



**Active Sports Expo  
Exhibitor Information Packet  
WestWorld of Scottsdale  
September 9-11, 2016**

***“The Ultimate Expo for Active Sports Individuals”***

Welcome to the **Active Sports Expo (ASE)** Exhibitor Packet Information. We are excited to have your business or organization partner with ASE in providing a first-class consumer show for individuals who embrace active sports events, training, workouts, eating and lifestyle.

**Information Updates**

**ASE will be adding information to these instructions on a frequent basis. We recommend that you review this link prior to the ASE show.**

Please print this information for your records, since this packet will **NOT** be mailed to exhibitors. If you need additional information, please email us as soon as possible at [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com).

Please print and bring a copy of this information to the show for your reference.

**Exhibitor Terms & Conditions**

The Terms and Conditions in the “Active Sports Expo Application & Agreement” will be enforced at the ASE Show. If you have any questions, please contact ASE in advance at [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com), or ask an ASE Representative at the show.

**Local Laws and Regulations**

All exhibitors shall follow all local regulations, codes and laws to ensure public health and safety. In addition, exhibitors are required to comply with all federal, state and municipal laws and administrative rules, including but not limited to those relating to licenses, permits and insurance coverage, property protected by copyright, work hours, work conditions, safety standards and payment of wages and taxes.



## **Emergency Procedures**

**In case of an emergency – DO NOT call 911. This will cause confusion and delay emergency services.**

The WestWorld Facility has very specific emergency procedures in place in cooperation with local Emergency Services.

In case of emergency, the procedure is:

1. Contact an ASE Show Staff person on the floor or Information Area.
2. ASE Show Staff will immediately contact the WestWorld Facility Manager.
3. The Facility Manager will contact Emergency Services and direct them through the most efficient path to the emergency location.

ASE and all Exhibitors are required to follow Event Facility Fire Marshal rules.

### **Exhibits MUST be Staffed & Open All Show Hours**

ASE Shows opens to the public promptly and continue through all advertised hours.

Attendees pay to come to the ASE show and expect to see an exhibitor in each booth. If an exhibit is not staffed, the consumer has a bad impression, not just of your company, but of the entire ASE show.

If, for any reason, you must leave your booth unattended during show hours, please notify your neighbor booth and the ASE Information Area staff.

Companies that do not staff their booth during the public show hours will not be allowed to exhibit in future ASE shows and will forfeit all deposits.

All exhibits must set up per schedule, at least one hour before the show is open to the public.



If you will be late for an unexpected reason, you must notify your ASE representative as soon as possible. Staffing your exhibit during all public hours is in the terms of your exhibit space contract and is a conditional requirement for exhibiting with ASE.

## **Safety & Security**

ASE and WestWorld Facility Management are not financially liable for losses of any kind. Exhibitors are responsible for carrying General Liability Insurance and insuring their exhibit(s) and business.

Potential of theft and disappearance can be greatly reduced if precautions are taken. As a guideline, please consider these security suggestions to ensure your exhibiting booth area, business materials and property.

1. Avoid leaving any items of value in booths overnight.
2. If possible, cover your display with a flameproof drop cloth.
3. Run wire or cable through as many items as possible and lock. A solidly constructed, lockable trunk provides security and storage for small articles.
4. Make sure all labels are properly completed for items left to be shipped or stored.
5. Report any theft or suspicious person immediately to the ASE Information Area. ASE will notify Security Staff, who will file an incident report.
6. Lock valuables in the trunk of your vehicle where they are not visible.
7. Travel in pairs at night to your vehicle or other locations.

## **Child Safety**

For safety purposes, children under the age of 15 may not be on the show floor during set-up or tear-down hours of the ASE.

## **Security Staff**

The Security staff retained by ASE is charged with the responsibility of protecting property and ensuring show rules are enforced. Your cooperation is important. Adequate security staff has been scheduled during the hours that the building can be accessed; please observe these hours. Please respect other exhibitors' property by staying out of all exhibit areas other than your own, unless invited.



