

IMATS EXHIBITOR GUIDELINES

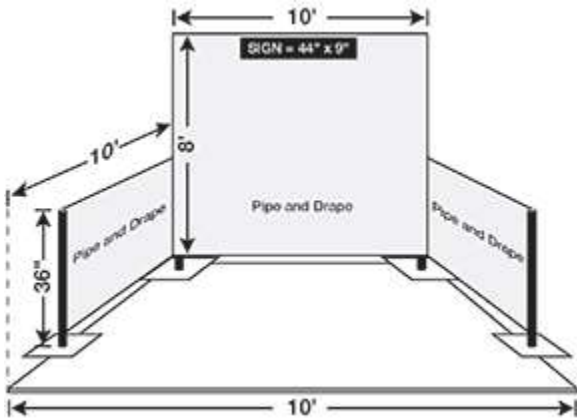
Open Line of Sight

Please ensure that nothing is taller than 4 feet in the front half of the booth (excluding island style booths). This includes display cases, pull-up banners, etc. We will make an exception if you have a corner booth and item(s) do not inhibit adjoining exhibitors.

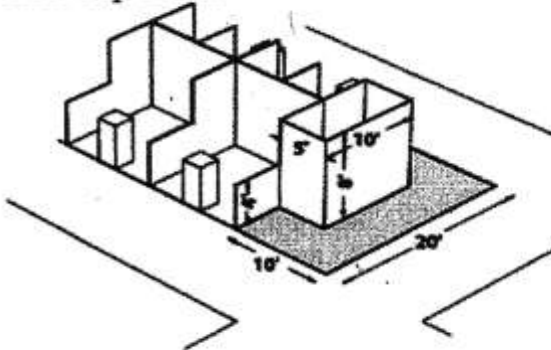
Booth Height

Display items cannot exceed the standard back wall height of 8 feet (or 2.4m) without prior IMATS show management approval. We will typically not approve a back wall height deviation if there is another exhibitor directly behind you. Please send all requests via email along with images. If you have any type of booth other than an island and your request is approved, the back of your graphic or wall must be solid **Black**. No text, logo or pattern is allowed on the backside as it will infringe upon the exhibitor(s) directly behind you. Failure to adhere to this policy will result in either you not being allowed to use the graphic, or you being responsible for the cost to have our show contractor cover the backside with black drape.

Sample Booths:



End-Cap Booth



End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths. Use of space: the maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

Custom Build Booths

If you are intending to build a custom booth that deviates from the standard booth package inclusions, you will need to seek show management approval (even if you are using our show contractor to build it). Please forward your custom booth renderings with dimensions and specify who will be performing your install/dismantle. We require their health and safety documentation and public liability insurance certificate.

Sign/Banner Rigging and Hanging

Before you place any orders for rigging and hanging, you must first obtain IMATS show management approval of your design, dimensions and proposed location.

Crowd Control/Line Management

Crowd Control is a fire and safety issue, and it is difficult to control. We must do our best to keep the show enjoyable and fair for everyone. Below are some guidelines:

- If stanchions are needed around an exhibitor's booth, it is the exhibitor's responsibility to either rent stanchions from the show decorator or bring their own.
- If you are an exhibitor and are expecting a long line to your booth, you will be required to either:
 - A) Appoint some of your own staff to act as crowd/line control. This includes a person at your booth, a person to keep a gap in the line for any aisles that the line may cross, and a person at the end of your line. **OR**
 - B) Organize crowd/line control through IMATS show management. For \$250/£250 per person per day.
- If you do not provide your own crowd/line control staff and it is deemed necessary, you could be charged for the service.
- IMATS show management reserves the right to cut off lines once we feel they have reached or exceeded a manageable length. No line may block access to another exhibitor's booth, or be positioned in such a way that aisles or stages are blocked.

Flyers/Pamphlets/Samples Hand-outs

Nothing is to be handed out to attendees anywhere but from within your exhibitor booth space! It is against show policy to stand in or walk the aisles handing items out or standing near or outside the entrance. If you see non-exhibitors or attendees handing out anything, just like exhibitors, please let IMATS staff know.

