

Joint Service ATC Symposium Exhibitor Instructions

Sheraton Hotel & Convention Center
2101 N Oak St, Myrtle Beach, SC 29577

This .pdf provides instructions and answers questions regarding setup, display, and move-out.

[Please read thoroughly!](#)

Welcome and thank you for being part of the Joint Service ATC Symposium. We are pleased to have quality exhibitors like you, with quality products and professional services. With your help, we will present a Symposium that will be exciting to our military personnel and beneficial to you. This .pdf provides the INSTRUCTIONS and gives information. If you have any questions or concerns during the Exhibits, please come to the Registration Desk in the foyer of Exhibit Hall A.

We look forward to working with you to have a fantastic Exhibit.

[EXHIBITS HOURS:](#)

Tuesday, 16 August: 0700 – 17:00, Wednesday, 17 August: 0700 – 17:00, and Thursday, 18 August: 0700 – 14:30

Exhibitors will be allowed on the exhibit hall floor during non-Exhibits hours with acceptable ID.

[EXHIBITOR CHECK-IN / MOVE-IN:](#)

Exhibitors may set up **after** checking in at the Registration Desk located at the Pre-Function/ Lobby Corridor (see Map). Exhibitor check-in begins **Monday, 15 August from 1000-1500.**

Exhibitor Badges: obtained at check-in and are for exhibitor use only.

[BOOTH SETUP:](#)

Setup Hours: Monday, 15 August: 12:00 – 19:00. All setups will need to be completed by 0700 on Tuesday.

Booths are equipped with:

- (1) Table with cover and skirting, (table size is 6ft x 2ft x 29")
- (2) Chairs,
- (1) wastebasket,
- (1) Booth ID Sign with number

When planning for and setting up your exhibit:

All displays must be professional in appearance. Do not build your booth so that it blocks the view of your neighbor. Place objects taller than 3 ft in the back half of your booth and shorter/smaller items in the front. "Sides" may not be used as "back" to block the visibility of

neighboring booths by bringing the display height higher than 3 ft from the aisle. All exposed carpet edges and extension cords must be secured down.

There are no ladders, dollies, brooms, pencils, etc., available. Please bring these with you. As room allows, you can drive into Loading Dock to unload. Vehicles are allowed onto the Loading Dock area to unload but must be moved to a parking lot after unloading.

NOTE: There is no hanging signage or any other items from the Exhibit Hall ceiling.

[MOVE-OUT / TEAR DOWN](#)

Please note: MOVE-OUT / TEAR DOWN - Nothing will be allowed to leave the facility until after 14:30 on Thursday (or when the all-clear is given). You will have until **Friday at Noon** to Tear Down and completely remove all booth items. You must clean your area and dump garbage in the proper receptacles. **Note:** We are not responsible for any exhibit still at the facility after 1200 on Friday. Any items remaining after the Noon deadline may be removed by the Convention Makers at the prevailing rate and stored at their current storage rate.

[ELECTRICITY / DECORATOR / TELEPHONE / INTERNET](#)

Electrical: You must order electricity at least 10+ days before the Exhibits. For the order form, see our website's FORMS page of the Exhibitor Service Manual. The use of **Generators** must be pre-approved by the Convention Center. Contact: **Frankie Sluss, Events Manager**, p: 843-918-1239/ m: 843-458-2639 or e: fsluss@cityofmyrtlebeach.com.

Decorator: Your booth comes with (1) Table with cover and skirting, (2) Chairs, (1) wastebasket, and (1) Booth ID Sign with number. Anything other than the information presented needs to be pre-order from Convention Makers. Contact them directly at (843) 650-6300 or go to our website's FORMS page of the Exhibitor Information portion. The decorator will be onsite from move-in through 0700 Tuesday and until Friday, 18 August, for move-out. Rental items will be removed on Friday morning.