## **Firearms Not Permitted**

For the safety of exhibitors, facility personnel and public, no firearms are permitted with the ASE or on the WestWorld Facility property.

## **Audio Limitations**

Any AV equipment, electric equipment, microphones or machinery that is determined to be disruptive to other exhibitors or the ASE programming is not permitted. Please respect the opportunity for others around you to conduct business.

## **Animal Policy**

Public health safety rules prohibit animals, including pets, in most public facilities. Dogs necessary to assist disabled persons are permitted.

**Exhibits that include dogs** - All animals must be confined to the exhibit space, and when possible, kept in a portable kennel or pen. During transit, animals must be on a leash, tether or rein.

## **Food & Beverage Etiquette**

Exhibit staff eating and drinking in the exhibit space during show hours is discouraged. Alcohol distribution to the public, which is a state license controlled, and consumption of alcohol at exhibits is prohibited.

## **Display Regulations**

### **Display Regulations – Fire Marshal Summary of Rules**

ASE and all Exhibitors are required to follow the industry standard Event Facility Fire Marshal rules. See the Service Packet from the Show Decorator for a detailed list of Fire Marshal requirements. If you have questions, please contact your account representative or the Show Decorator.



### **Indoor Display Vehicles or any Motorized Display Item**

Before you drive in the building ASE must verify that the following tasks have been completed:

1. Fuel level must not exceed 1/4 tank and less than 3 gallons.
2. Once located in the exhibit space, the negative battery terminal must be disconnected and the fuel tank cap must be taped or locked.

### **No Propane or Helium Allowed**

Helium is not allowed indoors. New propane tanks on campers, boats or RV's must have the original factory seal. Used propane tanks are not allowed indoors.

### **Flame-Retardant Treatment**

All decorations, drapes, signs, banners, cloth and decorative materials shall be rendered flame-retardant and labeled that treatment has been made. Combustible wood materials one-quarter inch or more in thickness may be used without flame-retardant treatment.

Any straw, grass or dead vegetation (loose or bailed) is not allowed indoors without the "Flame Retardant" certification tag from the producer. All plants or foliage must be potted and live or be tagged with a "Flame Retardant" certification tag.

### **Exits and Aisles**

Aisles must be kept clear of all displays and equipment. Entrance and exit doors are required to remain unobstructed at all times. Fire extinguishers and fire-hose cabinets are required to remain visible and accessible at all times.

### **Combustibles, Storage & Trash**

Additional supplies and inventory must be kept in closed containers and stored in a neat and compact manner. Exhibit storage cartons and crates, combustible waste materials, empty cardboard boxes, etc. must be removed from the building and cannot be stored behind the back drapes or display wall.

Show Management will provide adequate janitorial and trash pickup service to clear the aisles.



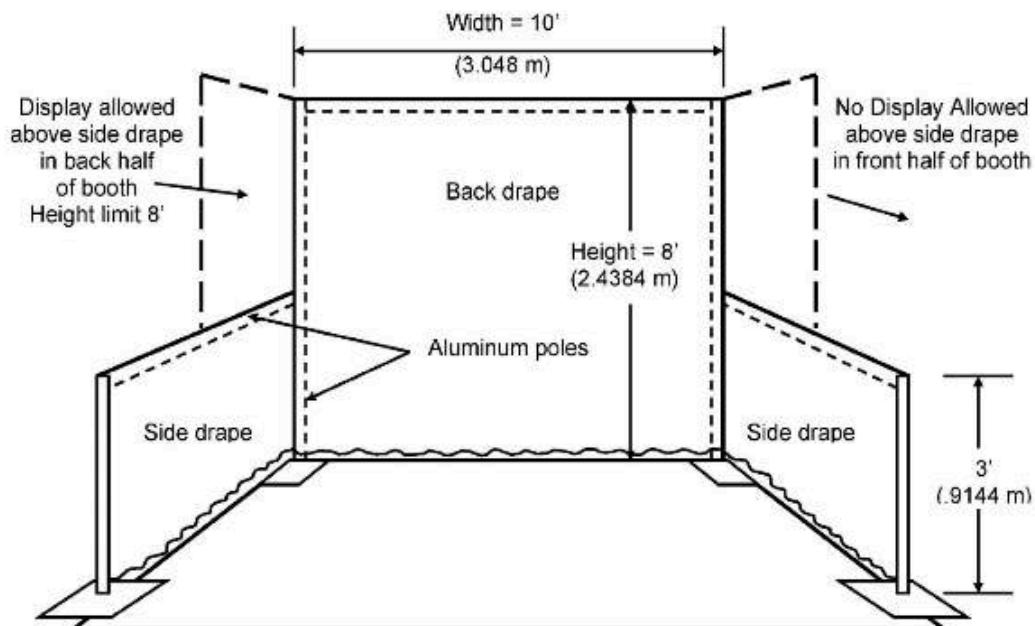
## Exhibitors Selling Tents (demos)

