

The Franchise Show

TAMPA

September 18 & 19, 2021

Tampa Convention Center - West Hall



EXHIBITOR MANUAL

WELCOME AND THANK YOU **for choosing to be a participant in** **The Franchise Show - Tampa.**

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up at the **Tampa Convention Center** on Friday, September 17, 2021 at noon and management will be available to assist you for the duration of the Show.

**For specific information and guidelines related to COVID19, please refer to the COVID19 section of the manual.*

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GENERAL INFORMATION

Show Location

Tampa Convention Center
West Hall
333 South Franklin Street
Tampa, FL
33602

MAP TO FACILITY

DIRECTIONS & MAP

HALL LAYOUT

Show Dates & Times

Saturday September 18, 2021	11:00 am – 5:00 pm
Sunday September 19, 2021	11:00 am – 4:00 pm

Exhibitor Move-in Times

Friday September 17, 2021	12:00 pm – 6:00 pm
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Exhibitor Move-Out Dates & Times

Sunday September 19, 2021	4:00 pm – 8:00 pm
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Produced By

National Event Management
Suite #102
260 Town Centre Blvd.,
Markham ON
L3R 8H8
Tel: (905) 477-2677 or (800) 891-4859
Fax: (905) 477-7872

Exhibitor Coordinator

Joy Gallaiford
905 477-2677 or (800) 891-4859 Ext 284
Email: joy@nationalevent.com

Director of Operations

Dina Latina
905 477-2677 or (800) 891-4859 Ext 224
Email: dina@nationalevent.com

EXHIBITOR CHECK LIST

Please print a copy of this checklist to assist you in planning for the Show. To take advantage of “early booking discounts” please note booking deadlines.

CHECK LIST

MOVE-IN INSTRUCTIONS

Move-in Times

Friday September 17, 2021

12:00 pm – 6:00 pm

-All exhibitors must officially register before setting up. Please come to the show office and staff will direct you to your booth.

-All exhibits must be set up by 6:00 pm Friday. Exhibitors will not be permitted to set up during show hours.

The aisle carpet will be in place Saturday morning. **Dollies and carts WILL NOT be permitted on the carpet.** Hand carried items only may be brought in on Saturday.

-Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

Social Distancing & Masks

Masks and Social Distancing of 6' will be mandatory inside the Tampa Convention Center. If you have any reason that prevents you from wearing a mask, please let us know. No one with a fever or symptoms of COVID-19 or known exposure to Covid-19 case in their prior 14 days is permitted inside the venue.

LOADING DOCKS

If you have a car or van and do not require dock level access to unload, please follow the below directions to the Front Drive entrance. [LINK to directions](#)

If you have a truck and require dock level access please follow the directions to the [211 S. Franklin St ramp](#). The Large circle is the loading area for exhibitors. The arrow is showing the route they would use to get to the push doors. (small red circle).

“Dock door 3” is the large 14’ roll up doors that also have push doors as well. The exhibit space is listed as “West Hall”.

Dock level access is available. Dollies and a pump truck will be available for your use. If you require a forklift to move material from the dock to your booth, a forklift will be available to you. However, if you have excessive forklift requirements, please contact Dina Latina (dina@nationalevent.com) to discuss your needs. A charge may apply.

[DIRECTIONS & MAP](#)

[HALL LAYOUT](#)

EXHIBITOR PARKING

Parking is available at the Tampa Convention Center Garage. The rate is \$2/hour, up to a maximum of \$12. The entrance to the garage is located at 141 E Brorein Street.

[Click here](#) for directions to the garage.

VEHICLES ON SHOW FLOOR

All vehicles must abide by the arrival and departure schedules and procedures established by Show Management. Please contact Dina Latina (dina@nationalevent.com) for approval and to arrange arrival time if you want to display a vehicle.

When motorized vehicles are approved for use, a protective sheet of visqueen, tarpaulin or comparable material may be required to eliminate damages from leaks of gas, oil, etc., at the exhibitor's expense.

