dock at the conclusion of the Show (except UPS and FedEx small package)
- **Vacuuming** of booth (prior to the opening morning of the show)
- Basic **Wi-Fi**

If you are unsure of your booth package type, please refer to your booth space contract or contact show management.

LINEAR & CORNER BOOTHS

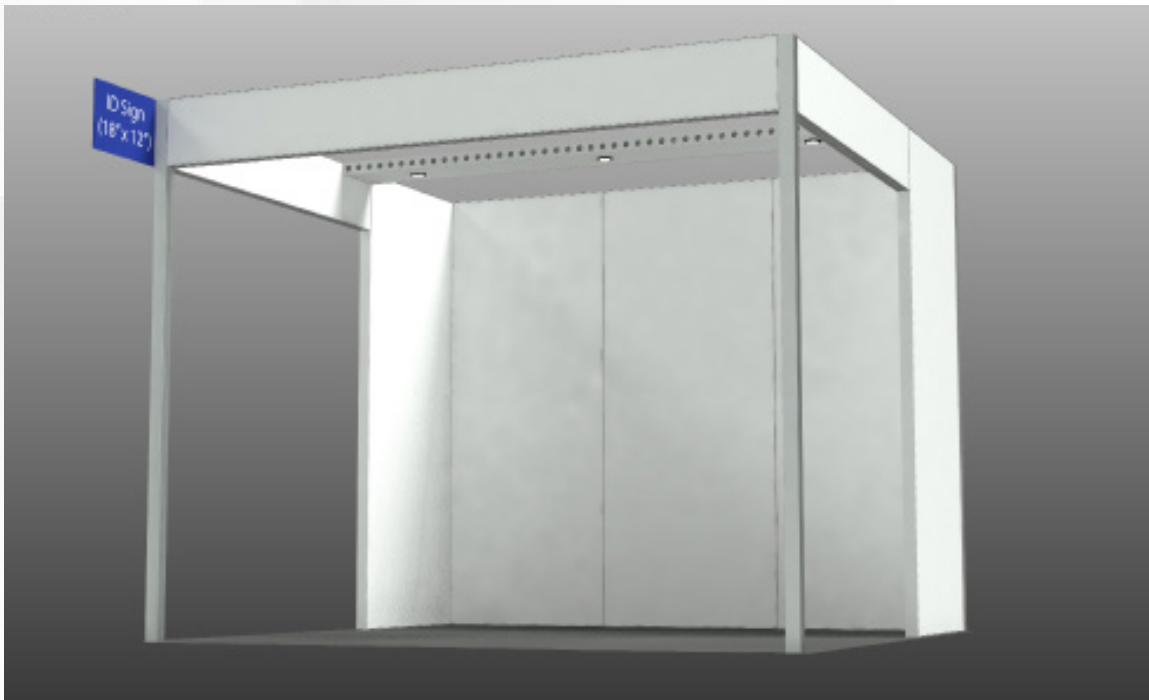
LINEAR BOOTH

Linear booths, also called “inline booths,” are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Standard Package booths are required to fully finish the backside of all displays in a neutral, uniform color and disguise all wires.

Use of Space

Regardless of the number of linear booths utilized, e.g.

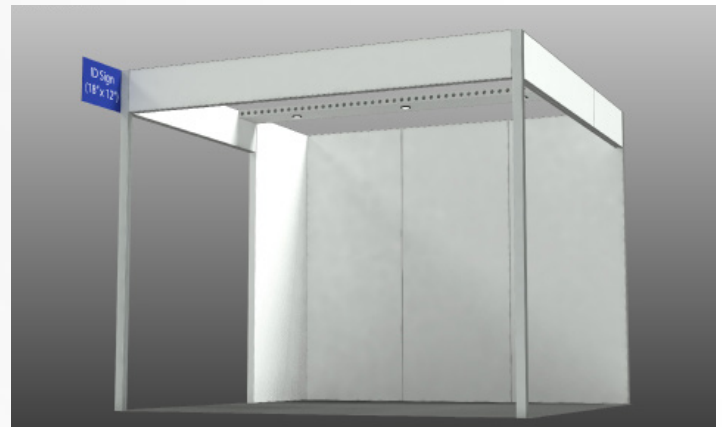
10' x 20' (3.05m x 6.10m), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: The maximum running length for all manufactured or hardwalled displays must be at least 6" less than the overall length of the exhibit space (i.e. 9'6" for 10' wide displays and 19'6" for 20' wide displays).



