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Welcome to the Retail Innovation Conference and Expo 2022 Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at RICE. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The **Main Menu** is designed so clicking on a topic will automatically link you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual. We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

GENERAL INFO

DATES & TIMES

Move-in

Monday, May 9, 2022	8:00 AM – 4:30 PM
Tuesday, May 10, 2022	8:00 AM – 4:30 PM

- NOTE: Overtime rates will apply after 4:30 PM on Monday, May 9, 2022 and Tuesday, May 10, 2022
- All exhibits must be fully installed by Tuesday, May 10, 2022 at 4:30 PM

Show Day

Wednesday, May 11, 2022	9:00 AM – 6:00 PM
Thursday, May 12, 2022	9:00 AM – 3:00 PM

Move-out

Thursday, May 12, 2022	3:00 PM – 10:00 PM
Friday, May 13, 2022	8:00 AM – 12:00 PM*

**All carriers must be checked in by 10 AM on Friday, May 13, 2022*

- NOTE: Overtime rates will apply after 4:30 PM on Thursday, May 12, 2022
- Freeman will begin returning empty containers as soon as the aisle carpet is removed from the exhibit floor

EXHIBIT HALL LOCATION

McCormick Place - South Hall
2301 S. Lake Shore Drive
Chicago, IL 60616

This is a non-smoking building.

SHOW MANAGEMENT CONTACTS

Click [HERE](#) for a full list of show management.

VENDORS

Click on vendors to get more information.



Freeman

[WEBSITE](#)
[CATALOG](#)
[EMAIL](#)

PH: 888-508-5054



McCormick Place
Exhibitor Services

[WEBSITE](#)
[EMAIL](#)



Utilities – Electrical,
Gas, Water, Drain

[WEBSITE](#)
[EMAIL](#)

PH: 888-508-5054



Savor

[WEBSITE](#)
[EMAIL](#)
[MENU](#)
[ORDER FORM](#)



Marsh/Total Event
Insurance

[WEBSITE](#)
[EMAIL](#)



Audio/Visual
Freeman Event Tech

[WEBSITE](#)
[EMAIL](#)

PH: 508-5054



Technology Services

[WEBSITE](#)
[EMAIL](#)
[INFO SHEET](#)

PH: 312-791-6113



onPeak Housing

[WEBSITE](#)
[EMAIL](#)

PH: 855-202-7078



Maritz Global Events
Lead Retrieval

[WEBSITE](#)
[EMAIL](#)



Reliable Security

[WEBSITE](#)
PH: 770-858-1730
[INFO SHEET](#)



TLC Floral

[EMAIL](#)
PH: 800-852-0023
[INFO SHEET](#)



Phoenix
International

[EMAIL](#)
PH: 908-355-8900
[INFO SHEET](#)

SHOW PLANNER

Click on items to get more information and link to the website or form.

**APRIL
8**



- Advance Warehouse Shipping Begins
- Update Show Directory Listing

**APRIL
18**



Freeman Early Bird Discount
Deadline for Online Orders

- Furnishings
- Flooring
- Labor
- Electrical
- Cleaning

Hanging Sign Request Form
Due

EAC Submission For Due

**APRIL
21**



McCormick Place Order
Deadline

- Technology Services

BEFORE YOU ARRIVE TO SHOWSITE

- ✓ Submit Certificate of Insurance
- ✓ Coordinate Hotel & Travel
- ✓ Register Booth Personnel in Advance via the [Exhibitor Portal](#)
- ✓ Update Show Directory Exhibitor Profile and/or listing by April 8, 2022
- ✓ Submit EAC Notification Form & EAC Certificate of Insurance (if necessary)

ONCE YOU ARRIVE

- ✓ Pick up badge from registration
- ✓ Check freight delivery
- ✓ Confirm advanced orders
- ✓ Place onsite orders

OPTIONAL SERVICES



Floral



AV



Intl Freight



Catering



Internet

SHOW MANAGEMENT APPROVAL



Hiring an Exhibitor Appointed
Contractor (EAC)?
Submit [FORM](#) by April 18, 2022



Hanging Sign Approval
Submit [FORM](#) by April 18, 2022

INSURANCE

RICE does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to RICE before the show.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- **Workers' Compensation** insurance, unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- **Comprehensive General Liability** insurance - Confirm that you have adequate coverage to protect your interests from potential claims arising from the injury to a person other than an employee at your booth. You must have Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), McCormick Place (Facility), and Freeman (General Service Contractor). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be contained on the certificate: [CLICK HERE FOR AN EXAMPLE](#)

"Producer" – Name, Address, and Phone Number of the insurance carrier

"Insured" – Company Name, Address, Phone Number, and Booth Number

"Description of Special Items" – "Emerald – Retail Innovation Conference and Expo 2022, Freeman, McCormick Place and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates May 5, 2022 – May 13, 2022

NEED GENERAL LIABILITY INSURANCE?

Marsh/TotalEvent Insurance offers General Liability Insurance for \$65 plus tax. Click [HERE](#) to purchase.

Certificate Holder Information should be listed as:

Retail Innovation Conference and Expo
31910 Del Obispo, Ste 200
San Juan Capistrano, CA 92675



Submit your insurance documents online via the [Exhibitor Portal](#). Be sure the name of the attachment reflects the name of the insured exhibiting company

REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

BOOTH REGULATIONS

CONSTRUCTION/DESIGN

Retail Innovation Conference and Expo is a “LINE OF SIGHT” show, with the exception of the exhibitors located in **the design:retail section** of the exhibit hall. Refer to the Booth Construction & Display Guidelines in the **SHOW RULES & REGULATIONS** section for **Line of Sight and Cubic Content guidelines**. The cubic content guidelines apply ONLY to exhibitors in the design:retail section of the exhibit hall.

Exhibitors in the design:retail section of the exhibit floor should refer to the Cubic Content Guidelines outlined in this manual [HERE](#).

Drape Color:

- IRCE: Blue
- design:retail: Red

Aisle Carpet Color: Tuxedo

Linear and Corner booths

- 8' high pipe and drape back wall
- 3' high pipe and drape side rails
- 7" x 44" booth identification sign with the company name and booth number

Peninsula and End-Cap booths

- 8' high pipe and drape back wall
- 7" x 44" booth identification sign with the company name and booth number

Split Island booths

- 8' high pipe and drape back wall
- 7" x 44" booth identification sign with the company name and booth number

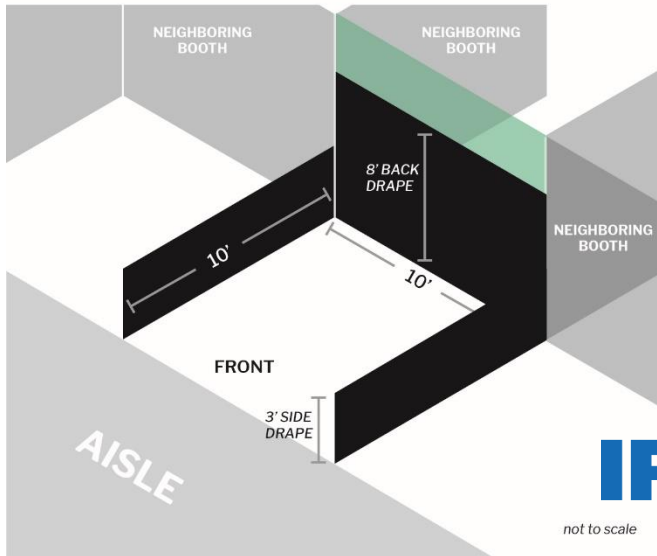
Island booths

- Island booths do not come with back drapes or ID signs. If desired, they may be ordered from Freeman.

