



Exhibitor Manual

Routes Americas 2015
1st – 3rd February 2015

Sheraton Denver Downtown Hotel
Denver, Colorado
USA

CONTENTS

	EXHIBITION CHECKLIST EVENT TIMETABLE	4	ADDITIONAL SERVICES
1	GENERAL INFORMATION	4-1	Audio Visual Equipment
1-1	Organisers Office	4-2	Catering
1-2	Lost & Found	4-3	Cleaning
1-3	Smoking	4-4	Electricity
1-4	Noise Levels	4-5	Furniture & Carpet
1-5	Public Address System	4-6	Hotel Accommodation
1-6	Height Limits for Stands	4-7	Insurance
1-7	Hanging Banners	4-8	Stand Staff/Hostesses
1-8	Business Centre	4-9	Communications & IT Services
		4-10	Plant & Floral
2	SECURITY, ACCESS & DELIVERY	5	VENUE RULES & REGULATIONS
2-1	Security	5-1	General Rules
2-2	Getting to the venue	5-2	Flammable & Explosive Goods, Hot Work & Smoke Formation
2-3	Car Parking		
2-4	Lifting	5-3	Electrical, Water & Gas Installations
2-5	Freight Forwarding	5-4	Fire & Accident Regulations
2-6	Delivery Address		
2-7	Customs	6	MARKETING
2-8	Delivery & Collections	6-1	Stand Design
2-9	On-Site Storage	6-2	Stand Promotion
		6-4	Promotional Staff & Entertainment
3	STAND CONSTRUCTION & DRESSING	6-5	Routes Directory
3-1	Build Up Schedule	6-6	Exhibitor Profile
3-2	Event Open Days	6-7	Routes Daily News & Advertisement Opportunities
3-3	Breakdown Schedule	6-8	Sponsorship Opportunities
3-4	Carpet/Floor Covering	6-9	Photography
3-5	Discrepancies		
3-6	Exhibitor Appointed Contractor & Exhibitor	7	FREQUENTLY ASKED QUESTIONS
3-7	Shell Scheme Stands	8	ORDER FORMS
			Form Deadline Checklist
			Order Forms
		9	SUSTAINABILITY
		10	ADA (AMERICANS WITH DISABILITIES ACT)

ALPHABETICAL LISTING

	Page No.		Page No.
ADA Compliance	33	Hosted Networking Stands	Separate doc.
Advertisement Opportunities	24	Hotel Accommodation	18
Audio Visual Equipment	17	Insurance	18
Breakdown Schedule	14	Internet	19
Build-Up Schedule	13	Lifting	10
Business Centre	8	Lost & Found	7
Car Parking	10	Move In Schedule	13
Carpet / Floor Covering	14	Name Board Order Form	29
Catering	17	Noise Levels	7
Cleaning	17	Order Form Check List	28
Collections	11	Organisers Office	6
Customs	11	Photography	25
Deliveries	11	Plant & Floral	19
Delivery Address	10	Public Address System	8
Discrepancies	14	Routes Daily News	24
Electricity	17	Routes Directory	24
Entertainment & Prom Staff	24	Security	9
Event Open Days	13	Shell Scheme Stands	15-16
EACs	14	Smoking	7
EAC Authorization Form	31	Sponsorship Opportunities	25
EAC Wristband Order Form	30	Stand Design	23
FAQ	26	Stand Promotion	23
Fire Procedures	22	Stand Staff	18
First Aid	6	Storage	12
Freight Forwarding	10	Sustainability	32
Furniture	17-18		
General Rules	20		
Hanging Banners	8		
Height Limits	8		

EXHIBITION CHECKLIST

We have put together this checklist to help you with your planning for Routes Americas 2015, to record your progress and to remind yourself of what needs to be done!

BASIC PLANNING	SECTION	DONE (Tick)
READ EXHIBITOR MANUAL		<input type="checkbox"/>
Work Out a Timetable to Prepare for the Event		<input type="checkbox"/>
Initial Deposit Paid		<input type="checkbox"/>
Balance(s) Due		<input type="checkbox"/>
Book Hotel Rooms	4-6	<input type="checkbox"/>
Make Travel Arrangements		<input type="checkbox"/>
Arrange Delivery/Collection/Storage of Stand Materials	2-8	<input type="checkbox"/>
 THE STAND		
Brief Stand Contractor		<input type="checkbox"/>
Order Communications/IT	4-9	<input type="checkbox"/>
Order Floral Displays	4-10	<input type="checkbox"/>
Order Audio Visual	4-1	<input type="checkbox"/>
Order Furniture	4-5	<input type="checkbox"/>
Order Catering	4-2	<input type="checkbox"/>
Order Electrics	4-4	<input type="checkbox"/>
Arrange Stand Staffing	4-8	<input type="checkbox"/>
Confirm Shell Scheme Name board		<input type="checkbox"/>
Arrange Insurance	4-7	<input type="checkbox"/>
		<input type="checkbox"/>
 PUBLICITY		
Arrange Prize Draw / Incentives / Entertainment		
Organise Stand Literature		<input type="checkbox"/>
Organise Extra Advertising		<input type="checkbox"/>
Plan Post-show Activity and Follow Up		<input type="checkbox"/>
		<input type="checkbox"/>

ROUTES AMERICAS 2015 - EVENT TIMETABLE

1st – 3rd February 2015, Sheraton Denver Downtown Hotel, Denver, Colorado, USA

The Routes Americas 2015 event will take place in the Plaza Ballroom and Foyer of the Sheraton Denver Downtown Hotel, Denver, Colorado, USA.