10' X 10' inline booth

CORNER BOOTH

A corner booth is a linear booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. All other guidelines for linear booths apply. Standard Package booths are required to fully finish the backside of all displays in a neutral, uniform color and disguise all wires.



10' X 10' corner booth

GUIDELINES FOR DISPLAY 10' X 10' BOOTHS

LINEAR BOOTH

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Dimensions

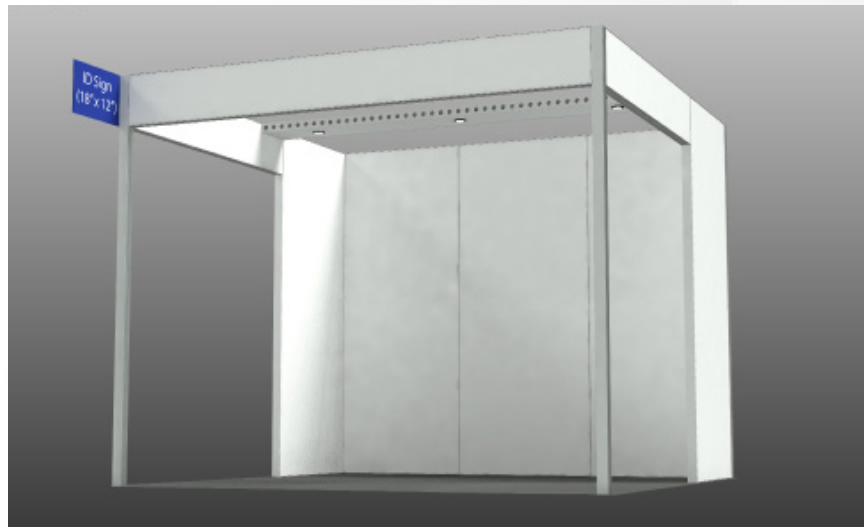
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10' (3.05m) wide and 10' (3.05m) deep, i.e. 10' x 10' (3.05m x 3.05m). A maximum back

wall height limitation of 8' (3.05m) is generally specified.

Use of Space

Regardless of the number of linear booths utilized, e.g. 10' x 20' (3.05m x 6.10m), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

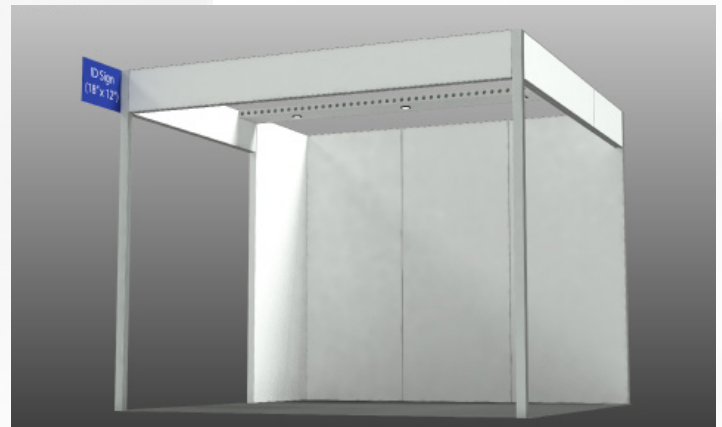
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GUIDELINES FOR DISPLAY 10' X 20' BOOTHS