All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located within this kit.

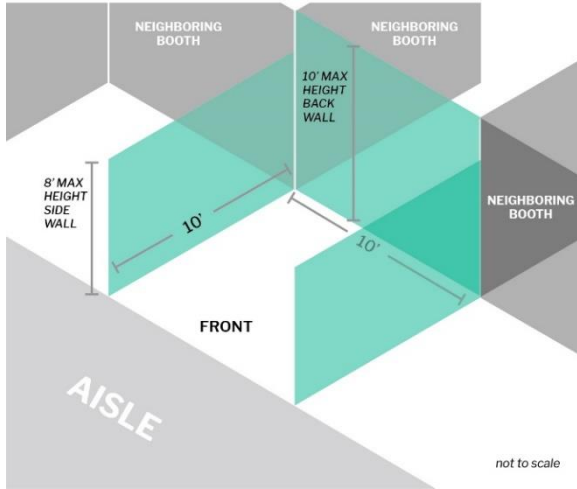
Linear Booth Guidelines

Exhibitors in the IRCE section of the exhibit floor must follow line-of-sight booth guidelines.

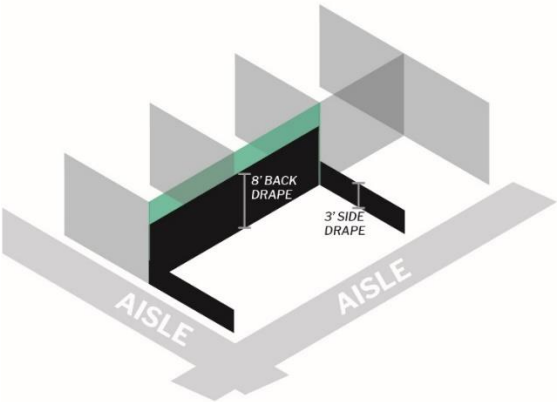
<p>Definition and/or Dimension</p> <p>Linear booths, also called “inline” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left.</p>	<p style="text-align: center;">INLINE BOOTH SPACE</p> <p style="text-align: center;">10 X 10, line of sight, with provided drape</p> 
<p>What's Provided/Included</p> <ul style="list-style-type: none"> 8' high pipe and drape back wall 3' high side drape 7" x 44" booth identification sign with the company name and booth number <p>All other equipment and services are the responsibility of the exhibitor.</p>	
<p>Height Restrictions</p> <ul style="list-style-type: none"> Linear booth height restrictions are 8-feet high on all sides, with an exception on the backwall, which can be built to 10' high. The maximum height for the front half of the booth (5ft in from the aisle) is 4-feet. 	<p>Hanging Signs/Graphics</p> <p>Linear booths are not permitted to hang overhead signs/banners or have inflatable balloons.</p>
<p>Use of Space – Line of Sight</p> <p>Display materials should be arranged in a manner to not block the line of sight for neighboring exhibitors.</p> <p>The maximum height for the front half of the booth (5ft in from the aisle) is 4-feet.</p>	<p>Booth Construction</p> <ul style="list-style-type: none"> Materials used above the 8-feet height regulation on the back wall must have a solid backing as not to show structure or branding through to neighboring exhibitors' booth(s). All logos and signs must face the inside of your booth. It is the responsibility of the exhibitor to cover exposed side or back walls if they are unfinished or unsightly. Show Management reserves the right to deem what is unsightly and may order a cover for unfinished wall, at the exhibitor's expense.

Cubic Content Guidelines

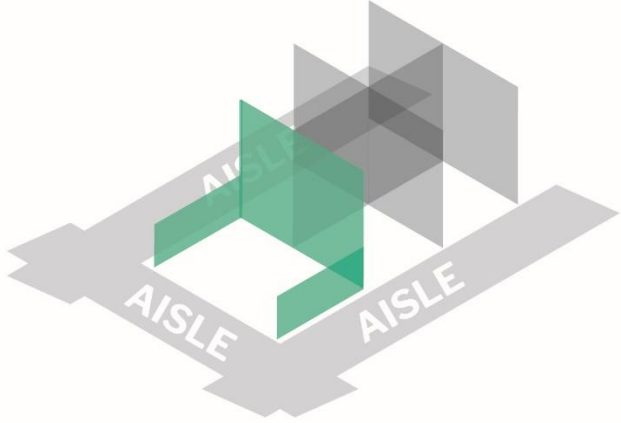
ONLY Exhibitors in the design:retail section of the exhibit floor are permitted to build their exhibits to the Cubic Content Guidelines.

<p>Definition and/or Dimension</p> <p>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.</p>	<p style="text-align: center;">INLINE BOOTH SPACE 10 X 10, cubic content</p>  <p style="text-align: right;">not to scale</p> <p style="text-align: right;">design:retail CONFERENCE & EXPO</p>
<p>What's Provided/Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall • 8' high side drape • 7" x 44" booth identification sign with the company name and booth number <p>All other equipment and services are the responsibility of the exhibitor.</p>	
<p>Height Restrictions</p> <p>Linear booth height restrictions are 8-feet high, with an exception of 10' only on the back wall.</p>	<p>Hanging Signs/Graphics</p> <p>Inline booths are not permitted to hang overhead signs/banners or have inflatable balloons.</p> <p>10'x 10', 10' x 20' or 10' x 30' linear booths and 10'x 10', 10' x 20' or 10' x 30' islands booths are <u>NOT</u> permitted to have hanging signs and are <u>NOT</u> permitted to build beyond 8' high, with an exception of 10' high allowed on the back wall.</p>
<p>Use of Space – Cubic Content</p> <p>Exhibitors may build their entire exhibit as a “cube” at 8' high, 10' wide and 10' deep against the show drape sidewalls and back wall, with an allowance of 10' high only on the back wall.</p>	<p>Booth Construction</p> <ul style="list-style-type: none"> • Cubic content is permitted in <u>ALL</u> linear and corner booths for a maximum height of 8', with an exception of 10' high on the back wall. • All exhibit components along with the 3' sidewalls and 8' back wall extending above pipe and drape must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense. • Structures with double-sided signs, including signs that are backlit, are <u>NOT</u> permitted in a cubic content configuration under the Cubic Content Guidelines. If an exhibitor has such a booth, the exhibitor is responsible for covering the back of the exhibit components. Backlit signage must be covered with a black-out material.