Motorized equipment and vehicles may be displayed during events provided Licensee has TCC & TFM approval and the following conditions are met:

- Fuel tanks must have less than 10 gallons or 1/2 tank of fuel, whichever is less. Vehicles or equipment fueled by LP gas must comply with NFPA #58 and may not be operated during show hours.
- Fuel caps must be taped/sealed completely around to prevent escaping vapors.
- The positive battery cable must be disconnected and either taped around or secured within a battery cable bag then secured.
- TFM must approve the number and location of vehicles.
- Fueling and de-fueling cannot take place on premises.
- Vehicle keys must remain within the building at all times (Location of keys should be coordinated with TCC Security Director and CSM).
- Vehicles cannot be jump-started on premises.
- Persons under the age of 16 will not be allowed to operate a motorized vehicle on TCC property.
- Vehicles cannot be parked in fire lanes or block exits.
- Vehicles of any type which have been approved for use in carpeted areas must have non-marking tires and carpet must be covered with heavy-duty polyethylene sheeting.
- TCC and Fire Watch personnel must be present to supervise display vehicle ingress and set up into the facility.
- TCC personnel must be present to supervise display vehicle tear down and egress from the facility.

Exhibitors are responsible for oil, grease, or any general damage to the carpeted area.

Exhibitors must provide a set of keys, the contact name, and phone number of the person responsible to remove the vehicle(s) to Show Management.

SHIPPING & DELIVERIES TO THE SHOW

Shipping Direct To Show: Friday September 17, 2021 (noon – 6pm)

PLEASE NOTE: **The facility will NOT accept shipments prior to the Show move-in date.** Show Management will sign for the delivery on your behalf during move-in hours only. Your materials will be left at the dock until you arrive. To move your items to your booth space, pump trucks and dollies will be available at no charge. Should you require assistance or the use of a forklift, please contact Dina Latina (dina@nationalevent.com) as charges may apply.

PLEASE NOTE: After freight is packed at the end of the show it must be moved to the dock area for pick up. Freight that is left on the show floor will incur a handling fee. Handling fee charges will be a minimum of \$45.00 or \$15.00 per 'hundred weight' whichever is greater.

The most cost-effective way to ship your items to the show is to arrange delivery during move in hours with our Official Show Carrier;

Quad Express (Previously known as QW)
Tel: (859) 254-4112 or (800) 388-4112
Fax: (859) 253-9137

[QUAD ORDER FORMS](#)

Please address shipments to:

Company name Booth number
The Franchise Show
Tampa Convention Center
West Hall
333 South Franklin Street
Tampa, FL
33602

NOTE:
All exhibitors using Quad must move freight after the show must have booth materials packed and ready for pick up at the loading dock. Please provide our sales staff onsite with your paperwork before leaving the show site.

Pre-Show Shipping

To request a quote, please complete the below order form and fax to:

Quad Express (Previously known as QW)
Tel: (859) 254-4112 or (800) 388-4112
Fax: (859) 253-9137

Shipping enquiries must be finalized 14 days prior to show move in date. **Be sure your shipment is labeled clearly.**

QUAD ORDER FORMS

You may choose to use another carrier however, keep in mind that not all carriers deliver and pick up during our scheduled move in/move out times.

FEDERAL ID NUMBER

The Federal ID Number for the venue is 59-1101138. You will require this number to clear customs.

EXHIBITOR MOVE-OUT INSTRUCTIONS

Please note that move-out will begin once the show has closed, the aisles are cleared and the aisle carpets removed. If you are able to hand carry your supplies out to your car, we encourage you to do so. Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited.

All material must be removed by 8:00 pm

Exhibitors are encouraged to remove small items and open cases of products from the show floor first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.

NOTE:
All exhibitors using Quad must move freight after the show must have booth materials packed and ready for pick up at the loading dock. Please provide our sales staff onsite with your paperwork before leaving the show site.

EZ BACKDROPS

If you require a pop-up banner or backdrop, please contact:

Company: EZ Backdrops
Phone: 678-717-1222
Email: angie@ezbackdrops.com
www.ezbackdrops.com

SHOW DECORATOR (TO ORDER TABLES, CHAIRS, ACCESSORIES, ETC.)