Per Fire Marshal rules, a battery-powered smoke detector and a fire extinguisher is required. Please install these items as you set up your exhibit. When required, the Fire Marshal will inspect for these safety

## Booth Space Inclusions & Restrictions

**Please Don't Block the View to Your Neighbor!**

**(Every exhibit within line of sight is a neighbor.)**



### Standard ISE 10'X10' Booth Space Includes:

1. Assigned booth location
2. 8-ft.-high backdrop and 3-ft.-high side-rail drape
3. 10% off discount for additional booth spaces
4. Free online and show-program listing Exhibitor information
5. Discounted additional credential packages
6. Drive-in/drive-out set-up/take-down
7. Scheduled move-in/move-out
8. Comprehensive exhibitor manual/resources
9. Access to free promotional tools (online and at the show)



## **Booth Display/Height Restrictions**

Your display is one of many exhibits in the show. The following restrictions ensure the visibility of the displays around you:

1. Do not hang display items on the Decorator drape fabric
2. NO CANOPIES OR CANOPY FRAMES ARE ALLOWED
3. You will need a solid back-wall if you are hanging merchandise or displays
4. Your display can be no more than 8 ft. high at the back and cannot exceed 4 ft. in height within 4 ft. of the aisle. The only exception is if your display is against a wall, then 10 ft. in back is permitted.
5. Maintain audio volumes that are not disruptive to other exhibits
6. No pre-recorded music may be played in a booth before, during or after a show (per ASCAP and BMI).

## **Bulk Space Restrictions**

Your display is one of many exhibits in the show. The following restrictions ensure the visibility of the displays around you:

1. Canopies are discouraged for fire safety and display quality reasons.
2. Your product needs to be far enough into your space for consumers to step out of the aisle for sales activity.
3. The aisle is not part of your exhibit space.
4. All signs must be hung securely. When secured to the building, the sign must be approved by ASE and hung by the Show Decorator.
5. For line-of-site, your display should not exceed 4 ft. in height within 3 ft. of the aisle.

## **Equal Opportunity for Each Exhibitor**

It's important to ASE that every exhibitor has the best experience and opportunity to present products and services to the public. The following three regulations are designed to help you maximize your opportunity at the ASE:

1. **Maximum Sign Height for all Booth Exhibits** – Holding all booth exhibitors (except for some bulk displays) to the 8-foot exhibit height rule is fair, improves the look of the show floor and is safer for exhibitors and their customers.



2. **Look to the Left, Look to the Right** – Booth exhibits or products higher than 4 feet off the floor and closer than 4 feet to the aisle may block the consumer's view to other in-line booths. Be a good exhibitor and neighbor.

3. **Every Attendee in the Aisle is a Possible Customer** – Show hours are widely and frequently advertised to the public about two weeks prior to the show. Attendees expect every exhibit to be staffed all show public hours. If you need to step away from your booth, tell a neighbor so he can notify your customers when you'll return.

If you have questions about your or a neighboring exhibit, please come to ASE's Information Area, or contact any ASE staff person before setup at [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com).

## Exhibitor Credentials

You will receive wristbands with your exhibitor packet when you register on-site prior to setup.