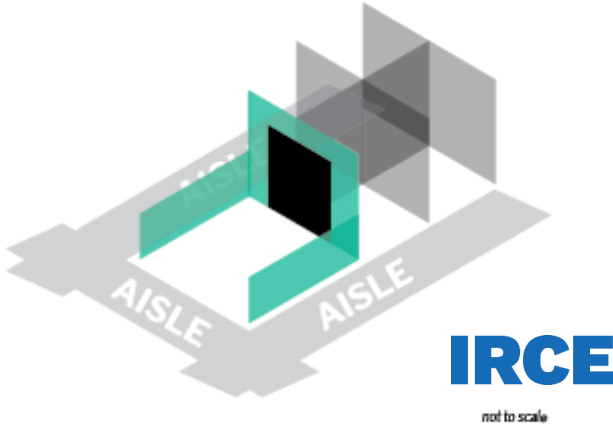
Corner Booth Guidelines

<p>Definition and/or Dimension</p> <p>Corner booths are located on the end of a consecutive group of in-line booths. Corner booths allow exhibitors access to two traffic patterns: via the intersection of two aisle ways.</p>	<p>CORNER BOOTH SPACE aisles on 2 sides; line of sight w/ provided drape</p>  <p>not to scale</p> <p>IRCE</p>
<p>What's Provided/Included</p> <ul style="list-style-type: none"> 8' high pipe and drape back wall 3' high side drape 7" x 44" booth identification sign with the company name and booth number 	
<p>Height Restrictions</p> <p>Corner booth height restrictions are 8-feet high with an allowance ONLY on the backwall of up to 10-feet, including signage and only applies to the rear half of the booth.</p>	<p>Hanging Signs/Graphics</p> <p>Corner booths are not permitted to hang overhead signs/banners or have inflatable balloons.</p>
<p>Use of Space – Line of Sight</p> <p>Display materials should be arranged in a manner to not block the line of sight for neighboring exhibitors.</p> <p>The maximum height for the front half of the booth (5ft in from the aisle) is 4-feet.</p>	<p>Booth Construction</p> <ul style="list-style-type: none"> Materials used above the 8-foot height regulation on the back wall must have a solid backing as not to show structure or branding through to neighboring exhibitors' booth(s). All logos and signs must face the inside of your booth. It is the responsibility of the exhibitor to cover exposed side or back walls if they are unfinished or unsightly. Show Management reserves the right to deem what is unsightly and may order a cover for unfinished wall, at the exhibitor's expense. Corner booths have the option of removing the pipe and drape curtain separating their booth from the aisle upon request.
<p>Additional Links</p> <p>Hanging Sign Form</p> <p>Building Rules/Guidelines</p> <p>Exhibitor Appointed Contractor (EAC) Information</p>	


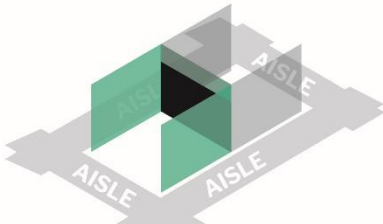
End Cap Booth Guidelines

<p>Definition and/or Dimension An End-cap configuration is essentially an in-line (Linear) booth placed in the position of a Peninsula or Split Island.</p> <p>End-cap Booths are generally 10-feet deep by 20-feet wide and back up to two Linear Booths or a Split Island Booth.</p>	<p>END CAP PENINSULA BOOTH SPACE line of sight, aisles on 3 sides</p>  <p>not to scale</p> <p>IRCE</p>
<p>What's Provided/Included</p> <p>When an End-cap backs up to two Linear Booths: 8-feet high back drape (center portion 10-feet wide), 4-feet high drape (remaining back/side of neighboring exhibitor, 5-feet wide on each side), 7-inches x 44-inches ID sign</p> <p>When an End-cap backs up to a Split Island Booth: 8-feet high back drape, 7-inches x 44-inches ID sign</p> <p>All other equipment and services are the responsibility of the exhibitor. Online ordering and printable order forms are located in the Freeman information section of this manual.</p>	
<p>Height Restrictions All end-cap booths have a maximum height of 8 feet, with an allowance up to 10' on the back wall only.</p>	<p>Hanging Signs/Graphics Hanging signs are not permitted for End-cap Booths.</p>
<p>Additional Links Building Rules/Guidelines Exhibitor Appointed Contractor (EAC) Information</p>	<p>Booth Construction</p> <p>When an End-cap backs up to two Linear Booths:</p> <ul style="list-style-type: none"> • The center portion of the back wall (10' wide) is allowed a maximum height of 10' • The remaining back wall (5' wide on either side of the center 10' wide portion) is allowed a maximum height of 4' • Within 5-feet of the two side aisles, the maximum height for any display materials is 4' <p>When an End-cap backs up to a Split Island Booth:</p> <ul style="list-style-type: none"> • The entire area of the booth may be used, up to a maximum height of 8', with an allowance of 10' on the back wall only

Peninsula Booth Guidelines

<p>Definition and/or Dimension</p> <p>A Peninsula Booth is exposed to aisles on three sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”</p>	<p>PENINSULA BOOTH SPACE line of sight, aisles on 3 sides, with provided drape</p> 
<p>What's Provided/Included</p> <ul style="list-style-type: none"> • 8-feet high back drape in the center portion (10-feet wide) • 4-feet high drape in the remaining back/side of neighboring exhibitor (5-feet wide on each side). 	
<p>Height Restrictions</p> <ul style="list-style-type: none"> • A typical maximum height range allowance is 16 – 20 feet, including signage for the center portion of the back wall. 	<p>Hanging Signs/Graphics</p> <p>Peninsula Booths 20-feet by 20-feet or larger may hang banners or signage above their booths to a maximum of 24-feet and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics and hanging banners must be approved in advance of the show, by Show Management.</p>
<p>Dimensions and Use of Space – Line of Sight</p> <ul style="list-style-type: none"> • A Peninsula Booth is usually 20-feet by 20 feet or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4' within 5' of each aisle, permitting adequate line of sight for the adjoining. 	<p>Solid Walls</p> <p>To allow for good sight lines and traffic flow, fully enclosed booths are not allowed. We recommend that each side of your booth is no more than 50% enclosed with any type of wall/enclosure over 4-feet high.</p>
<p>Exposed Surfaces</p> <p>All back walls, side walls or any other exposed areas of the display must be draped or have finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement, graphic or promotion must face into the aisle.</p>	

Island and Split Island Booth Guidelines

<p>Definition and/or Dimension</p> <p>A Split Island Booths is a Peninsula Booth which shares a common back wall with another Peninsula Booth. Split Island Booths are exposed to aisles on three sides and are typically 20' x 20' or larger.</p> <p>Island booths are surrounded on all four sides by aisles and are typically 20' x 20' or larger.</p>	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <p>ISLAND BOOTH SPACE aisles on 4 sides</p>  </div> <div style="text-align: center;"> <p>SPLIT ISLAND BOOTH SPACE w/ provided drape</p>  </div> </div> <p style="text-align: center; font-size: small;">not to scale</p> <p style="text-align: center; font-size: large; font-weight: bold; color: blue;">IRCE</p> <p style="text-align: right; font-size: x-small;">not to scale</p>
<p>What's Provided/Included</p> <p>Split Island Booths:</p> <ul style="list-style-type: none"> 8-feet high back drape (20-feet wide) <p>Island Booths</p> <ul style="list-style-type: none"> No drape is provided 	<p>Hanging Signs/Graphics</p> <ul style="list-style-type: none"> Hanging signs are allowed for all Split Island booths (20' x 20' or larger). Hanging sign must be set back 10' from adjacent booth. Maximum height for the hanging sign is 24' from the floor to the top of the sign. A 2', 6" clearance must be present between the top of the booth and the bottom of the hanging sign. The hanging sign and/or booth lighting must remain within the lease lines of designated exhibit booth space. Hanging signs are allowed for all Island booths (20' x 20' or larger). Maximum height for the hanging sign is 24 feet from the floor to the top of the sign. A 2', 6" clearance must be present between the top of the booth and the bottom of the hanging sign. The hanging sign and/or booth lighting must remain within the lease lines of designated exhibit booth space Split Island and Island booths that are 10' x 20' and 10' x 30' are NOT allowed to have hanging signs.
<p>Additional Links</p> <p>Hanging Sign Form</p> <p>Building Rules/Guidelines</p> <p>Exhibitor Appointed Contractor (EAC) Information</p>	<p>Canopies and Ceilings</p> <p>Use of multi-story exhibits, canopies and ceilings must be approved by Show Management and McCormick Place in writing at least 30 days in advance of the event. All Chicago fire regulations must be followed.</p>

Hanging Signs & Airborne Objects

Permitted in all Island, Split Island, and Peninsula booths that are 400 sq. ft. or larger. End-cap and linear booths do not qualify for hanging signs and graphics, regardless of size.