Booth Cleaning: Request must be ordered through Convention Makers using the [EQUIPMENT RENTAL ORDER FORM](#) (\$40/day SEE Miscellaneous). This cleaning service entails, vacuuming & emptying of trash. This happens usually in the morning before the show opens or in the evening when the exhibits are closed.

Telephone: Building telephone lines are handled directly by Myrtle Beach convention services at 843-918-1239.

[PARKING & PARKING PASSES](#)

During Set-Up

Parking passes are not needed during setup/tear-down. Enter through any gate to access the location. **Do not remain** parked in the Loading Dock area during setup/tear-down because of congestion. Use any parking lot.

During Exhibits

The Convention Center offers over 2,047 parking spaces, including 25-plus parking spaces for those with disabilities, conveniently located adjacent to the main entrance. For guests of the convention center campus, including the Myrtle Beach Convention Center and the Sheraton Myrtle Beach Hotel, onsite parking fees are \$5 per day for cars and \$10 per day for buses. Do

not block gates or other vehicles. Violations of any of the above may result in vehicles being towed at the owner's expense.

Overnight Parking

To better anticipate your overnight parking needs, we have devoted an area for when this is required. Below is information you will need to know relating to overnight parking:

- Access to your vehicle is available 24 hours.
- The fee is \$20.00 per day (Cash Only) for cars, pickup trucks, SUVs, and vans.
- The fee is \$40.00 per day (Cash Only) for buses, RVs, and trailers.
- The fee covers vehicles until midnight, with a new day starting after midnight.
- Park at your own risk; there are no cameras in the overnight parking lot.
- Sleeping in the vehicles overnight is not allowed.

For a seamless process upon arriving, call our Convention Service team at 843-503-7088 for details.

During Move-Out / Tear Down

Only bring your vehicle in after your booth has been "torn-down" and ready for loading. Traffic will be directed entering the Loading Dock. Roads will have only one-way traffic with limited "loading only" parking. No vehicles will be permitted onto the Loading Dock area until after the Exhibits has closed and attendees are not on the roads. This is usually around 15:00. Vehicles may not block the entrance or truck ramps for other vehicles. Oversized vehicles may be required to wait.

Fire Marshal Checklist: The State Fire Marshal requires that all exhibits, concessions, and outside exhibitors comply with the local standard.

INSURANCE

The Exhibits has a general liability policy for attendees only. You are required to carry liability insurance (minimum \$1,000,000 per incident) for you, your employees and/or agents, and anything/anyone within your exhibit space. You must include coverage for theft or damage of your exhibit/products etc. The Exhibits is not responsible for any loss or damage that may occur.

ATM's:

There are two ATMs located in the Convention Center lobby.

EXHIBITS RULES

All must use common sense and work together to have a successful Exhibits. If you have a problem, please let us know during the Exhibits. We cannot handle it after the Exhibits. Please observe these rules: **Exhibits:** You may only exhibit or display product(s)/service(s) listed on your exhibitor agreement. If not specified or specific, the Exhibits may disallow a product/service, including piggy-back companies.

Food and Beverage Policy: The Convention Center has contracted with a single caterer for all food and beverage services in and on the premises. The exclusive agreement prohibits

certain activities by exhibitors or other event participants that involve the sale or distribution of food or beverages. The following is a summary of the policies regarding the distribution and/or sale of food or beverages by exhibitors.

Exhibitors at trade exhibitions are normally prohibited from distributing or selling any food or beverage product in conjunction with any activity. For exceptions to this policy, [click here](#).

Signs: Unless specifically approved in advance, all signs, literature, etc., are limited to your exhibit booth space.

Literature and Signage: Unless otherwise approved by Management, only literature pertaining to your business (products/services) are permitted to be distributed from your booth or through the Exhibits. This includes business cards, flyers, newspapers, magazines, brochures, etc.

Soliciting: Promote your company in your booth only. Do not stand outside your booth perimeter, walk the aisles, entrances, or parking lots handing out information or soliciting business. Calling out into the aisles for customers is also prohibited.