ORDER DEADLINE: September 8, 2021

Carpet, 8ft back drape and 3 ft side drape are supplied for your exhibit space. If you require tables, chairs or additional booth supplies, these items can be rented from:

Coast to Coast Trade Show Services

Tel: 303-991-2791

Fax: 303-991-2794

Email: exhibitservices@coasttocoastss.com

Show Colours

- **Booth Drapes: Black**
- **Aisle Carpet: Blue**
- **Booth Carpet: Grey**

ORDERING ONLINE:

You will receive an email from Coast to Coast with login information, a link to their Online Ordering System and instructions for signing in. If you did not receive an email with your login information, please contact:

kay.defiore@coasttocoastss.com

FURNITURE & ACCESSORIES ORDER FORMS

ORDER & PAYMENT INFORMATION

BOOTH INSTALLATION & DISMANTLING

ORDER DEADLINE: September 8, 2021

Should you require assistance setting up or dismantling your booth, these services can be ordered from Coast to Coast Trade Show Services

Tel: 303-991-2791

Fax: 303-991-2794

Email: exhibitservices@coasttocoastss.com

ORDERING ONLINE:

You will receive an email from Coast to Coast with login information, a link to their Online Ordering System and instructions for signing in. If you did not receive an email with your login information, please contact:

kay.defiore@coasttocoastss.com

BOOTH INSTALLATION & DISMANTLE ORDER FORM

PAYMENT AUTHORIZATION

BOOTH CLEANING

ORDER DEADLINE: September 8, 2021

Exhibitors are responsible for maintaining their own booth space. If you require in-booth vacuuming please contact;

Coast to Coast Trade Show Services

Tel: 303-991-2791

Fax: 303-991-2794

Email: exhibitservices@coasttocoastss.com

ORDERING ONLINE:

You will receive an email from Coast to Coast with login information, a link to their Online Ordering System and instructions for signing in. If you did not receive an email with your login information, please contact:

kay.defiore@coasttocoastss.com

BOOTH CLEANING ORDER FORM

PAYMENT AUTHORIZATION

ELECTRICAL

ORDER DEADLINE: August 26, 2021

Electrical is not supplied to your booth. If you require an electrical hookup please [click here](#) to place your order online or submit the below order form to:

Edlen Electrical Exhibition Services

Tel: 407-948-8047

Fax: 407-854-9992

Email: tampa@edlen.com

ELECTRICAL ORDER FORM

TELEPHONE / INTERNET / WIFI

ORDER DEADLINE: September 2, 2021

If you require a telephone/internet line or WIFI in your booth, please contact:

Smart City

Tel: 888-446-6911

Email: csr@smartcity.com

To review and order services, visit <https://orders.smartcitynetworks.com>

WIRELESS FLYER – For purchasing wifi on-site

HOTSPOT OPTIONS

TELECOMMUNICATIONS FORM

AUDIO / VISUAL RENTALS

ORDER DEADLINE: August 27, 2021

If you require audio visual equipment in your booth, please send the completed order form to:

Encore Services

Phone: 813-898-1372

Fax: 813-898-1370

Email: TCC@Encore-US.com

Orders received after the pre-show booking deadline may be subject to additional charges.

[AUDIO VISUAL ORDER FORM](#)

[PAYMENT INFORMATION FORM](#)

HOTEL

BOOKING DEADLINE: August 19, 2021

Rooms and discounted rate will only be held until the specified date. Rooms will then be subject to availability at prevailing rates.

We have obtained a group rate of \$169.00 + taxes for single or double occupancy at The Westin Tampa Waterside.

The Westin is located at:

725 South Harbour Island Blvd

Tampa, FL,

33602

Concessions

-Complimentary wifi

Reservations may be made by calling 1-813-229-5000 or by [booking online here](#)

To receive this rate you must mention that you are with **The Franchise Show (group block code "FS8")** when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

FOOD SAMPLING

FORM SUBMISSION DEADLINE: August 4, 2021

If you are planning on sampling food or beverage product in your booth, please note there is one form to complete.

Food samples are limited to a 2 oz. portion and beverage products to 2 oz.

Please complete the below Food Sampling Guidelines & Form and return it to:

TCC Catering

Tel: 813-274-7779

Email: tcc-catering@aramark.com

Please also send a copy of your completed form to Joy@nationalevent.com.