Music/Sound Volume

Please be courteous to both your neighbors and to educators speaking on our various stages. You will be asked to turn your music down if we feel that it is too loud, and if repeated requests are necessary, you will be required to turn it off.

Helium Balloons and Confetti

Helium Balloons and Confetti are not allowed at IMATS shows.

Nudity Clause

Please be aware that we have a nudity policy in place that we ask you to pass along to all artists and models who will be doing demonstrations at the show. Please see the attached diagram showing acceptable levels of coverage.

Exhibitor Badges

Each exhibitor is allotted 4 exhibitor badges per 10'x10'/3mx3m booth space equivalent. An additional 2 badges per 10'x10'/3mx3m space may be purchased. Exhibitor badges are to be used for staff working in your booth, including artists doing demos and their models. **Everyone must be wearing their badge at all times on show open days.** There will be security personnel monitoring the show floors throughout the weekend checking to be sure that everyone on the floor has either a badge or a wristband. If you have lost or misplaced your badge, you will be escorted out to Registration where you will need to purchase a new badge for \$45/£45. Also as a reminder, if you are sponsoring educators on one of our stages, their personalized badges (including any educator assistant and model badges) will be up at Registration. **Educators are not to wear one of your exhibitor badges! They will pick up their own badges at Registration.**

Meet-n-Greets and Merchandise Bags

IMATS welcomes Meet-n-Greets at our shows. Due to the potential for crowding, we ask that you partner with us ahead of time to ensure a successful outcome. Meet-n-Greets must be scheduled with show management in advance so that we can work with you to accommodate potential lines and logistics. Please check with the sales department for more information.

If you plan on handing out your own merchandise bags, they must be no larger than 13" tall x 12" wide x 4" deep. (dimensions do not apply to our IMATS show bag sponsor)

General Liability Insurance

General liability insurance is required from all exhibitors and third party builders for all shows. Please have your insurance agent note on the Certificate of Liability Insurance the name of the show and the show dates, including set-up. Minimum coverage requirements are \$1,000,000 per occurrence and \$2,000,000 general aggregate. Certificate Holder and Additional Insured needs to read as follows:

- For IMATS in USA – **IMATS Tradeshow, LLC**
- For IMATS in UK – **IMATS Makeup Show UK Ltd**
- For IMATS in Canada – **IMATS Make-Up Show Ltd**

The address for all of the above entities is the same: 12808 NE 95th St., Vancouver, WA 98682 USA

We are now partnering with Rainprotection Insurance to both offer and manage liability insurance/certificates for our North American shows. This means all IMATS except for London! If you do not currently have liability insurance or don't want to hassle with going through corporate for a certificate, we have a fast, easy and very affordable solution. Rainprotection Insurance will cover you for the minimum amounts required by IMATS for set-up day through show close/move-out. Please see the attached **Exhibitor Liability Insurance Program.**

Rainprotection Insurance will automatically send us your certificate. They will also be managing the receipt and tracking of all liability insurance certificates on our behalf, so even if you already have liability insurance through another company, please email a copy of your certificate to Sales@rainprotection.net

Please forward all certificates to Orran Greiner at orran@kpgmedia.com.

Sunday Night Pack-up/Tear-down/Move-out

Please be aware that it is against IMATS show policy to pack-up and/or tear down your booth prior to the show closing at 5:00 pm! If you would like to begin taking inventory or preparing extra stock to be packed up, before 5:00 pm that is fine, but you must keep your booth fully operational until 5:00 pm. You may not access the storage area(s) for empties prior to show close.

3rd Party Solicitors

We will always make a point of letting you know who our official suppliers are for any show. It is becoming more frequent that unrelated third parties are taking our online exhibitor lists and reaching out to exhibitors as if they are a show contractor. This only serves to confuse people, not to mention that they are not officially appointed suppliers so there are no guarantees as to whether they are a reputable company or not.

Please forward questions to: orrand@kpgmedia.com