Noise/Odors: No alarms, bells, televisions, music, microphones, etc., that are disruptive or annoying. Microphones may be used with prior approval and quiet enough not to disturb other exhibitors. No odors that are offensive/annoying to exhibitors or attendees may be used.

Pets: No pets, animals, or live creatures of any kind are allowed on the Exhibits floor without prior approval. This does not include Service Dogs. Service Dogs must be leashed.

Exhibitor Disputes: Do not bring disputes to the Exhibits. Never, EVER, malign a competitor.

Unprofessional Behavior: Exhibitors will behave in an orderly and professional manner at all times. Unprofessional behavior will not be tolerated, including loud voices, arguing, vulgar language, disorderly conduct, intoxication, etc.

Leaky Booths/Vehicles: If your booth/Vehicle leaks, including the outside area, it must be cleaned up immediately and the leak fixed.

No Early Tear Downs: The Exhibits ends on Thursday, 18 August, at 14:30. You may not tear down before then.

Parking: Do not park vehicles in Hotel Guests' spaces during the Exhibits. **Damage:** You are responsible for any damage you cause to the Convention Center or the Exhibit Hall, Exhibits equipment, other exhibits, or injuries to others.

Non-Compliance: Non-compliance with Exhibits policies may result in removal from the Exhibits and forfeiture of booths.

Admittance: We hold the right to deny admittance to anyone for any reason at any time.

Interpretation: Management has the full right to interpret and/or amend these rules/policies

and retains sole and unconditional discretion to rule on any and all situations which may arise.

Hold Harmless: Exhibitor hereby covenants, warrants, and agrees to hold the Joint Service ATC Planning Committee and Air Traffic Control Association (ATCA) harmless from any and all liability arising out of or related to maintenance, use, transport of vehicles, equipment, etc. Exhibitor hereby covenants, warrants, and agrees to indemnify and hold The Joint Service ATC Planning Committee and Air Traffic Control Association (ATCA) harmless from any and all claims, injury, damages arising out of, related to, or resulting from the act or failure to act by Exhibitor, employee/agent/officer, as well as Exhibitor's conduct and activities and which arise out of or relate to any product/service or statements made by Exhibitor or Exhibitor's authorized agents/employees.

ACCOMMODATIONS

Host Hotel: Sheraton Myrtle Beach Convention Center Hotel (Marriott), 2101 N Oak St, Myrtle Beach, SC 29577 - +1 843-918-5000

Dayton House Resort – 2400 North Ocean Blvd., Myrtle Beach, SC 29577

Courtyard By Marriott Myrtle Beach Broadway - 1351 21st Avenue North, Myrtle Beach, SC 29577 - +1 843-445-6333

Homewood Suites by Hilton Myrtle Beach Coastal Grand Mall, 302 Seaboard Street, Myrtle Beach, SC 29577 - +1 843-353-4554