A wristband is a convenient way to keep track of your show floor access credentials, providing convenient access all show days. Wristbands may not be taken off or traded amongst booth staff.

Wristbands must be fastened on your wrist, no looser than 2 fingers and are **void** if removed. Any inappropriately fastened wristbands will be forfeited at the show entrance.

For additional credentials, fill out the [order form](#) and send to [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com) before the deadline (listed below). An order form will also be provided in your registration packet at the show.

All show floor access requires credentials starting Friday morning.

If damaged - wristbands may be replaced at ASE Information Area the last hour before show-close, or at the Will-Call Desk the hour before show opens to the public.





Exhibitor credentials allow show access 1 hour before public.

If the wristband does not meet your staffing needs, it may be exchanged for one day **exhibitor** passes (no exchanges for guest passes), subject to the following exchange schedule:

1. Exchanged before Friday: 1 wristband = 4 passes
2. Exchanged Friday: 1 wristband = 3 passes
3. Exchanged Saturday: 1 wristband = 2 passes
4. Exchanged Sunday: 1 wristband = 1 pass

**Quantity** - Exhibitors will receive the 4 wristband credentials at the ASE Show Registration Area with their contracted 10'x10' exhibit booth space. For exhibitor booth spaces greater than 10'x10', exhibitors will receive 6 wristband credentials.

Exhibitors may purchase additional exhibitor wristband credentials in advance. To order, complete and email at [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com) prior to September 2, 2016. **All wristbands and exhibitor one day passes will be distributed at show site registration.**

Passes may also be purchased at the show from the ASE Information Area. For additional assistance regarding exhibitor credentials, contact your ASE Account Representative, or email us at [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com).

Exhibitor Passes (one day entry) are **\$7 each**

Additional Exhibitor Wristbands are **\$25 each**

### **Will Call**

The Will Call Desk is located outside the main entrance and is open one hour prior to show opening through public hours. The ASE Information Area has envelopes and will assist you with leaving tickets and wristbands at Will Call. You can:

1. Leave tickets for your invited guests; individual's name required.
2. Leave exhibitor credentials for your exhibit staff; individual's name required.



## **Identification Nametags**

ASE will provide each exhibiting company 2 lanyards, plastic name tag holders (as needed) and identification nametags, pre-printed with exhibiting company's name. These are for the sole purpose of identifying exhibit staff to the consumer and will NOT be accepted as a form of admission to the show.

## **Guest Passes - Invite Your Customers!**

Discounted rates to Exhibitors for "Guest Passes" are encouraged to purchase prior to ASE show. Pre-paid guest passes are \$7 each, 10-packs for \$60 (\$6 each), or 20-packs for \$100 (\$5 each).

Exhibitors may purchase guest passes in advance. To order, complete order form and email to [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com).

Passes may also be purchased at the ASE Information Area.

## **Firearms, Knives or Weapons**

**No Firearms, 6" or Longer Knives, or weapons allowed at the WestWorld facility.**

### **Rules for the Westworld of Scottsdale property**

The following weapons rules are required per the property owners of WestWorld of Scottsdale, the "United States Bureau of Reclamation". These rules apply to all Exhibitors and Public - No Exceptions

1. NO Firearms or ammunition
2. NO Knives with a blade longer than 6"
3. NO Airsoft guns or ammunition
4. NO Paintball guns or ammunition
5. If your exhibit includes firearms accessories that require demonstration, a plastic/blue-gun may be used.

If these terms create a challenge for selling your product, please contact your ASE Account Representative.