[FOOD SAMPLING FORM](#)

LEAD RETRIEVAL SYSTEM

We offer a Lead Collection system at the Franchise Show. This system uses any smartphone or internet enabled device (no scanners needed). Attendees contact info (name, email and cell if provided) will be pre-populated into the software to make your lead collection easy on-site and your post-show follow-up effortless.

Please send your completed order form to joy@nationalevent.com if you would like to sign up for this system. Please note: This is not a complete list of attendees. It is a lead retrieval service to help you capture leads quickly and accurately.

[LEAD RETRIEVAL ORDER FORM](#)

[HOW TO COLLECT LEADS](#)

EXHIBITOR BADGES & PRE-REGISTRATION

FORM SUBMISSION DEADLINE: September 7, 2021

We have implemented a new automatic badge system to simplify the request process. Please [follow this link](#) to complete your badge request form. You will receive a confirmation email upon completion.

Exhibitors are provided with up to a maximum of 6 personalized name badges based on the size of your booth.

10x10 booth - 2 booth staff

10x20 booth - 4 booth staff

300 feet or larger - 6 booth staff

***NEW* Contact Tracing Requirements**

You will be required to provide contact details for all staff members working the booth to allow for contact tracing. **All booth staff must be pre-registered** with Show Management before move-in using the above digital form. Please notify Show Management if any changes occur after form submission.

For more information, please see the COVID19 section of the manual.

Badges will be available for pick up at the Show Office during move-in and must be worn to gain admittance to the Show.

[ONLINE BOOKING LINK](#)

FREE ADMISSION PASSES

Raise awareness of your franchising initiatives and increase traffic to your booth by distributing Customized FREE ADMISSION passes to the Show. There is no limit to the number of FREE passes you may distribute to your professional and personal databases.

Please email your high-resolution logo in **.jpeg**, **.eps**, or **.pdf** format to [Joy Gallaiford](#).

SHOW GUIDE AD & SPONSORSHIP OPPORTUNITIES

There are a number of ways to increase your brand awareness at our shows. Additional ad space is available in our Show Guides that are distributed to attendees and sponsorship recognition includes show guide space, on-site signage, & online presence. Speak to your sales rep for more information.

INSURANCE

Insurance for booth/show

Exhibitors must have their own liability insurance covering a minimum of \$1 million in damages. Please list National Event Management as “additional insured”.

Transportation Insurance

Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

Liability

Exhibitors will be liable for, will indemnify, and will hold harmless Show Management from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

RULES & REGULATIONS

**For specific information and guidelines related to COVID19, please refer to the COVID19 section of the manual.*

Diagram #1: Sample of the drape provided for your booth

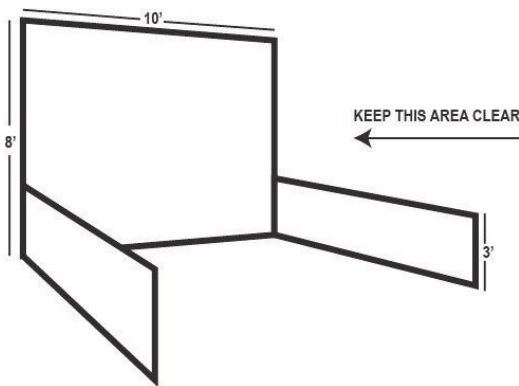
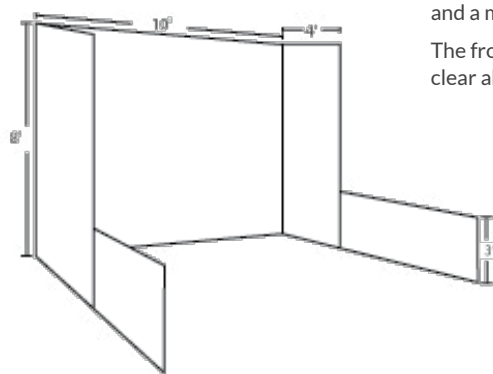


Diagram #2: Sample of display allowance



Upright banners & products must be within 4' from the back drape, and a maximum of 8' high.

The front 6' of the booth must be clear above 4'.