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 31 st January	12.00 – 18.00	Exhibitor contractor build-up of Hosted Networking Stands and Shell Scheme build commences.
Sunday 1 st February	08.00 – 10:30	Finishing touches to Hosted Networking Stands. Dressing of Shell Scheme stands
Event Open Days		
Sunday 1 st February	11:30 – 16:00 16.30 – 22.00	Event Open Welcome Reception at Sports Authority Field at Mile High
Monday 2 nd February	08:00 – 17.30 19.30 – 23.00	Event Open Networking Evening at Seawell Ballroom, Denver Center for the Performing Arts
Tuesday 3 rd February	08.00 – 16.30	Event Open
Event Breakdown Days		
Tuesday 3 rd February	17.30 – 23.59	Dismantling of Stands

All stand dressing and construction MUST be removed from the venue by 23.59 on Tuesday 3rd February 2015. Any items left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods which are abandoned in the halls.

1. GENERAL INFORMATION

This manual has been created to aid exhibitors in all aspects of their planning for Routes Americas 2015. It contains many details for your information as well as a number of items which will need your attention in the lead up to Routes Americas 2015.

Please take note of the forms and deadlines at the back of this manual in order to make the process of exhibiting at Routes hassle free.

If you do not find the information you require in this manual please feel free to contact the Routes Operations Team directly as per the contact details in Section 1-1.

In addition, this manual is available to download via our website

<http://www.routesonline.com/events/172/routes-americas-2015/exhibit/exhibitor-manual-amp-floorplan-/#mainContent>

1-1 ORGANISERS OFFICE

Routes will have a dedicated Organisers Office to deal with any queries you may have on site. The Organisers Office will be open at the following times:

Saturday 31 st January	08:00 – 18:00
Sunday 1 st February	08:00 – 16:30
Monday 2 nd February	07:30 – 18:00
Tuesday 3 rd February	07:30 – 20:00

The Organisers Office is located in Governor's Square 16.

If you have any queries regarding your participation at Routes prior to these dates please do not hesitate to contact a member of the Routes Operations Team. Contact details can be found below:

Shara McAlister
Operations Manager
shara.mcalister@ubm.com
+1 415 601 4393

Emergencies & First Aid:

For emergencies, dial 58 from a house phone and building security and first aid will respond. For non-emergency security, dial 2589 from a house phone.

Registration Desk:

The Routes Americas 2015 Registration desk will be in operation from 11:30 on Sunday 1st February 2015 until 16:00 on Tuesday 3rd February 2015. All delegates can collect their badge and delegate bag from 11:30 on Sunday 1st February 2015 onwards.

The Routes Registration Team will be on hand to answer any of your queries.

1-2 LOST & FOUND

All lost and found items should be handed in or reported to the Sheraton Denver Downtown Hotel Security staff or Reception. Any enquiries regarding lost and found items should be directed to the Organisers Office or on-site security.

1-3 SMOKING

Sheraton Denver Downtown Hotel is a **Non-Smoking** venue.

1-4 NOISE LEVELS

If you intend to use any form of music or entertainment (dancing, singing and live performances) for your stand promotion you must notify the Organisers in advance of Routes Americas 2015.

There will be a prescribed maximum noise level of **70db** for all stands. Entertainment should be scheduled **outside** the formal one-to-one meetings sessions times and **only during the periods below**:

Sunday 1 st February	11:30 – 12:15
Monday 2 nd February	10:55 – 11:25 12:35 – 13:00 13:00 – 13:30 – ONLY if there is no Lunch sponsor speeches/entertainment 13:30 – 14:00 15:35 – 16:05
Tuesday 3 rd February	10:55 – 11:25 12:35 – 13:00 13:30 – 14:00

During the Strategy Summit on Sunday, meetings on Monday and Tuesday and any speeches, no sound, performances or entertainment should occur on any stand.

Routes would also ask that all exhibitors minimise noise and show appropriate respect to the formal speeches during the Monday and Tuesday Lunches.

If any noise levels are raised to an unacceptable level, you may be asked to suspend activities until a more appropriate time. If the noise level is above **70db** then we will ask you to reduce the noise, and if this is not adhered to then we reserve the right to cut power to your stand for 30 minutes.

Those exhibitors who plan to have Audio Visual equipment on their stand should ensure that all audio speakers must be facing inwards towards the stand and **NOT** facing the gangways or any other stands.

Any exhibitors who intend to have music on their stands should ensure they have applied for the right to perform live or recorded music. Please contact a member of the Routes Operations Team who can advise you.

1-5 PUBLIC ADDRESS SYSTEM

The public address system is for official announcements by the Organisers only. It is not available to exhibitors for publicity purposes or individual messages during Routes Americas open hours.

If you wish to make an announcement please contact a member of the Routes Marketing team through the Organisers Office.

1-6 HEIGHT LIMITS FOR STANDS

Your Hosted Networking Stand may **not** exceed a height of 3 metres and should be single storey only.

Shell Schemes may **not** exceed a height of 2.5 metres.

1-7 HANGING BANNERS

Under no circumstances are exhibitors permitted to hang banners/signs/truss from drop wires above their stands.

All banners/signs/truss must be attached to the top of the stand itself and must not exceed a total height of 3 metres.

1-8 BUSINESS CENTRE

Location: Left of the hotel main lobby

Hours of Operation:

Monday – Friday 7.00 – 19.00

Saturday and Sunday 8.00 – 16.00

Phone: +1 303 626 2547

Fax: + 1 303 352 2486

2. SECURITY, ACCESS & DELIVERY

This section covers areas such as security, access during the build-up and breakdown period of Routes Americas 2015, parking, lifting, deliveries, customs and storage. Please read carefully and do all that you can to ensure the relevant forms are submitted in good time.