- Please review the Line of Sight and Cubic Content Guidelines outlined in this manual.
- All exhibitors with hanging signs must complete the Hanging Sign Approval Form, located [HERE](#).
- Complete the Freeman “Hanging Sign Order Form” in the Freeman Service [Order Forms](#) Section

The following guidelines must be followed for hanging signs:

- Peninsula, Split Island and Island booths that are twenty feet (20') by twenty feet (20') / 400 sq ft or larger are allowed to hang a sign. Maximum height for hanging is 24' from the floor to the top of the sign. A 2-foot 6-inch clearance must be present between the top of the booth and the bottom of the hanging sign. Banners and graphics over Peninsula booths should be set back ten feet (10') from adjacent booths and be directly over contracted space only.
- Linear Booths and Island booths that are 10' x 20' and 10' x 30' are **NOT** allowed to have hanging signs and are **NOT** permitted to build beyond 10' high.
- If your booth structure is higher than 16-feet which includes a banner that is creating a massive wall, please submit banner and booth structure for approval.

Approval for the use of hanging signs and graphics must be received from Show Management.

Variances may be issued at show management's discretion.

All booths with banners must have a line-of-sight clearance between the booth and banner.

Send all requests by email to the Operations Department: Sandra.lafrance@emeraldx.com

For rigging information, call Freeman at 888-508-5054.

Approval Process

For consideration and approval of your hanging sign, please complete the electronic form by April 18, 2022. Use the link below to submit this required form request.

[Hanging Sign Request Form](#)

FREIGHT & DELIVERIES

Advance Warehouse Address

Exhibiting Company Name/Booth #
Retail Innovation Conference & Expo
c/o Freeman
2500 West 35th Street
Chicago, IL 60632

Click [HERE](#) for the Advance Warehouse Shipping Label.

Direct to Show Site Address

Exhibiting Company Name/Booth #
Retail Innovation Conference & Expo
c/o Freeman
2301 S. Lake Shore Drive
Chicago, IL 60616

Click [HERE](#) for the Direct to Show Site Shipping Label.

Marshaling Yard Address

3050 S. Moe Drive
Chicago, IL 60616

The Marshaling Yard is a staging area for trucks holding exhibitor's freight until space is available for unloading at the convention center.

The Marshaling Yard closes around 2:30 PM daily. Please note these hours are subject to change.

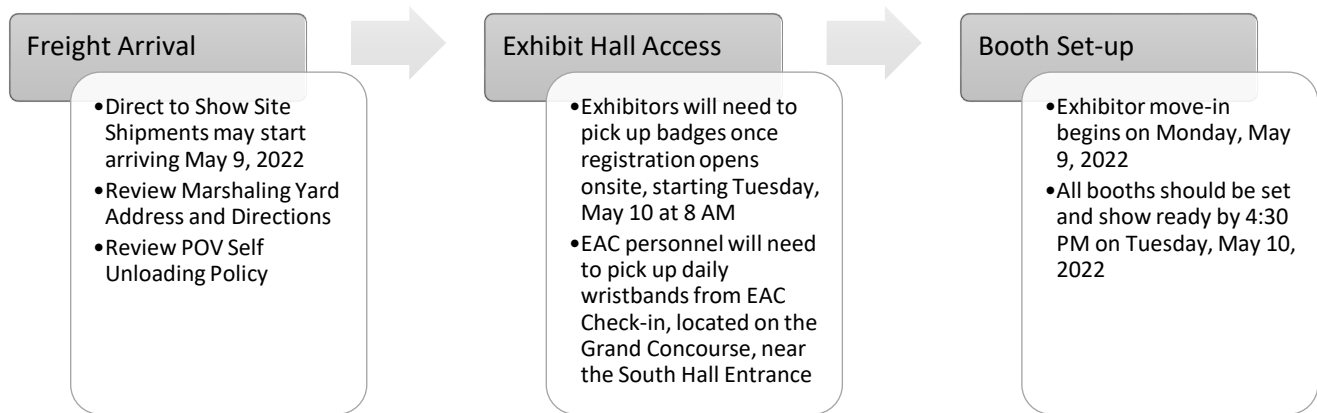
Freight Holds

Show management and the general service contractor reserve the right to hold freight for ANY outstanding balance owed including, but not limited to: booth, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

International Freight

International Freight is handled by Phoenix International Business Logistics, Inc.
Veronica Gomez/Phil Hobson
Telephone: 908-355-8900
Fax: 908-355-8883
Email: vgomez@phoenixlogistics.com or phobson@phoenixlogistics.com
Find more information on international shipping [HERE](#).

MOVE-IN/OUT PROCEDURES



Automobile and Small Utility Vehicle (ASUV) Program

McCormick Place allows exhibitors to unload and load small privately-owned vehicles without hiring labor at designated areas in the building.

For information about McCormick Place's ASUV/Personal Vehicle Loading and Unloading Program, click [HERE](#).

A POV, or Personally Operated Vehicle, is any vehicle primarily designated to transport passengers and not cargo or freight. Qualifying vehicles include: a car, mini-van, pick-up trucks, passenger van, SUV, or taxi.

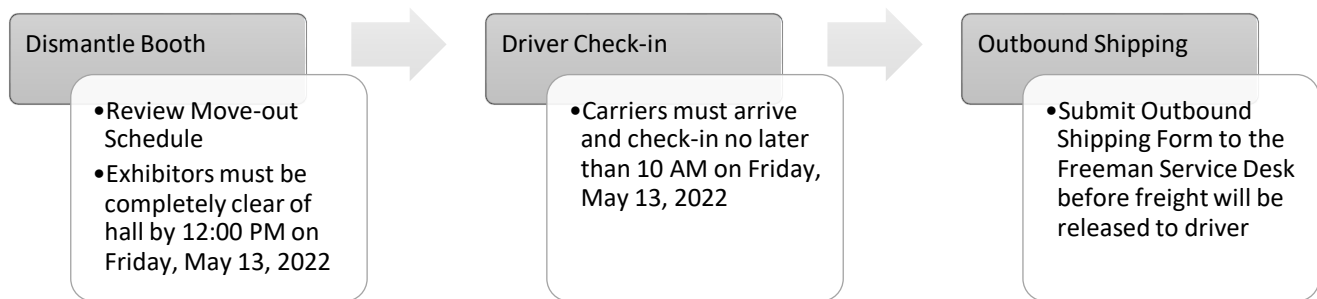
Types of vehicles approved for use in the ASUV program include passenger automobiles, mini vans, SUV's, pick-up trucks, and full size vans. Trailers and box trucks are NOT permitted.

Hand Carried Items

Park your vehicle in any of the McCormick Place parking lots or garages and transport items using pedestrian building access to the show floor. Only non-motorized, non-hydraulic hand trucks and dollies may be used to transport items from your vehicle to the show floor. Parking fees will apply.

Dismantle and Move-Out Information

Freeman will begin returning empty containers as soon as the aisle carpeting is removed from the exhibit floor. All exhibitor materials must be removed from the facility by Friday, May 13, 2022 at 12 PM.



Any materials remaining in the hall will be rerouted or returned to Freeman's warehouse to await disposal at the exhibitor's expense.

Outbound Shipping

Freeman Exhibitor Support will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping form and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

INSTALL/DISMANTLE & LABOR REGULATIONS

- Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period.
- Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from Show Management.
- No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of the show's rules and regulations.
- All materials must be removed from the facility by the end of the official move-out period. (Official move-in, move-out, and exhibition dates and times may be subject to change. Show Management will notify exhibitor of any changes.)

Forklifts

Forklifts with operators are available at the prevailing rates. Arrangements must be made with the general service contractor at least 14 days prior to set up for special requests, such as cranes or forklifts with over 5,000 pound lift capacity for special handling of large equipment or machinery.