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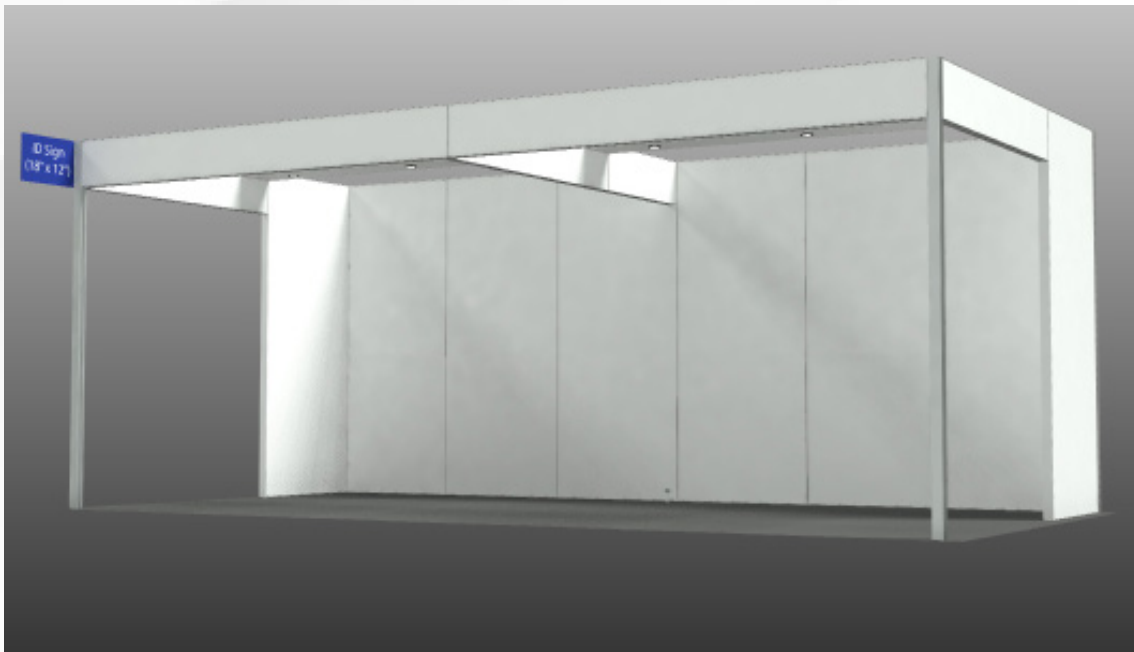
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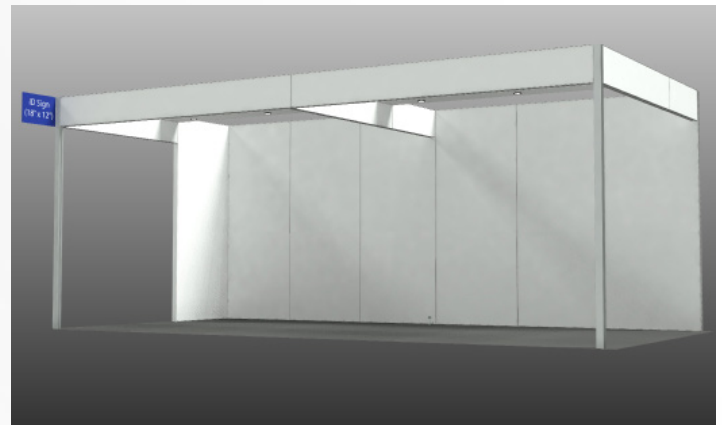
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10' X 20' corner booth

DAMAGED PANEL FEE

ATTENTION PREMIUM BOOTH PACKAGE EXHIBITORS

Excessive damages to package booth wall panels will result in a panel repair and refurbish charge of \$320.00 per panel, which will appear on your Freeman invoice.

Excessive damage includes:

- Screw or nail holes
- Graphics not removed (*Please note: If Freeman produces and installs your graphics, Freeman will be responsible for removing those graphics on your behalf.*)

A panel deemed to be damaged beyond repair will be subject to a replacement charge of \$320.00 per panel. Cutting holes THROUGH any panel renders the panel a complete loss, and the exhibitor will be responsible for the full replacement cost of the panel.

Wallpaper or wall coverings applied to wall panels is not considered excessive damage, HOWEVER, a low-tac adhesive MUST BE USED.

You cannot deface, damage, or alter the metal frame or you will be billed for the damages you cause.



QUESTIONS?

CONTACT YOUR SALES REPRESENTATIVE TODAY!



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