2-1 SECURITY

Security is an area we all take seriously and we ask you read the sections below carefully and ensure that all your staff fully cooperates with these systems. Please call our Operations Team if you have any queries.

While Routes will make all reasonable arrangements for security coverage, they are not responsible for any loss or damage, which may occur, and it will be the exhibitor's responsibility for the security of their stand, its exhibits and contents including personal property. Appropriate insurance cover should be arranged. See Section 4-8 for details of a provider.

Security personnel will patrol the hotel and event space in general, but their duties will not include special attention to individual stands. Under no circumstances should a stand be unmanned during the open periods of the event and items of value should not be left on your exhibition stand overnight.

2-2 GETTING TO SHERATON DENVER DOWNTOWN HOTEL

Please find directions, public transportation and parking information for the Sheraton Denver Downtown here: <http://www.sheratondenverdowntown.com/hotel-directions>

Address:

Sheraton Denver Downtown
1550 Court Place
Denver, Colorado 80202
United States

The Host will provide complimentary airport – hotel from Friday 30th January to Sunday 1st February and hotel – airport transfers on Tuesday 3rd February.

2-3 CAR PARKING

The Sheraton Denver Downtown Hotel offers valet parking and self-parking options. To review parking costs, please use this link: <http://www.sheratondenverdowntown.com/hotel-directions>

2-4 LIFTING

The use of cranes, forklift trucks and working platforms is restricted exclusively to our Official Contractor. Please see contact information below. The use of a company's own cranes, forklift trucks and working platforms is **not** permitted for safety reasons.

2-5 FREIGHT FORWARDING

CEVA Showfreight is the recommended freight forwarding agent and can, through their worldwide logistics operation, arrange for your consignment to be collected from your premises and delivered to Routes Americas 2015.

If you contact **CEVA Showfreight** they will organise with their local agent to contact you and make the necessary arrangements. This way you can deal with someone in your own country and in your own language.

Contact: Martyn White
Address: Unit 3a, Perimeter Way NEC,
Birmingham
B40 1PJ, UK
Tel: +44 (0)121 782 8888
Fax: +44 (0)121 782 2875
Email: martyn.white@cevalogistics.com

2-6 DELIVERY ADDRESS

Deliveries should be clearly marked identifying the sender and receiver and an accessible packing slip should be available. Deliveries can be arranged via CEVA Showfreight who will liaise with the Official Contractor to manage the drayage onsite.

Please contact CEVA Showfreight to arrange delivery to the venue. Contact details for CEVA Showfreight are listed above. Additional delivery options will also be available through the Official Contractor.

2-7 CUSTOMS

Any goods being sent to Routes Americas 2015 will be subject to Customs Clearance.

CEVA Showfreight can assist in arranging this clearance as part of their service. Please contact them directly to discuss any questions you may have regarding customs formalities.

2-8 DELIVERY & COLLECTION

Deliveries during Build-Up

Routes Americas show management will **not** accept delivery of any goods and also cannot accept responsibility for any goods delivered to unstaffed stands. We regret we have no storage facilities available within the Organisers Office.

We strongly advise you to check your courier's local office open days and hours if you arrange for a courier other than CEVA to deliver items the venue. Some courier companies have restricted opening hours especially at weekends.

Deliveries during Event

Vehicles delivering stock during the open period may arrive 1 hour prior to show opening each open day.

All goods entrances and loading areas must be clear of vehicles prior to the event opening. No goods will be allowed through the main entrances of the halls. No deliveries are permitted once the event is open.

Collections

The breakdown of stands is not permitted during any part of the open period of the event under any circumstances.

If you are arranging for goods to be collected after the event closes, we strongly advise you do not leave goods unattended at any time before they are collected.

Routes cannot accept responsibility for damage to stands or goods or the loss or theft of any property on any stand or anywhere else in the event.

Dismantling of stands and removal of all material must be completed by 23:59 on Tuesday 3rd February 2015. Please ensure that you arrange for **ALL** of your stand materials to be removed from the halls. Any goods/stand fitting left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods that are abandoned and this will be passed on to the exhibitor.

2-9 STORAGE

There are no facilities within the halls for storage of literature, exhibits, packing cases or boxes. All items must be stored within the confines of your stand. Fire regulations require that any items found outside or behind a stand must be removed for safety reasons.

If you require storage facilities please contact the Official Contractor who will quote for storing, packaging, and other materials on your behalf. Empty packaging material left at the stand is classed as waste and the exhibitor will be invoiced for its disposal. The Official Contractor information can be found below.

3. STAND CONSTRUCTION & DRESSING

There are a number of regulations within this section that are essential for an orderly event. Please be aware of them and comply with them. If you have any questions or require advice please contact our Operations Team who will be ready to offer you assistance.

The Official Contractor for the event is Freeman, and their contact details are:

Email: freemandenveres.Ess108@freemanco.com

Phone: +1 303 320 5100

3-1 BUILD-UP SCHEDULE

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 31 st January	08:00 – 18:00 12:00 – 18:00	Official Contractor build-up HNS Stand build and shell scheme build commences
Sunday 1 st February	08:00 – 10:30	Finishing touches to all Hosted Networking Stands & Dressing of Shell Scheme stands

3-2 EVENTS OPEN DAYS

Event Open Days	
Sunday 1 st February	11:30 – 16:00
Monday 2 nd February	08:00 – 17.30
Tuesday 3 rd February	08:00 – 16.30

Any maintenance work required during the open days of Routes Americas 2015 must be pre-arranged with the Organisers before 14:00 hours on the day you want to work. Maintenance can only be undertaken during the closed hours of the show.