Labor/Union Laws

- **Exhibitor Rights...**
 - **Exhibitor personnel may** - perform many functions on the exhibition floor, with no limit to booth size, as long as they are full-time employees of the exhibiting company.
 - **Exhibitor may** - set-up and dismantle exhibits with the use of exhibitor-owned tools, i.e. ladders, hand tools, cordless tools, and power tools.
 - **Exhibitor may** - assemble and disassemble materials, machinery or equipment with the use of exhibitor-owned tools, i.e. ladders, hand tools, cordless tools and power tools.
 - **Exhibitor may perform the** - skidding, positioning and re-skidding of all exhibitor material, machinery and equipment using non-motorized hand trucks and dollies.
- **Flexible Straight Time Labor Rates** - Monday through Friday for any consecutive 8-hour period during the hours of 6 AM and 10 PM (except carpenters/display labor). After any consecutive 8-hour period, time and one half (overtime) is applicable.
- **Crew Sizes** - Crew sizes for any task or operation shall **NOT** exceed two (2) persons unless, after consultation with the Advisory Council, the Authority determines otherwise based on the task, skills and training required to perform the task and on safety. **This includes** - Hanging signs and In-Booth forklift labor.
- **Move out Labor on Show Closing Day** - Monday through Friday, first 8 hours up to 10 PM is Straight Time (except for Carpenters).
- **Electrical** – An exhibitor and exhibitor employees are permitted in a booth of any size to deliver, set-up, plug in, interconnect, and operate an exhibitor’s electrical equipment, computers, audio-visual devices, and other equipment.

For more information on Union Labor rules and regulations, visit McCormick Place’s website [HERE](#).

Union	Definition of Jurisdiction
Teamsters	Responsible for the handling of all material (except machinery) in and out of the exhibit hall.
Riggers	Responsible for uncrating, unskidding, positioning and reskidding of all machinery.
Display Labor (Unified Labor Force Combining Carpenters and Decorators)	Responsible for uncrating of exhibits and display materials; installing and dismantling exhibits, including cabinets, fixtures, shelving units, furniture; laying of floor tile and carpets; hanging and installation of non-electric signs; recrating of exhibits and machinery; installing and dismantling scaffolding, bleachers and ganging of chairs; installing of all drape, cloth and/or tacked fabric panels; and velcro signs.
Hanging Signs	Depending on the type of hanging sign, it will be assembled and installed by decorators or electricians. See Freeman hanging sign form and/or McCormick Place forms for jurisdictions.
Cleaning/Porter Service	Freeman is the exclusive cleaning contractor. No other cleaning services, including exhibitor appointed contractors, are allowed to perform these services.
Electricians	Labor must be ordered for the following: Distribution of electrical services overhead and under flooring, connection of all service to the building, connection of all services 208v and higher, assembly of truss, lighting, etc. that is suspended from the building structure.

	Task	An Exhibitor Can	An Exhibitor Can't
CONSTRUCTION	Use Power tools or other types of carpenter/construction equipment		X
	Ladders	X	Over x step
	Assemble or disassemble materials, machinery, or equipment on Authority premises	X	
	Set-up and dismantle exhibits displayed on Authority premises	X	
	Use exhibitor's own hand tools	X	
FREIGHT	Move any freight by hand carry	If carried by one person	If required more than one person
	Move any freight from a vehicle larger than an Econoline van		X
	Skid, position, and re-skid all exhibitor material, machinery, and equipment on Authority premises	X	
ELECTRICAL	Deliver, set-up, plug in, interconnect, and operate an exhibitor's electrical equipment, computers, audio-visual devices, and other equipment	X	
	Plug in their own devices less than 207v themselves	X	
MERCHANDISING	Test and tune equipment	X	
	Unpack, pack and arrange their merchandise and products in their exhibit.	X	
	Clean and wipe down their products and display merchandise and parts of their exhibit not installed by other labor.	X	

Please note: An exhibitor and exhibitor employees are prohibited at any time from using scooters, forklifts, pallet jacks, condors, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises.

EXHIBITOR APPOINTED CONTRACTOR

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the following rules and regulations must be adhered to by the exhibitor and the EAC. **These rules will be strictly enforced.** Completion of the required EAC/I&D form qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.

The EAC/I&D contractor must be licensed, insured, and authorized to work in McCormick Place. Contractors must adhere to all rules and regulations of Retail Innovation Conference and Expo, McCormick Place, and the local unions. This includes keeping “no freight aisles” clear, clearing empty crates off the show floor, abiding by the [Early Teardown Policy](#), and being properly badged.

All contracted personnel must check-in at Exhibitor Registration before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D.

The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor’s work.

The EAC will not solicit business at the event and must wear badges at all times. It is the exhibitor’s responsibility to make sure that all independent contractors are properly badged before arrival.

If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show Management will have the final decision in such instances.

McCormick Place (Facility), Emerald (Show Management), and Freeman (General Service Contractor) must be named as additionally insured by all contractors working in the hall. Show Management must receive the certificate of insurance no later than 30 days before the commencement of installation. Show Management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of:

- Certificate of insurance for workers’ compensation and employers’ liability, comprehensive general liability, and automobile liability insurance.
- The workers’ compensation and employers’ liability insurance must provide a minimum limit of (recommended \$500,000 USD) and meet the requirements established by the state in which the event is being held.
- Comprehensive general liability coverage must provide at least (recommended \$1 million USD per occurrence /\$2 million USD general aggregate) in coverage and shall name Show Management, the sponsoring associations, the event owners, the official contractor, and the facility as additional insured.
- Automobile liability should include all owned, non-owned, and hired vehicles with limits of (recommended \$500,000 USD) bodily injury and (recommended \$500,000 USD) property damage liability.

In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by Show Management in any contracts with the official contractors. Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.

Services ordered on behalf of exhibitors by EAC’s or other third parties must be so authorized in writing by the exhibitor. Payment for all services will be the responsibility of the exhibitor.



Exhibitors using an installation and dismantling contractor (I&D), and/or an exhibitor appointed contractor (EAC) to set-up or teardown their exhibit, must complete the [EAC FORM](#) by April 21, 2022.

Complete this form **only** if you are using the services of an outside contractor to install or dismantle your display. Please fill out the form completely.

FACILITY INFORMATION

McCormick Place South
2301 S. Lake Shore Drive
Chicago, IL 60616

Building Regulations and Care of the Facility

- It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.
- Exhibitors will not be permitted to drive nails, hooks, tacks or screws into any part of the building, put up decorations or adhesives that would deface the premises.
- All curtains, draperies and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions.
- Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agent's contractors or representatives.

Building Rules/Guidelines

Please review the building services and guidelines [HERE](#).

Business Center

The FedEx Office Print & Ship Center in McCormick Place South is located on Level 2.5 of the Grand Concourse in the South Building. View more information [HERE](#).

Coat and Baggage Check

Located in McCormick Place South, on Level 1. A fee per item will be charged.

Safety

Environmental Laws/OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

Fire Marshal Requirements/Permitting

All exhibit spaces must be in full compliance with all facility, fire marshal, show management, and exhibit guidelines including all local, state and federal laws.