## Important ASE Dates

### Important Dates / Discount Cut-Offs

1. Booth Fees Due to ASE:
  - Full payment of booth total cost due upon submittal of “Active Sports Expo Application & Agreement”. For example, if exhibitor purchases a 10’x10’ inline booth for \$500, \$5000 will be due (check, credit card or debt card) upon submittal of application. If exhibitor is not accepted to the expo by Active Sports Expo director/organizer, then the payment will be immediately returned to the prospect exhibitor.
  - Checks to be made out to: “**Active Sports Expo LLC**”.
2. Contact ASE for FREE advertising tools
3. Travel Reservations. Recommend at least 8 weeks in advance (Hotel, air travel; RV spaces)
4. Shipping arrangement for booth and inventory. Contact official Show Decorator for shipping dates.
5. Hotel Group Discount Rate Cut-Off. See hotel list for cutoff dates.
6. Obtain Current permits & tax licenses at least 30-days prior to show.
7. Order Phone/Internet for your Exhibit at least 30-days prior to show through the official Show Decorator contractor.
8. Order Services (Carpet, cleaning, furniture, signage, labor, etc) from the Decorator and Electrician for your booth at least 30-days prior to the show from the official Show Decorator contractor.



## **BEFORE YOU ARRIVE AT ASE SHOW:**

1. Check your booth size and location at least 30-days prior to show.
2. Test booth set-up & check the lighting with the Show Decorator contact.
3. Review Exhibitor Kit online for set-up times and show hours.
4. Remember, weapons are not allowed on WestWorld of Scottsdale property.

## **BRING TO THE SHOW:**

1. Exhibitor Kit forms (for reference) - Print two weeks before the event.
2. Secure Seller's Permits and Tax Licenses numbers (if applicable).
3. Copy of exhibit space contract (for reference & backup).
4. Food Handler's Permit (if applicable)

## **Public Show Hours**

**Friday:** 2pm - 7:00 pm\*

**Saturday:** 10:00 am - 7:00 pm\*

**Sunday:** 10:00 am - 4:00 pm\*

**\*NOTE:** Show hours are subject to change within 30-days prior to show, on/before August 9<sup>th</sup>, 2016.

## **Show Access**

Exhibitor entrances will open one hour prior to public show hours Friday, Saturday and Sunday. Wristband or exhibitor one day pass required. No other items (such as name tags or business cards) will not provide access to the show.

## **Facility Address and Contacts**

### **WestWorld of Scottsdale**

WestWorld Address: 16601 North Pima Road Scottsdale, AZ 85260

WestWorld Phone: 480-666-5522

WestWorld Website: [www.westworldaz.com](http://www.westworldaz.com)

**NOTE:** Firearms and knives 6"+ are not allowed on WestWorld of Scottsdale property.



Registration is open only during set up hours (see hours below)

**Registration check-in is required prior to set-up.**

ASE Registration staff will verify your exhibit space location and confirm that all requirements are met: i.e. payment in full, all permits, licenses, insurance, etc. before providing credentials.

Said registration will begin at 9:00am on Friday, September 9, 2016 at the North Hall facility at WestWorld of Scottsdale.

You will receive a packet at registration that will provide helpful information on show site details and parking.

**Set-Up Instructions and Hours**

Information being updated. Check back in August 9<sup>th</sup> 2016 for updated set-up information.

**Move-Out & Tear-Down Instructions Move Out Hours:**

Move-out and tear-down is on Sunday from 4:15 pm to 10:00 pm.

**As advertised to the public!** ALL Exhibits must be intact, staffed and open to the public until 4:00 pm on Sunday. Exhibitors found tearing down early will not be invited to future ASE Shows; along with current and future space contracts will be void, and all fees are non-refundable.

Please keep displays OFF the aisle carpet! No vehicles will be allowed onto the show floor until aisle carpet has been removed.

**No Early Tear-down**

Every exhibitor knows the critical importance of return customers and customer referrals. Customers expect the show to remain open through the published closing time each day. For safety, **no dismantling of exhibits or movement of handcarts will be permitted prior to show closing time.**



### **Move-Out Vehicle Access**

Vehicle access is Sunday 5:00pm to 10:00pm

**No vehicles will allowed on the show grounds until after 5:00pm on Sunday** and after all public have left the show grounds.

Exhibit hall freight doors will open for vehicles (at approximately 5:00pm) after aisle carpet is removed. Freight doors are to be opened by ASE or facility staff only.

### **Taxes, Licenses, Permits**

Information being updated. Check back new information.