3-3 BREAKDOWN SCHEDULE

The Exhibition Halls at Routes Americas close at 16:30 on Tuesday 3rd February 2015.

Removal of exhibits and displays commences at 17:30. Under no circumstances may any goods be removed or packed away from your stand before this time.

We strongly advise you **NOT** to leave items unattended on your stand at any time.

Dismantling of stands and removal of all material must be completed by 23.59 on Tuesday 3rd February 2015. Please ensure that you arrange for **ALL** of your stand materials to be removed from the halls.

Any goods/stand fitting left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods that are abandoned and this will be passed on to the exhibitor.

3-4 CARPET / FLOOR COVERING

Hosted Networking Stands

If you are building your own stand you do not need to supply floor covering, as the ballroom floor is already covered, however, if you are laying your own flooring then you **must** ensure that suitable carpet protection is laid to protect the venue carpet, and under no circumstances must any tape be used that cannot be properly removed in full during breakdown.

Shell Scheme Stands

As this is a carpeted venue, carpet will not be provided as part of your stand. If you would like to order carpet for your stand then please contact the Official Contractor.

3-5 DISCREPANCIES

Only the Official Contractor will be permitted to carry out all shell scheme work in the halls.

If you experience any problems with your stand please inform the Organisers Office immediately. Discrepancies regarding your stand will only be recognised by the Organisers if notification is made to them in writing before the close of Routes Americas 2015 on Tuesday 3rd February 2015.

3-6 EXHIBITOR APPOINTED CONTRACTOR & EXHIBITOR ACCESS

All exhibitors must abide by existing agreements and regulations covering the use of services, material and freight handling and labor at the Sheraton Downtown Denver. A detailed explanation of union jurisdiction is listed in General Contractor Forms.

Exhibitors using contractors other than Freeman, the official labor contractor, for labor and/or supervision, must notify Event Management by Monday, January 5, 2015.

Contractors other than the official labor contractor must file a certificate of insurance, showing general liability coverage and worker's compensation valid in Colorado, with Event Management. In addition, the Exhibitor-Appointed Contractor Form, signed by the exhibitor, must be sent to Event Management by Monday, January 5, 2015.

Exhibitors are responsible for informing contractors of the following requirements and ensuring their compliance.

- Exhibitor-appointed contractors must agree to abide by all rules and regulations of the show, and agree to abide by all union rules and regulations.
- Exhibitor-appointed contractors are allowed to do display work only.
- The exhibitor will be liable for any expense or damage caused by, or as a result of its appointed contractors.
- Exhibitors may not order badges for their contractors. A wristband order form will need to be completed from page 30 of this manual in order for the contractors to get access to the expo floor.
- Exhibitor-appointed contractors are not allowed to set-up service desks on the show floor or in any booth.

You must fill out and return the Exhibitor Appointed Contractor Authorization form found on page 31 of this manual and submit to Event Management by January 5, 2015. All exhibitors are responsible for providing EACs with show rules and regulations.

3-7 SHELL SCHEME STANDS

The Official Contractor must carry out all shell scheme work in the halls.

Example Shell Scheme



The Shell Scheme specification is as follows:

Fascia: Red fascia – 26 characters

Walling: 3 sets of partition panels (one back wall and two side walls).

For specific measurements for graphics please contact the Official Contractor.

- Electrical Connection and 1 socket.
 - Please bear in mind that you may need to bring a plug adaptor and/or voltage converter with you.
- Lighting
- 2 x Chairs / stools
- 1 x Table / desk
- **No Carpet**
 - As this is a carpeted venue, carpet will not be provided as part of your stand.

At the back of this manual is the Fascia Nameboard Order Form. It is important that you complete and return the Fascia Nameboard Order Form with the company name that you wish to appear on your fascia name board by 5 January 2015 and send to shara.mcalister@ubm.com.

If we do not receive your Fascia Nameboard Order Form then the company name on your stand fascia will be as per the company name on your stand contract.

On-site changes to fascias will incur an extra charge.

Additional Branding/Enhancements

Any Shell Scheme holders wishing to brand their stand or make adjustments to the above specification should ensure that they have their designs approved by Routes before going ahead.

Please send visuals of branding or enhancements to Shara McAlister, Operations Manager, shara.mcalister@ubm.com before 5 January 2015.

4. ADDITIONAL SERVICES

Under this section you will find information on electrics, piped services and all appointed suppliers. Where return dates are shown it is essential these particular services are ordered in advance as late orders may cause delays at the event and can be subject to surcharges. Please contact the Routes Operations Team or the supplier involved for any advice or assistance you may require.

4-1 AUDIO VISUAL EQUIPMENT

Audio visual equipment on your stand is available at an additional cost. AV equipment can be ordered via ETS (Event Technology Services). Orders can be placed at <http://www.ets-av.com/orders>, +1 877 387 2850.

4-2 CATERING

All catering must be ordered through the Sheraton Denver Downtown Hotel, and no outside food or beverage will be permitted at the event. The Sheraton Denver Downtown catering menus can be viewed here: <http://denver.sheratonemenu.com/>

For more information about catering on your stand or to place a catering order, please contact the Sheraton Catering Manager, Soulaiman Bahalla, Soulaiman.Bahalla@Sheraton.com, +1 303 626 2586.

4-3 CLEANING

Overnight cleaning of shell scheme stands and gangways is included as part of the service – this consists of vacuuming gangways and emptying of bins. Should you require additional cleaning services please contact our Official Contractor. The Official Contractor information will be sent out closer to the event.

4-4 ELECTRICITY

The voltage in the United States is 120 V, 60 Hertz frequency, and uses a USA plug type.