• **Fire and Safety**

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet (15.25 meters).
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights, or fire hose cabinets within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited.
- Welding is allowed with written permission of show management, and provided exhibitor procures all necessary permits and licenses and provides evidence of the requisite permits to the facility prior to the event.
- Helium and gas cylinders used for refilling must be secured in an upright position on American National Standards Institute (ANSI) approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

• Flammable and Toxic Materials

- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- Samples should also be available for testing.
- Materials that cannot be treated to meet the requirements should not be used.
- A flame-proofing certificate should be available for inspection.
- Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

First Aid

A fully equipped first aid station staffed by licensed medical professionals will be available during move-in, show days, and move-out. The First Aid office in McCormick Place South is located on Level 2.5 near the Grand Concourse in the South Building. Dial extension 6060 on any house or exhibit booth telephone for fire, medical or police emergency assistance. **Do NOT dial 911 as this will delay response time assistance of onsite personnel.**

UTILITIESELECTRICAL REGULATIONS

All electrical must be ordered through Freeman. Electrical is programmed for the amount of power you ordered. If an exhibitor is plugged into an unauthorized electrical outlet they will be disconnected and required to pay for electric used.

To order electric, visit www.freeman.com or call 888-508-5054.

Click [HERE](#) for the electrical order form

Email: exhibitorsupport@freeman.com

INTERNET SERVICES

Complimentary WiFi is available within the exhibit hall, but is intended for light use. If you need Internet for anything mission critical or video streaming, we recommend purchasing a wired Internet connection from the Internet provider. Internet services can be ordered through McCormick Place Telecommunications.

To order Internet, visit www.mccormickplace.com or call 312-791-6113.

Click [HERE](#) for the details on service as well as the order form.

Email: technology@mccormickplace.com

LIGHTING/PLUMBING

Lighting and plumbing services can be ordered through Freeman.

To order lighting or plumbing, visit www.freeman.com or call 888-508-5054.

Click [HERE](#) for the lighting order form and click [HERE](#) for the plumbing order form.

Email: exhibitorsupport@freeman.com

ONSITE BOOTH GUIDELINES

Advertising/Promotional Distribution

Catalogs, magazines, folders, promotional, educational or any other giveaway matter may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden and exhibitors must confine their exhibit activities to the space for which they have contracted.

No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of Show Management. Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairwats, elevators, escalators, aisles, or driveways of the facility without written permission from Show Management.

Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained Show Management approval.

Exhibitors found to be in noncompliance with advertising guidelines will be subject to loss of priority points and Show Management fines.

American with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Animals

- Permission for any domesticated animal (dogs, cats, etc.) to appear must be approved by Show Management then by the facility and be badged as part of the exhibiting company's staff. Non-domesticated animals will be considered on an individual basis.
- Under the Americans with Disabilities (ADA), Show Management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting and protecting persons having seizures, or performing other special tasks.

Balloons/Inflatables

- The use of helium balloons smaller than 36 inches in diameter is not allowed.
- Smaller air-filled balloons may be used for decoration and/or handouts.
- Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit.
- No helium balloons or blimps may be flown inside the building.
- Mylar balloons are not allowed anywhere on property.
- Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building are allowed.
- Balloons cannot be released out of doors due to airport flight patterns in the area. A cleaning fee will apply should the balloons be left on property after the event.

Booth Appearance

- All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's expense.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering, or graphics that would detract from the adjoining exhibit.
- Peninsula, split island, and island exhibits must have a finished back wall and be finished on all sides.
- Plain drape or unfinished hard-walls are not permitted.
- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery background, or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns, or floor of the exhibit/facility areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- Fog, smoke, and steam machines are not permitted.
- Exhibitors are prohibited from possessing, displaying or depicting any products or components in their booth which could be interpreted as being a promotion of another company.
- No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.
- Items located in the exhibit space must be in good taste or will be removed at the discretion of show management.
- Exhibitors with large equipment such as walk-in coolers must reserve sufficient space to ensure that equipment which exceeds 4 feet (1.12 meters) in height and which, by virtue of its size, cannot be confined to the rear half of the exhibit space, is no nearer than 10 linear feet from any adjoining exhibit space.

Booth Catering Service

All exhibitors must utilize *Savor...Chicago* the exclusive catering service of McCormick Place Convention Center. Outside food or beverage (including logo bottled water) is not permitted. A corkage fee will be charged by McCormick Place Convention Center for any food or beverage not purchased through the catering department. For Food & Beverage information contact the McCormick Place Convention Center catering group at 312-791-7135 for details. More information and menus can be found [HERE](#). ***Popcorn, peanuts in the shell and cotton candy are NOT permitted on the show floor or to be distributed from any exhibitor's booth.***

Booth Cleaning

Booth cleaning (vacuuming booth carpet) is not provided with your booth space rental. Please arrange for cleaning services in advance through Freeman at ExhibitorSupport@freeman.com or (888) 508-5054. Booth Cleaning Information is available [HERE](#).

Booth Construction

- RICE is a **“LINE OF SIGHT”** show, with the exception of the exhibitors located in the **design:retail section** of the exhibit hall. Refer to the Booth Construction & Display Guidelines in the **SHOW RULES & REGULATIONS** section for **Line of Sight and Cubic Content guidelines**. The cubic content guidelines apply **ONLY** to exhibitors in the design:retail section of the exhibit hall.
- All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics, artwork, or product if they adjoin a neighboring booth. Exhibitors using curved pop-up backdrops/displays may be required to provide side masking drape at their expense if the curvature exposes more than three feet of back scaffolding.
- No storage is allowed behind your booth. The Fire Marshal of the City of Chicago and McCormick Place strictly enforces this policy and fines will be imposed on violators.
- The Emerald Booth Construction & Display Guidelines are located within this Exhibitor Manual for your reference and should be strictly adhered to.

Booth and Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of “material abandonment.” Any charges incurred on behalf of Show Management to remove the abandoned materials to ensure that Show Management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management and the facility will **NOT** be responsible for the recovery of abandoned materials that are left in an exhibitor’s booth past the move-out dates/times as published in this Exhibitor Manual.

Booth Occupancy

- Exhibit displays must be set by 4:30 PM on Tuesday, May 10, 2022. Should any space (for which a signed contract has been received and payment made) remain unoccupied after this time, show management reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.
- Every exhibit must be fully staffed and operational during the entire exhibition
- Exhibitor’s displays must not be dismantled or packed in preparation for removal prior to 3:00 PM on Thursday, May 12, 2022.

Clean Floor Policy

In an effort to ensure a successful show opening we are enforcing a Clean Floor Policy. If you are working with an exhibit house (EAC), please discuss with them how this policy will affect their work schedule.

Policy states:

All crates and skids must be tagged and removed from the exhibit floor no later than 4:30 PM, on Tuesday, May 10, 2022. Empty stickers will be available at the Freeman service desk.

This will allow our General Service and cleaning contractors sufficient time to complete the laying of the aisle carpet and the overall cleaning of the exhibit hall as well as provide exhibitors the space to complete their booth set up by keeping aisles clear.

The morning of Wednesday, May 11, 2022 between 7:00 AM and 9:00 AM is intended for exhibitors to tweak and fine-tune their exhibits. Exhibitors and display houses may continue working on product displays and focus on exhibit lighting until show opening. Freight deliveries will be limited to product and small packages only.

Demonstrations

- Demonstrations must take place within the assigned exhibit space. Demonstrations may not directly or indirectly prevent the normal flow of foot traffic through aisles or common space, nor inhibit the ability of neighboring exhibitors to conduct business. Demonstrations must have the proper protection to prevent injuries to spectators.
- As a matter of safety and courtesy to others, exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance. No activities should be planned, or products displayed, in a manner that would require an audience to gather in the aisles. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.
- Exhibitors must comply with local regulations regarding fire/safety and environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 feet (.91 meters) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.
- Attention-getting devices, gimmicks and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Exhibitors are encouraged to receive approval from show management for any activities in question prior to the show.