PHONE NUMBERS

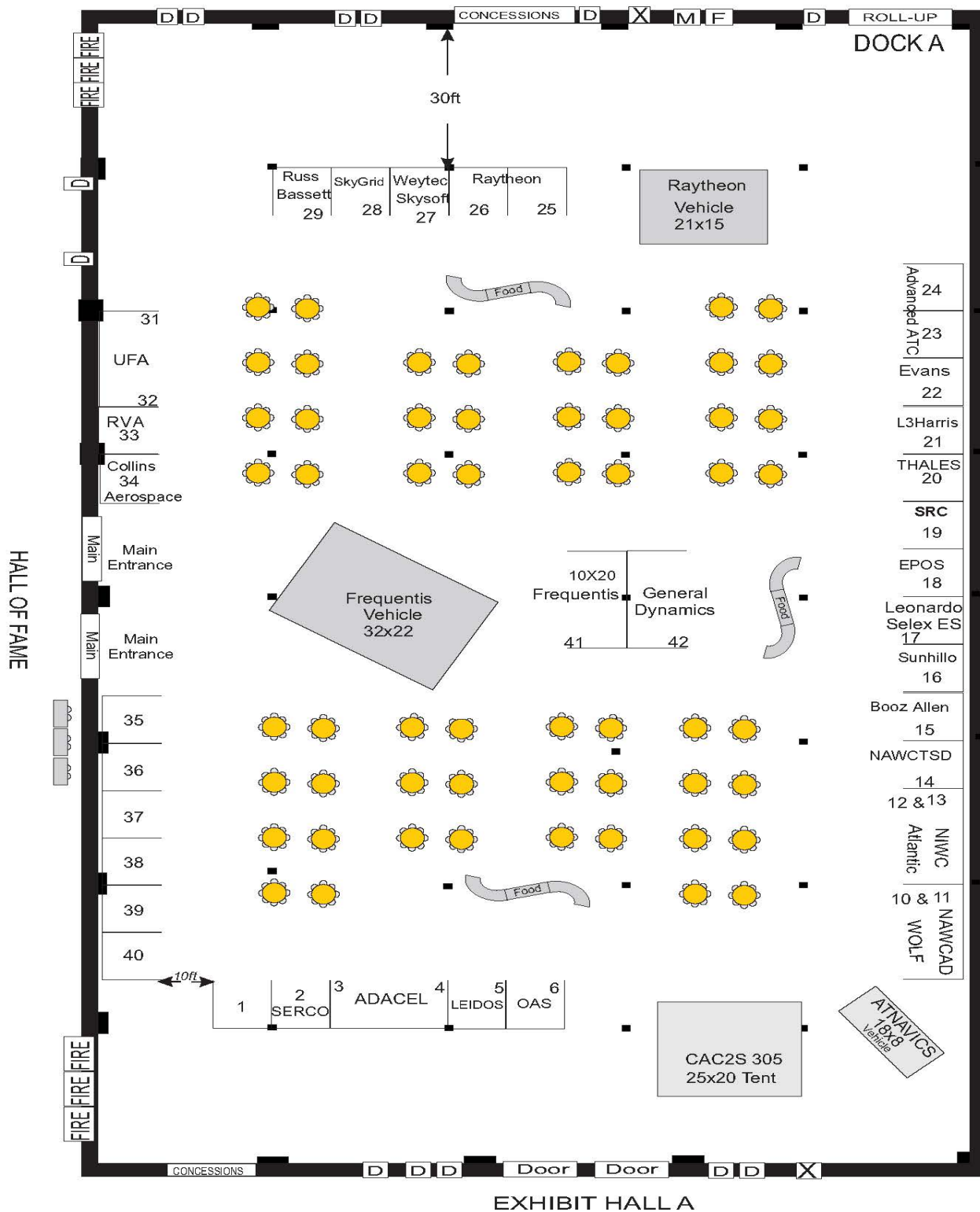
Joint Service On-site Exhibit Hall Management, Danny Jensen – 619-997-0804

Myrtle Beach Convention Center - 843-918-1225

Convention Center Services - Phone: 843-918-1225

Convention Makers (General Contractor/Decorator) – 843-650-630

MYRTLE BEACH CONVENTION CENTER





(Located on Convention Center Campus)

P On-Site Parking for 2,047 with Overflow Nearby

Eleven Loading Docks
Two with Dock Levelers, Plus Two Truck Ramps

Truck Ramp
Truck Ramp



All Exhibition Hall Space is Column-Free

Glossed-In Prefunction/Lobby Corridor

Events Plaza



ROBERT GRISSOM PKWY.

AVOID THE WAIT
USE THE BURROUGHS & CHAPIN BLVD.
& SPORTS CENTER WAY ENTRANCE

Mobil

21ST AVE. N.



BURROUGHS & CHAPIN BLVD.

SPORTS CENTER WAY



FARLOW ST.



Myrtle Beach
CONVENTION CENTER

A FACILITY OF THE CITY OF MYRTLE BEACH

CONVENTION CENTER BLVD.

N. OAK ST.