PSAV is the exclusive provider of electrical services. For information on electrical orders or to place an order, please contact Wendy Rubenkoenig, wrubenkoenig@psav.com.

The stands are powered only during open hours and for safety reasons power is switched off during the night. Night power connection and consumption fees costs can be obtained directly from our Official Contractor.

4-5 FURNITURE, GRAPHICS & CARPET

Furniture

Please note that a table and two chairs are included in the standard shell scheme package.

Additional furniture items (brochure racks, cupboards, comfy seating etc.) are available at an additional cost. Please contact the Official Contractor directly to discuss your needs.

Carpet

As this is a carpeted venue, carpet will not be provided as part of your stand. If you would like to order carpet for your stand then please contact the Official Contractor.

Graphics

Graphics are **not** included in your stand design. Should you wish to have graphics added to your stand at an additional cost please contact the Official Contractor.

4-6 HOTEL ACCOMMODATION

To book hotel accommodation please visit <http://www.routesonline.com/events/172/routes-americas-2015/register-and-plan/official-hotels-amp-venue/#mainContent>.

Free transfers will be offered by Denver International Airport and Visit Denver, to/from all Routes Official Hotels for airport transfers and Official Hospitality Functions.

4-7 INSURANCE

Whilst we take every precaution to protect your property during the event, we are not responsible for any loss, consequential loss, or damage to your products whilst at Routes Americas 2015.

All exhibitors must have full indemnity insurance against public liability and all other usual risks in respect of loss, damage, injury to goods and person, and in particular against theft.

Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this, you will be liable to pay any expenditure incurred should the event be cancelled. Please be aware that there is insurance cover available to protect you against this risk, but it is optional.

The UK Financial Services Authority regulations do not permit us to advise you on any insurance matter. However we would like to draw your attention to the services offered by Event Assured. Please contact Event Assured Tel +44 (0)1376 330624, Fax +44 (0)1376 330004.

You are under no obligation to purchase insurance from Event Assured and may therefore choose to seek insurance from other providers.

4-8 STAND STAFF/HOSTESSES

Should you wish to order any staff/hostesses for your stand please contact the Routes Operations Team for assistance.

Please note you will be required to register these staff with Routes in order for them to gain access to the event. Please send details of your stand staff to our Registration Team at eventregistration@routesonline.com.

4-9 COMMUNICATIONS & IT SERVICES

Communications and IT Services are supplied exclusively through PSAV. Should you wish to order this for your stand, please contact Wendy Rubenkoenig, wrubenkoenig@psav.com.

Wi-Fi will be available in the venue free of charge but is meant for the reading of emails or the sending of small files only. If you need to download files larger than 5 MB or display presentations, you should order a wired Internet connection directly from the external contractor. Should you wish to order internet for your stand, please contact Wendy Rubenkoenig, wrubenkoenig@psav.com.

We do not recommend the use of Wi-Fi on stands or for presentations purposes and Routes cannot be liable for the functionality of this service.

4-10 PLANT & FLORAL

Organized Events Plant & Floral is the official provider of plant & floral services. For information on plant & floral options or to place an order, please contact Organized Events Plant & Floral at:

Website: organizedeventsfloral.com

Email: organizedevents@comcast.net

Phone: +1 423 756 9835

Fax: +1 423 756 4743

5. VENUE RULES & REGULATIONS

Please read this section carefully and pass on all information to your independent stand contractor should you have one. It is an exhibitor's responsibility to ensure a copy of this Manual is passed onto all non-official stand contractors.

Please click this link for an up-to-date floorplan should you require one:

<http://www.routesonline.com/events/172/routes-americas-2015/exhibit/exhibitor-manual-amp-floorplan-/#mainContent>

5-1 GENERAL RULES

The below rules and regulations are that of Sheraton Denver Downtown Hotel and are not fully inclusive of all Health and Safety Guidelines. For a more comprehensive guide to the Health and Safety Standards that all Routes exhibitors and contractors should adhere to please click on the link below and download a copy of 'The g-Guide': <http://theg-guide.net/>

Alcohol Consumption

Alcohol consumption is prohibited during move-in and move-out of all shows. This is applicable inside or outside of the event space.

Stand Decoration

Exhibitors may decorate their own booths as long as they strictly respect the technical and security rules in force, namely:

- Walls, columns and general infrastructure of the exhibition hall may not bear loads
- It is forbidden to change the natural state of the structure / installation (painting, drilling holes into the wall panels, using double sided tape on the walls, other than 3M tape, gluing carpets or any other construction material, etc.)
The reparation charges will always be charged to the exhibitor
- It is forbidden to obstruct passages and the access to emergency exits

Disposal of Material

It is obligatory to collect and dispose of all material during the breakdown of the event. When the dismantling period is over, the exhibitor loses any right to claim for losses or damage to property left behind and any costs incurred by the venue in removing this property will be charged to the exhibitor.

Payment Policy

Payment for the products/services requested should be settled directly with the subcontractors or other official suppliers. All payments should be effected before the start of the build-up.

Non-compliance with this regulation can cause considerable delay; the Organisers do not allow exhibitors to move-in unless all financial obligations have been fulfilled. If onsite payments cannot be avoided then please ensure that a member of your crew has the authority to make the payment. Orders placed during build-up or the exhibition are to be paid immediately onsite.

Prohibited Goods

The Organiser reserves the absolute right to remove any dangerous equipment which releases disagreeable, harmful or disturbing odours, as well as installations likely to detract from the general appearance of the exhibition.