Display of Product

- Exhibitors in the IRCE section of the show should follow the Line of Sight Booth Guidelines. Click [HERE](#) to see Guidelines.
- Exhibitors in the design:retail section can follow the Cubic Content Booth Guidelines. Click [HERE](#) to see guidelines.

Early Teardown Policy

No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of the shows rules and regulations.

Events Policy

Events may NOT take place during the hours below:

- Wednesday, May 11: Between 9:00 AM and 6:00 PM (exhibit hall closes at 6:00 PM)
- Thursday, May 12: Between 9:00 AM and 3:00 PM (exhibit hall closes at 3:00 PM)

If you are providing transportation to an event, please arrange for pick up at Gate 26, which is the designated gate for Exhibitor transportation. The convention center will not allow shuttles to pick-up attendees in any other area. No outside transportation will be allowed in the Hotel Shuttle area.

Excessive/Bulk Trash

Any exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

Exhibit Design

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to show management and the facility at least 60 days in advance.
- Helium balloons are NOT allowed on the show floor at any time and should not be used in the design of the exhibit space or be distributed.

Exhibitor Conduct/Good Neighbor Policy

- Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business or mission and not be offensive in any manner.
- Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.
- Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event and the exhibitor additionally penalized by the loss of priority points at the discretion of show management.

Food and Beverage Sampling

- The facility's exclusive food and beverage vendor, *Savor...Chicago*, has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served from within the regulations of the city and county.
- Any exhibitor sampling products may need to submit a sampling form to the facility's exclusive vendor for review and to show management for acceptance or rejection.
- Distribution of food and beverages: All business activities of the exhibitor at the event must be within the exhibitor's allotted space.
- Pre-packaged, single unit samples may be allowed to be distributed from an exhibitor's booth.
- Alcoholic sampling is not allowed by some facilities depending on local laws and type of event. Please check with the facility's exclusive food and beverage vendor to confirm.
- Popcorn, peanuts in the shell, and cotton candy are NOT permitted on the show floor at any time and may not be distributed from any exhibit booth.

Freight Abandonment

Exhibiting companies are required to make cleaning and labor arrangements for both material dismantle and/or removal. It is expected and required that all the exhibiting material be removed at the end of the show. It is not appropriate for bulk material to be left behind. This includes, but is not limited to: flooring, boxes, racks, exhibit displays, literature, etc. If the exhibiting company does not want any or part of their exhibit material, arrangements for cleaning labor need to be made in advance through Freeman.

Exhibitors that do not comply with this policy and leave excessive literature and/or display materials in their booth at the end of the published move-out times will be deemed to be guilty of “material abandonment”. Any charges incurred on behalf of show management to remove the abandoned materials to ensure the show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. By executing your Exhibit Space Agreement Contract you have agreed to adhere to these Rules & Regulations.

Please review the [Cleaning Services](#) to schedule the appropriate cleaning services you will need and communicate this information to your Exhibitor Appointed Contractor (EAC) or I&D House.

Exhibitor Booths left behind are considered freight abandonment and not a donation.

Show Management nor the facility will be responsible for the recovery of abandoned materials that are left in an exhibitor’s booth past the move-out dates/times as published in this official exhibitor service manual.

If you want to ABANDON your booth after the show, please contact:

Freeman Cleaning Service
at 888-508-5054 or ExhibitorSupport@freeman.com

Freight Free Aisles

The floor of the Exhibit Hall will be marked to indicate “Freight Free Aisles”. If your booth borders one of these aisles, please keep your crates and materials out of these aisles so that they remain clear for the free movement of freight.

Freight Handling

Based on Union Regulations, Freeman personnel must perform the following in terms of freight handling:

- Unloading of all exhibits and exhibit materials arriving at McCormick Place via union carriers, company-owned and operated trucks, cars, vans, and station wagons
- Delivery of all such materials to exhibitors’ booths
- Removal of exhibitors’ empty cartons and crates for storage during the show
- Return of empty carton and crates to the exhibitors’ booth at the conclusion of the show
- Removal of all packed cartons and crates from exhibitors’ booths, and the reloading onto union carriers, company-owned and operated trucks, cars, vans and station wagons at McCormick Place shipping platform

Hospitality & Networking Events by Exhibitors

No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.

Lead Retrieval Units

Lead Retrieval Units may be rented from Maritz Global Events by clicking [HERE](#). On-site, Lead Retrieval Units can be picked up from and returned to the Lead Retrieval counters at the Exhibitor Service Center. Order early to receive the most discounted price.

Lighting/Truss

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by Show Management.
- Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.
- Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with Show Management for rules specific to the event facility.
- Reduced lighting for theater areas should be approved by the event facility
- Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb. The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is strictly prohibited.

Models

The exclusive model agency for RICE is Image Model Talent Agency. To view more information about their services, click [HERE](#).

Music/Sound

Exhibitors must regulate the level of sound in their booths so as not to inhibit the ability of neighboring exhibitors. Exhibitors may use sound equipment in their booths so long as the noise level does not exceed 85dB or disrupt the activities of the neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than the aisle or any adjacent booth. Show Management reserves the right to restrict sounds from any source that interferes with activities in neighboring booths. A maximum of **85dB** will be maintained on the show floor at all times.

If an exhibitor exceeds an acceptable sound level and Show Management request to lower said sound level goes unheeded, **they have the option to disconnect the electrical power to the booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.** Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect fees on behalf of composers and publishers of music. **Bands are prohibited on the show floor.**

Paging and Announcements

Show Management will restrict announcements to general show information. Announcements will not be made for exhibitor drawings, lost persons or articles, etc.

Photography

- Photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an *approved* Exhibitor Appointed Photographer.
- Exhibitors and/or approved Exhibitor Appointed Contractors may photograph their own exhibits during show days ONLY.
- Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, General Sessions, and Meeting Rooms) is prohibited.
- If planning to use an Exhibitor Appointed Photographer, please contact: Sandra.lafrance@emeraldx.com.
- Members of the press must first receive permission from the exhibitor to photograph an exhibitor's booth.
- If you need to take pictures of your booth after hours, please contact Freeman, who is the electrical provider for RICE. There will be a charge for turning the lights on.
- Exhibitors wishing to use an outside photographer must receive written permission in advance from show management.
- Conference sessions may not be photographed, or video/audio recorded.
- Security and labor arrangements required for any approved photography, video recordings or live feeds must be made in advance, at exhibitor's expense.
- Only official photographers and audio/video producers appointed by show management are permitted to photograph or record audio/video of the entire event.
- Oscar and Associates is official photo and video provider of the Retail Innovation Conference and Expo. To order their services, click [HERE](#) or email mailto:orders@hellooda.com.

Property Passes

Exhibitors and Attendees are required to have a completed Property Pass for all merchandise leaving the hall during move-in, show days, and move-out. Property Passes may be picked up at the Freeman Service Desk. Please note that attendees are still required to have a completed Property Pass to remove any goods during move-out. Any merchandise the customer will pick-up or remove from the hall at the close of the show, via the loading dock, must have a completed bill of lading naming the customer as purchaser. Both the exhibitor AND customer must have a copy of this bill of lading in order to gain admittance to the exhibit hall dock area to remove items from the hall. The customer will be required to check-in with their vehicle at the check-in area to be dispatched to available dock space.

Raffles, Drawings, and Contests

Raffles, drawings and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by show management. Show management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles and drawings.

Selling at Booth

Retail sales are NOT permitted on the exhibition floor at any time. Exhibitors who are found to be in violation will be subject to the loss of priority points and could be excluded from future events.

Show Directory

Exhibitor information will be published as part of the online show directory, therefore all information must be completed in the exhibitor portal by Friday, April 8, 2022. The exhibitor waives and indemnifies show management and its agents from and against any and all claims against show management with respect to errors and omissions in the online show directory. The exhibitor shall be responsible for the content of its entries.