### **Decorator, Electrical, Utilities & Freight Decorator**

#### **Booth Decorator:**

The official Active Sports Expo show Decorator is CSI etc. Below is their contact information:

- Company Name: CSI etc
- Website: <http://www.meetcsi.com/>
- Contact Name: Matt Palmer
- Phone Number: (602) 923-0011
- Email: [matt.palmer@meetcsi.com](mailto:matt.palmer@meetcsi.com)
- Address: 4802 W Van Buren Street, Phoenix AZ 85043.



## Hotels, Lodging and RV Park

The following hotels have special group rate contracts with ASE. **However, the quantity of rooms is limited and is first come, first serve.** Book early to secure a room. **ASE does not contract with any housing services.**

For all hotels, the Group name is "Active Sports Expo"

### Springhill Suites

17020 N Scottsdale Rd.  
Scottsdale, AZ 85255  
Phone: (480) 922-8700  
Fax: (480) 948-2276  
Reservations: (480) 922-8700 or (800) 309-8547  
Pets: No  
Amenities: Continental breakfast

### Fairfield Inn

13440 N Scottsdale Rd Scottsdale, AZ 85254  
Phone: (480) 483-0042  
Fax: (480) 483-3715  
Reservations: (480) 483-0042  
Pets: No

### Hampton Inn & Suites

16620 N Scottsdale Rd  
Scottsdale, AZ 85254  
Phone: (480) 348-9280  
Fax: (480) 348-9281  
Reservations: (480) 348-9280  
Shuttle: Yes with reservations prior to 30 days of event  
Pets: No