- Raw material processing for structures (cutting pieces to size, planning, polishing, varnishing, etc.) as well as the use of wood working machinery, welding equipment, any type of naked flame or internal combustion engines (e.g. compressors).
- Propane-butane gas, nail pistols, spray guns and current-generating equipment
- Highly inflammable or explosive compounds, gases, dangerous materials, radiation materials and inflammable chemicals
- Goods causing nuisance by their odour, noise or light

Security

We advise you to observe the following

- We recommend that you take out adequate insurance to cover your property
- Always keep your personal property locked away. Please do not leave handbags, briefcases, mobile phones, laptops, etc. on the stand unattended
- Do not leave your stand unmanned until the last visitor has left the exhibition area.

Special Effects

Special effects lighting, live music, smoke and laser projection may not be used in the stands.

5-2 FLAMMABLE & EXPLOSIVE GOODS, HOT WORK & SMOKE FORMATION

The Routes Operations Team must be informed at least 2 months prior to the start of the event should exhibitors wish to do any form of hot working. This can include lighting, heating systems and laser technology. This is not an exhaustive list and should be used as a guide only. Please email details of this work including a risk assessment to Shara McAlister, Operations Manager, shara.mcalister@ubm.com.

Lit candles or other naked flames are not permitted.

5-3 ELECTRICAL, WATER & GAS INSTALLATIONS

For safety reasons the Sheraton Denver Downtown Hotel's electrical mains contractor must carry out all "first fix" or below floor mains connections.

Appropriate temporary supplies for build-up and breakdown should be ordered through our Official Contractor.

Cables may not be plugged into venue sockets and / or trailed across gangways.

It is important to note that once a show has ended, stand power will be turned off half an hour after the show closes and will not be turned back on. This is to ensure the safety of all persons working in the halls.

The Official Contractor has a legal responsibility to ensure the integrity of electrical installations at the venue.

Any electrical installation considered unsafe will not be energized until the appropriate remedial action is completed.

5-4 FIRE & ACCIDENT REGULATIONS

The purpose of these regulations is to maintain an acceptable level of fire safety within the Sheraton Denver Downtown Hotel.

1. The aisles, passageways, emergency routes, doors and exists must be secured and must remain unobstructed all the time.
2. No hazardous materials are to be stored in the booths or stands.
3. Smoking and the usage of open flames in the entire hall is prohibited.
4. Fire hazardous materials are prohibited in the area of fuses or switchboards of electrical appliances.
5. The use of electric ovens and portable heating equipment is strictly prohibited.
6. The usage of flammable and explosive liquids and propane/butane cylinders is strictly prohibited.
7. Fire extinguishers are placed next to exits and cannot be blocked.
8. After the event and during the dismantling the booths and exhibit space must be thoroughly checked to ensure that no flammable or explosive incidences have occurred.
9. In case of fire/emergency the Fire Brigade must be reported immediately. Automatic fire detectors are installed in the hall and are equipped with hand switches as well. In the event of fire, please contact a member of the Routes Team immediately.

6.

MARKETING

6-1 STAND DESIGN

The design of your stand is crucial to attract delegates and increase footfall at Routes Americas 2015. Below are some design and promotional ideas you may wish to consider as part of the effort to make your company stand out:

- Your company tagline
- Visuals of your company/location
- Information counter/rack for your marketing literature
- Private meeting area
- Plasma screens with promotional DVD's
- The latest technology for visual & digital imagery
- Colour, motion and bold graphics
- Seating area
- Music, entertainment and refreshments (all food & beverage orders must be placed through the Sheraton Denver Downtown's catering department)
- Give-aways & unique prizes
- Welcoming & smiling promotional staff
- 'At Event' offers and promotions

6-2 STAND PROMOTION

Stand Incentives

Please note exhibitors are **not** permitted to sell any items from their stands at Routes Americas 2014.

Extra Seating

To enable you to accommodate delegates we strongly advise you to incorporate seating areas within your stand design. Remember comfortable lounge seating can be very appealing to exhausted Routes Americas delegates visiting your stand whether informally or formally.

Coffee and Dessert

Specialty coffee/cold drinks and desserts are especially popular with delegates at Routes Americas 2015 and we would encourage you to offer this sort of hospitality to entice delegates to your stand, as well as offering this service to delegates who are formally visiting you for meetings during the event.

Please see Section 4-2 for details on stand catering/hospitality, and please note that all food & beverage orders must be placed through the Sheraton Denver Downtown's catering department.

6-3 PROMOTIONAL STAFF & ENTERTAINMENT

Promotional staff will often add to the welcoming and inviting experience of visiting your stand. Smiles, eye contact and 'fluent' body language will help entice delegates onto your stand. Promotional staff can attend the event at no extra cost and are not included in your exhibitor places.

Should you wish to order any staff/hostesses for your stand please contact the Routes Operations Team for assistance.

Also offering live entertainment* on your stand attracts attention. Please ensure you contact Catherine Makrandreou, catherine.makrandreou@ubm.com should you wish to do this, so that such activity can be promoted appropriately and so that we can also check that it meets the event regulations.

*Due to the meetings and briefings taking place at Routes Americas there are sound volume and timing restrictions in the venue, please refer to Section 1-5.

Please note you will be required to register these staff with Routes in order for them to gain access to the event. Please send details of your stand staff to our Registration Team at eventregistration@routesonline.com

6-4 ROUTES DIRECTORY

The Routes Americas Delegate Directory is an invaluable tool for the event. Not only will it provide delegates attending the event with important logistical information but it will also provide an important reference tool in sourcing delegate contacts throughout the following year.

As a consequence of this, the Routes Americas Delegate Directory is extremely popular with all exhibitors as it is an opportunity to advertise your stand location, company and region, thereby drawing key delegate traffic to your stand.