Booth Display & Restrictions

- Diagram#1 shows the drapes that are provided as a part of your booth cost.
- Diagram#2 shows the allowed clearance for displays, banners and products within your booth.
- No exhibit may exceed a maximum height of 8 ft.
- Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display.
- The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft. height.
- Any exceptions to this must have pre-approval from Dina Latina (dina@nationalevent.com).

Prefab booth partitions must be finished on both sides. If they are not, please request drapes prior to the show.

Signage

No signage or material may be extended above the 8ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management. All signs must be printed on one side only. Your brand messaging can only face the inner walls of your exhibit space.

Carpet or Flooring

Grey carpet is provided within your booth space. If you would like to change the colour, you may order different flooring through our decorator at your own cost or you may bring your own. *Please be sure to review the Tape Restrictions below.

Tape (Floor, Wall, and Carpet Damage)

This only applies to companies that choose to place carpet or flooring on top of the existing carpet.

It is important that you use the proper carpet tape in your booth. If you do not use the correct tape there will be a charge for tape removal.

Here are the models of two-faced tapes that are authorized by the facility.

- Polyken 105c LPDE
- Scapa 274004
- DC W002A

If you bring your own carpet, you must adhere to the above Tape Restrictions. If you do not have the proper tape, please notify Show Management before installing your carpet or tiles.

If you would like to install your carpet on top of the existing carpet, please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859 ext 224.

Restrictions for Booth Installation

Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not fasten the coverings to the building floor. It is suggested that building paper or the approved tape (Polyken 105c LPDE OR Scapa 274004 OR DC W002A) is used instead.

Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. The use of microphones is not permitted without prior management approval.

Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in each city. We therefore retain the right to refuse any material or object that does not conform to code. If you have a question or need information re the Fire Code please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859, ext. 224.

Animals in the Show

The facility's policy prohibits the presence of animals unless they are used as a working dog for the blind. Permission must be obtained from the facility for any exception. Please contact Dina Latina (dina@nationalevent.com ; 905 477-2677 ex: 224) regarding the necessary forms.

Helium Balloons

Helium balloons are prohibited in most venues. There is a large retrieval fee, charged to the exhibitor, when balloons are lost. Please contact Dina Latina (dina@nationalevent.com) for approval if you wish to use helium balloons in your display.

Mechanical Conveyances

Mechanical Conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or those with authorization from Show Management.

Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.

COVID-19 GUIDELINES

The following precautions and regulations have been put in place to ensure the health and safety of all Exhibitors, Staff and Visitors to the show. We are confident in our plans in working with the Tampa Convention Center team and all suppliers to ensure a safe and successful show.

- Exhibitors will be given a link to a Badge Request form prior to the show and will be asked to provide an email address for each staff member working the booth throughout the weekend. This information will be used solely for the purpose of contact tracing, should it be required. Please refer to the “Exhibitor Badges” section in the manual for more information.
- Sanitizing stations will be added at every entrance and exit point, as well as scattered around the hall, along with increased signage to promote safe hand hygiene at the show.
- All attendees, exhibitors, and staff entering or re-entering the show floor will be required to disinfect their hands.
- Masks and Social Distancing of 6’ will be mandatory inside the Tampa Convention Center. If you have any reason that prevents you from wearing a mask, please let us know.
- Floor Plans have been designed to promote physical distancing practices to avoid the grouping of guests in any one area. 10’x10’ booth spaces will now include a gap on either side, expanding the physical space to accommodate for 2 staff per booth while maintaining appropriate physical distance from neighboring exhibitors.
- There is a limit of 2 staff persons per 10x10 booth space. The only exception will be staff members who live in the same household.
- Seminar/speaker areas will be set up with a 6ft gap in between seating.
- Posters and signage will be placed throughout the building and show floor encouraging people to physically distance as well as a reminder of our no hand-shaking policy.
- Staff and security will be monitoring the show entrance and show floor to ensure physical distance guidelines are adhered to.
- Increased housekeeping rounds will be implemented by the Tampa Convention Center staff for disinfecting shared surfaces and high touch areas like door handles.
- Tickets will be sold exclusively online
- **If an exhibitor is experiencing any flu-like or cold symptoms, including fever, coughing, sneezing, sore throat or shortness of breath, they are required to stay home.**

For more details about the Franchise Show’s Health & Safety Practices, please contact your sales representative.