Smoking/Vaping

Smoking and vaping are strictly prohibited in the exhibit hall, lobbies and meeting rooms during move-in, move-out and all show days. Please look for designated areas where smoking is allowed.

Staffing of Booth

- The exhibitor will not dismantle their display prior to the stated closing of the show. No exhibit or any part thereof may be removed during the period of such exhibition without the approval of show management. Exhibitors should make travel and staffing arrangements accordingly.
- Exhibition space must be fully operational and staffed during published exhibition hours.
- Unless arrangements are made prior to the event, any space not claimed and occupied by 4:30 PM on Tuesday, May 10 may be resold or reassigned by show management, without obligation on the part of show management for any refund to the exhibitor whatsoever.
- Any exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during event hours, or begins dismantling of exhibit space prior to the close of the event, may forfeit its right to the exhibit space and its eligibility to exhibit at future events.
- Exhibit personnel shall wear professional attire consistent with the event decorum.
- Attendants, models, and other employees must confine their activities to the contracted exhibit space. Exhibitor's personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Neither the exhibit area nor other areas of the facility shall be used for any improper, immoral, illegal or objectionable purpose. All personnel of exhibitor, including personnel retained by exhibitor to be in or around its booth, must wear appropriate apparel at all times. Show management reserves the right to make determinations on appropriate apparel and entertainment activities conducted by exhibitors. Violators may be escorted from the event and exhibitor may be subject to a loss of priority points.

Storage

- Storing of any crates, cartons, boxes or other show materials within your booth is strictly prohibited. Violators of fire codes are subject to fines and confiscation of materials.
- Empty crates, cartons and boxes must be removed from the exhibitor's booth. Empty containers will be picked up by Freeman. Freeman will return all "empties" at the conclusion of the Show. Exhibitors may obtain labels marked "EMPTY STORAGE" at the Freeman Service Desk and should affix them to each empty crate, carton and box. Please be certain to mark your exhibit booth number on each label.
- Exhibitors are cautioned not to leave any merchandise in boxes being stored with "EMPTY STORAGE" labels.
- For more information call Freeman at 888-508-5054. Fees may apply.

Strolling Entertainment

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations and loss of priority points.

Suitcasing

- Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.
- The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by show management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized areas of the exhibit facility without the permission of show management are in violation of this clause.

Vehicles on Display

- All vehicles on display will require spotting service from the general service contractor, at the exhibitor's expense.
- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or five gallons (whichever is less), and fuel tank filler caps locked and/or sealed.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80 percent of the contracted exhibit space and must conform to line-of-sight rules.
- Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor and must be approved by show management.
- Booth vehicles must be set back 10 inches (.26 meters) from the aisle to prevent damage from aisle carpet installation.
- Once placed, display vehicles cannot be started or moved without the approval of show management and the direction of the general service contractor.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.
- No battery charging is permitted inside the building.

Wheelchair and Scooter Rental

For wheelchairs, mobility scooters, power chairs and oxygen equipment rentals, contact our preferred service partner, Scootaround Mobility Solutions at 888-441-7575 or visit

<https://locations.scootaround.com/McCormickPlace>

If a guest is using a standard wheelchair and needs assistance, it is suggested that they call McCormick Security in advance of arrival at 312-791-6060 for specific access.

SECURITY INFORMATION

Retail Innovation Conference and Expo Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, McCormick Place, agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.



Review the [Security Form](#) for more information on booth guards.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

Tips To Help Protect Your Product

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.
- Perform an inventory after your product has been delivered and note any damages or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended

REGISTRATION

ADMISSION POLICY

The Retail Innovation Conference and Expo is for the trade only. Qualified buyers may register online at <https://retailinnovationconference.com/> or onsite. NO ONE UNDER 16 YEARS OF AGE IS PERMITTED.

- Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official show management badge. All personnel representing the exhibitor, or its authorized agents, must be properly identified with an official show management badge.
- No one under the age of 16 is permitted on the exhibition floor at any time. Show management reserves the right to request proof of age for any person and restrict minors from the exhibition floor at any time on any day for safety and liability reasons. No baby strollers are allowed on the exhibition floor.
- Exhibitors are permitted access to the exhibit hall one (1) hour before and one (1) hour after posted official show hours. Additional access may be arranged solely at the discretion of show management.
- Only individuals registered and badged may attend conference events. Exhibitor staff or guests must register to attend conference sessions and to enter the exhibit hall.
- Once the Show has opened, all persons must enter and exit only through designated entrances where security is posted.
- Exhibitors are responsible for providing all assigned workers with proper badges. Temporary Floor Passes/Wrist Bands are available from Show Security and are valid on move-in and move-out days only.

Children

No one under the age of 16, will be allowed on the show floor during show hours or designated move-in and move-out times. There are no exceptions.

Exhibitor Appointed Contractors (EAC)

Wristbands will be available daily for pick up by all EAC personnel on the Grand Concourse, near the South Hall entrance.

Guests

Only individuals registered and badged may attend conference events. Exhibitor staff or guests must register to attend conference sessions and to enter the exhibit hall.

EXHIBITOR REGISTRATION

Registration badges are not mailed prior to the show, each registrant will receive an email confirmation. Prior to attending the show, registrants need to print the confirmation, or have it readily available on their mobile device.

Exhibitors must register for badges included with their booth purchase prior to the event. To allocate the passes that come with your booth purchase, please visit your [Exhibitor Portal](#).

Retail Innovation Conference and Expo Badge Allotments:

BOOTH SIZE	EXHIBITOR ONLY PASSES	EXHIBITOR ALL ACCESS PASSES
100 sq/ft	3	1
200 sq/ft	4	2
300 sq/ft	5	2
400 sq/ft	6	2
500 sq/ft	8	2
600 sq/ft	10	2
700 sq/ft	11	2
800 sq/ft	12	2
900+ sq/ft	14	3

Exhibit Hall and Conference Passes – includes access to the conference sessions and Exhibit Hall

Exhibit Hall Only Pass – includes access to the Exhibit Hall only

- Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move in, move out and official show hours
- Exhibitor badges do NOT receive access to conference sessions. If exhibiting staff plan to attend conference sessions, this can be added to their registration for a fee at On-Site Registration.

Registration Hours:

Tuesday, May 10	8 AM – 6 PM
Wednesday, May 11	8 AM – 6 PM
Thursday, May 12	8 AM – 2:30 PM

GETTING THERE

HOTELS

Book your hotels through onPeak, the official housing agency for Retail Innovation Conference and Expo.

onPeak

Phone: 1-855-992-3353

Online: [onPeak](#)

PARKING

Nearly 6,000 parking spaces are available on the McCormick Place Campus. McCormick Place operates Lot A (Martin Luther King), Lot C (Lakeside – underground garage and Lot B (31st Street). Parking lots do NOT allow in/out privileges. All decks and lots are gated, and attendants are on duty during all show/event hours. Please visit the venue website for detailed parking information.

RIDESHARE/TAXI

Taxis, Uber, and Lyft are available for anyone choosing to use their services. Drop-off and pick-up will be in designated areas at McCormick Place Convention Center.

CHOOSE CHICAGO

Choose Chicago® is the official destination marketing organization for Chicago, Illinois. Take advantage of [Choose Chicago](#) to plan your trip!

SPONSORSHIP OPPORTUNITIES

For a complete list of sponsorship opportunities, visit the show website [HERE](#).

ONSITE EXHIBIT SPACE RENEWALS

A space for onsite Exhibit Space Renewals will be located onsite. The exact location is to be determined.