6-5 EXHIBITOR PROFILE

Exhibitors are entitled to a logo and '100 word' profile in the Routes Delegate Directory. To guarantee your inclusion please send a copy of your company logo in both an EPS and JPEG format and your 100 word profile to Catherine Makrandreou, catherine.makrandreou@ubm.com by 5th January 2015.

It is important that you update your Route Exchange profile online and connect with all other airports and airlines who are attending Routes Americas 2015. Please visit www.routesonline.com and join the route development industry online.

6-6 ROUTES DAILY NEWS & ADVERTISEMENT OPPORTUNITIES

To advertise and add stories to the official publications at Routes Americas, please contact Catherine Makrandreou, catherine.makrandreou@ubm.com.

If you are interested in advertising online to enhance your marketing message at Routes you can contribute to Routesonline. Please contact Catherine Makrandreou, catherine.makrandreou@ubm.com.

6-7 SPONSORSHIP OPPORTUNITIES

Routes Americas is offering an exciting range of sponsorship opportunities designed to increase your company profile and key marketing message to over 500 key decision-makers attending Routes Americas 2015.

From meeting hall sponsorship to literature distribution there are packages to suit every budget, all of which can be tailored to suit your desired requirements and objectives.

For further information on how we can help you with sponsorship opportunities, please contact Paul Hibbert, paul.hibbert@ubm.com, +44 161 234 2723.

6-8 PHOTOGRAPHY

Routes will ensure all exhibits will be photographed during the event and this may be reproduced in post event material. For any special requests, please contact Catherine Makrandreou, catherine.makrandreou@ubm.com.

For any logistical information not covered by this document, please do not hesitate to contact the Routes Operations Team directly.

Shara McAlister
Operations Manager
+1 415 601 3493
shara.mcalister@ubm.com
www.routesonline.com

7. FREQUENTLY ASKED QUESTIONS

Below we have listed some frequently asked questions. Please take time to read them as it may just save you a telephone call!

Q: How high can I build my stand?

A: Hosted Networking Stands may **not** exceed a height of 3 metres and should be single storey only. Shell Scheme displays may **not** exceed a height of 2.5 metres.

Q: Can I hang banners/truss/signage from the ceiling?

A: Under **no** circumstances are exhibitors permitted to hang banners/signs/truss from dropwires above their stands. All banners/signs/truss must be attached to the structure of the stand itself and must **not** exceed a height of 2.5 metres for shell scheme stands and 3 metres for Hosted Networking stands.

Q: Who can take delivery of my package?

A: Show Management cannot accept responsibility for the delivery of any goods for your stand. It is important that you arrange for a representative from your company to be at your stand to receive them, especially during the build-up period.

Q: Where can I store my boxes?

A: There are no facilities within the halls for storage of literature, exhibits, packing cases or boxes. All items must be stored within the confines of your stand. Fire regulations require that any items found outside or behind a stand must be removed for safety reasons. Please contact the Official Contractor should you wish to discuss storage options.

Q: When do Exhibitors have access to build/dress their stand?

A: Hosted Networking Stand exhibitors have access from 12.00 on Saturday 31st January 2015; Shell Scheme exhibitors have access from 08.00 on Sunday 1st February 2015.

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 31 st January 2015	12.00 – 18.00	Hosted Networking Stand
Sunday 1 st February 2015	08.00 – 10:30	Finishing touches to Shell Scheme stands

Q: What time can I break down my stand?

A: Removal of exhibits and displays commences at 17.30 on Tuesday 3rd February 2015. Under no circumstances may any goods be removed or packed away from your stand before this time.

Q: What comes with my Shell Scheme stand?

A: Fascia name board with company name, wall panelling, lighting and power point, 2 chairs and a table. See full specification in section 3-7

Q: What if I have a problem with my Shell Scheme stand?

A: The Official Shell Scheme stand contractor and will be on-hand throughout the event to answer any of your queries and to assist you in your build-up.

Q: How do I attach posters to my Shell Scheme stand?

A: Lightweight exhibits or displays can be attached to the walls by the use of double sided tape, pads or Velcro.

Q: I would like to serve food from my stand, who do I contact?

A: Please contact the Sheraton Denver Downtown Hotel Catering Manager, Sulaiman Bahalla at Sulaiman.Bahalla@Sheraton.com, +1 303 626 2586. Please note that all food and beverage must be ordered through the Sheraton Denver Downtown Hotel Catering Department and no outside food or beverage will be permitted.

Q: How do I book hotel accommodation?

A: All hotel details and rates are listed on <http://www.routesonline.com/events/172/routes-americas-2015/register-and-plan/official-hotels-amp-venue/#mainContent>

Q: How do I order an Internet connection?

A: Internet connections can be ordered from PSAV. To place an order, please contact Wendy Rubenkoenig, wrubenkoenig@psav.com.

Q: Will my stand get cleaned?

A: All gangways, event common areas and stand rubbish bins will be cleaned during the event.

Q: Can I play music and/or DVD's on my stand?

A: Yes music/DVD's can be played on your stand during the times specified in Section 1-5 of the event.

8. ORDER FORMS

We have compiled this checklist as a quick reference guide for returning essential forms to the relevant supplier.