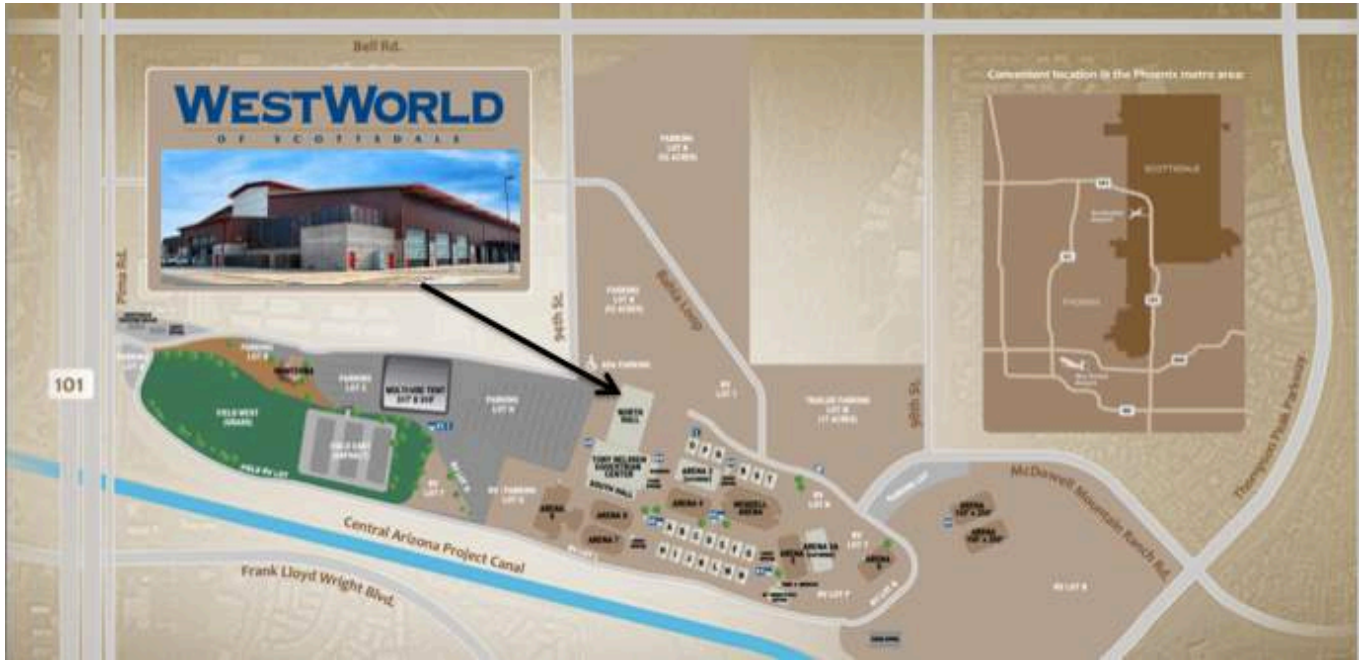
### WestWorld RV Parking

Check back for details

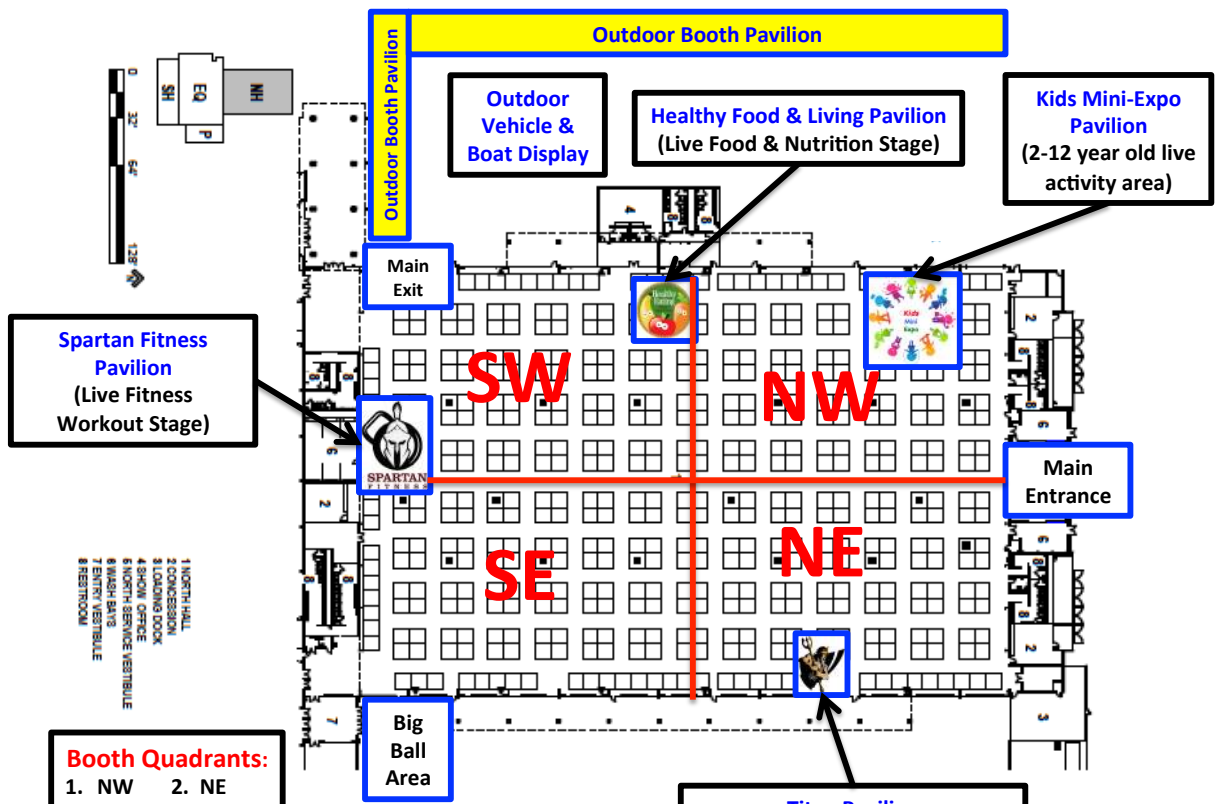
### Exhibitor Parking, Restocking Parking & Trailer Parking



## WestWorld of Scottsdale Site Map and North Hall Location



## Active Sports Expo Booth Layout & Stage Pavilions







## **ADDITIONAL ACTIVE SPORTS EXPO QUESTIONS**

For additional questions, please email us at [exhibitor@ActiveSportsExpo.com](mailto:exhibitor@ActiveSportsExpo.com).