DETAILS	EXHIBITOR TYPE	DEADLINE	SENT
Shell Scheme Fascia Name Board Order Form	Shell Schemes	05/01/15	<input type="checkbox"/>
Shell Scheme Extras, Stand Fittings & Furniture Order Form	Shell Schemes & Hosted Networking Stands	05/01/15	<input type="checkbox"/>
Exhibitor Appointed Contractor (EAC) Form	If applicable	05/01/15	<input type="checkbox"/>
AV Order	All	17/01/15	<input type="checkbox"/>
Electrical Order	Hosted Networking Stands (Space Only)	19/01/15	<input type="checkbox"/>
Internet Order	All	19/01/15	<input type="checkbox"/>

FASCIA NAMEBOARD ORDER FORM

Please supply the name you wish to have printed on your Fascia Nameboard below. There is a maximum of 26 characters. Please return this form to shara.mcalister@ubm.com by the **5 January 2015**.

Company Name:Contact Name:.....Stand No

Address:.....

City.....Country.....Post Code..... Tel:

..... E-mail:.....

Insert characters below:

THIS FORM SHOULD BE RETURNED BY Monday 5 JANUARY 2015

EXHIBITOR APPOINTED CONTRACTOR WRISTBANDS

PLEASE COMPLETE IN TYPE OR BLOCK CAPITALS PART 1 FOR ALL HOSTED NETWORKING STAND CONTRACTORS & ANY EXHIBITOR APPOINTED CONTRACTORS WORKING ON YOUR STAND.

Please return your completed form to Shara McAlister, Operations Manager, shara.mcalister@ubm.com by Monday 5 January 2015.

Part 1 – Build-Up/Breakdown Passes for Contractors

Company Name.....Contact Name.....

Address.....

Country.....Post Code.....

Telephone.....Fax.....

Please provide me with _____ Build-Up/Breakdown Passes for Contractors

Please enter the number of passes you require in the box above.

Passes can be collected on-site from the Organisers Office each day of build-up and break down 2015. Access to the build-up area will not be permitted without a valid pass.

**THIS FORM SHOULD BE RETURNED ALONG WITH ANY STAND PLANS BY
MONDAY 5 JANUARY 2015**



EXHIBITOR APPOINTED CONTRACTOR (EAC) AUTHORIZATION FORM

If your company plans to use a contractor other than the official contractor Freeman, please complete this form and return it to the address below by **5 January, 2015**. Failure to do so will result in the inability of the contractor to serve your exhibit. In addition, your selected contractor must furnish an original Certificate of Insurance showing General Liability Coverage and Worker's Compensation valid in the State of Colorado. The certificate must name UBM LLC, Routes Americas, the Sheraton Denver Downtown Hotel, and Freeman Decorating Services as additionally insured. **THESE REQUIREMENTS WILL BE STRICTLY ENFORCED.**

Exhibiting Company _____ Stand Number _____

Exhibitor Contact _____ Title _____

Telephone Number _____ Email Address _____

Authorized Signature _____ Date _____

Check here if you are hiring a contractor to supervise show official contractor labor (same insurance required)

Supervisor Name (if applicable) _____

Independent Contractor/Display House _____

Type of Work to be Performed _____

Contact Name _____

Address _____ City _____

State _____ Zip Code _____ Email Address _____

Telephone Number _____ Onsite Cell Number _____

Emergency 24-hour Telephone Number _____

Estimated Number of Workers _____ Date of Arrival _____

Please Return To: Shara McAlister, Operations Manager, shara.mcalister@ubm.com

9. SUSTAINABILITY

UBM sees it as fundamental that we are conscious of the impact that our actions have on the environment and the communities in which we operate. UBM strives to manage its impact by ensuring that the principles of sustainability are at the core of all our activities.

Please see our **sustainability policy** for more details: <http://live.ubm.com/EUSustainabilityPolicy.pdf>

A few tips:

1. Collateral:

- Have your sales information in **digital format**, rather than printed hardcopies
- How about having a QR code on your stand that allows visitors to **download a brochure** (perhaps even a customised digital version tailored to the Show)?
- A digital projector or PC-based presentation cuts down on the need for printed handouts.
- If you have to use printed material, use Forest Stewardship Council certified (**FSC**) or **recycled paper**; **chlorine-free unbleached paper** doesn't have to mean a loss of visual impact.
- **Promotional material**, if you hand out pens or pencils why not ensure they are sustainable by buying ones that are made out of recycled plastic, or recycled paper? Paper bags not plastic?

2. Have you invested as a business in sustainability?

- If so, **show off your credentials**; have your sustainability policy, mission statement and all relevant documentation on your stand.

3. Your Stand:

- **Design your stand so it can be used again** at other exhibitions or recycled, **design out waste**, and try to ensure what **waste you do have is recyclable**.
- Choose decorations and display materials that can be **re-used**, be it at another exhibition, in the office or at home, as it will also be a better investment and will save money in the long term.
- **Hire** light fittings, furniture etc **rather than purchasing** brand new items which will only be used once.
- When you leave the stand at the end of each day, check that all your AV **equipment has been switched off**.

4. Positive community impact:

- Think about ways your stand or your presence at the event could **benefit communities around the local area**; can you work towards making sure materials viable for a second life can be donated to NGOs or SMEs (for example carpet and flooring)?
- Can you incorporate fundraising for the charity that your business supports into the stand?
- **Promote your corporate social responsibility work** and gain valuable visibility for the charity of your choice.

To learn more about sustainability and UBM's commitment to sustainable business please visit our website: <http://sustainability.ubm.com/>

10. ADA COMPLIANCE

AMERICANS WITH DISABILITIES ACT (ADA)

All exhibitors are required and shall be fully responsible for complying with the Americans with Disabilities Act (ADA) as well as local rules and regulations with regard to their participation in the conference and their booth space, including, but not limited to, the wheelchair access provisions of such laws. Exhibitors shall indemnify, defend and hold harmless UBM LLC, TechWeb, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA or local rules and regulations. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line +1 800 514 0301, or <http://www.ada.gov/>