

The Franchise Show

ORLANDO
May 21 & 22, 2022

Hyatt Regency Orlando
Windermere Ballroom



EXHIBITOR MANUAL

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

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
Hyatt Regency Orlando
on Friday, May 20, 2022 at noon and management will be available to assist you for the duration of the Show.

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GENERAL INFORMATION

Show Location

Hyatt Regency Orlando
Windermere Ballroom
9801 International Drive
Orlando, FL
32819

MAP TO FACILITY

Show Dates & Times

Saturday May 21, 2022	11:00 am – 5:00 pm
Sunday May 22, 2022	11:00 am – 4:00 pm

Exhibitor Move-in Times

Friday May 20, 2022	12:00 pm – 6:00 pm
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Exhibitor Move-Out Dates & Times

Sunday May 22, 2022	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

AUDIO / VISUAL RENTALS

ADVANCED BOOKING RATE: April 9, 2022

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

Encore Event Technologies

Tel: 407-820-6077

Email: hyattregencyorlando@encoreglobal.com

AUDIO VISUAL & INTERNET ORDER FORM

BOOTH CLEANING

BOOKING DEADLINE: May 11, 2022

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@coasttocoasttss.com

[BOOTH CLEANING ORDER FORM](#)

[PAYMENT FORMS](#)

BOOTH INSTALLATION & DISMANTLING

BOOKING DEADLINE: May 11, 2022

Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited.

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.

Should you require assistance setting up or dismantling your booth, please submit the below forms to;

Coast to Coast Trade Show Services

Tel: 303-991-2791

Fax: 303-991-2794

Email: exhibitservices@coasttocoasttss.com

[BOOTH INSTALLATION & DISMANTLE ORDER FORM](#)

[PAYMENT FORMS](#)

ELECTRICAL

BOOKING DEADLINE: May 9, 2022

Electrical is not supplied to your booth. If you require an electrical hookup please contact:

Edlen Electrical Exhibition Service

Tel: 407-854-9991

Fax: 407-854-9992

Email: Orlando@edlen.com

[ELECTRICAL ORDER FORM](#)

EXHIBITOR BADGES

FORM SUBMISSION DEADLINE: April 29, 2022

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 7 personalized name badges based on the size of your booth.

10x10 booth - 3 booth staff

10x20 booth - 5 booth staff

300 feet or larger - 7 booth staff

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](#)

EXHIBITOR PARKING

There are 2,500 garage spots available in the Parking Garage on-site. The special rate is \$15.00 per day (no in/out privileges). Overnight is \$27.00 plus tax. Valet is \$40.00.

[PROPERTY MAP](#)

[DRIVING DIRECTIONS](#)

[MAP TO FACILITY](#)

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

FEDERAL ID NUMBER

The Federal ID Number for the venue is 46-4049157. You will require this number to clear customs.

FOOD SAMPLING

SUBMISSION DEADLINE: April 22, 2022

Approval from the venue must be received before sampling any food or beverages. Please email joy@nationalevent.com regarding your intent to sample.

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 .ai, .eps, or .pdf format to Joy Gallaiford joy@nationalevent.com

HOTEL

BOOKING DEADLINE: April 19, 2022

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 \$162.00 + taxes for single or double occupancy at The Embassy Suites Hilton .

Embassy Suites by Hilton Orlando – Int'l Drive/ Convention Center

8978 International Drive

Orlando, FL, 32810

1-407-284-1234

Reservations may be made by Calling 1 407-284-1234 or by booking [Online Here](#) in order to receive this booking rate please mention Orlando – Franchise Show.

To receive this rate, you must book your rooms through the online booking system by clicking the link above. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

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.

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](#)

LOADING DOCKS

Please note the loading docks (Dock A1) & roll-up door (next to A1) are accessible at 9801 International Drive, Orlando FL 32819 by the Hotel Service Road, west off of Convention Way.

Exhibitors will have to pay fees if the package is not delivered during our move in times or if the shipment is not addressed to the decorator’s attention.

Exhibitors who will be delivering their own booth materials to the show using their own personal vehicles should go to the roll-up door next to A1 Windermere ground level and check in with Exhibit Services.

Dock level access is available. Dollies and a pump truck will be available for your use. At this time, forklift services are not available. Forklift services will not be made available, unless requested.

[PROPERTY MAP](#)

[DRIVING DIRECTIONS](#)

[MAP TO FACILITY](#)

MOVE-IN INSTRUCTIONS

MOVE-IN TIME: Friday May 20, 2022 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.
- Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

EXHIBITOR MOVE-OUT INSTRUCTIONS

MOVE-OUT TIMES Sunday May 22, 2022 4:00 pm – 8:00 pm

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

Items left on the show floor after move-out time will be forced off the floor. Show Management reserves the right to reroute shipments that are not picked-up or refused by carriers. Should this occur, you will be responsible for any charges incurred

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 HAUListics 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.

RULES & REGULATIONS

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

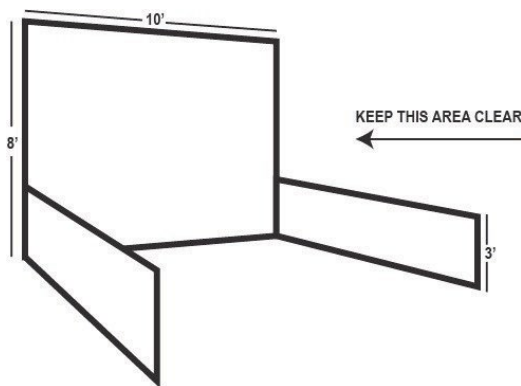
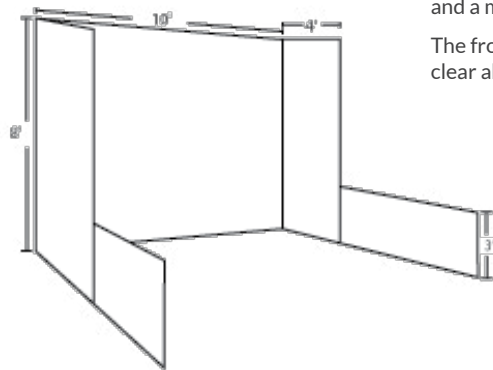


Diagram #2: Sample of display allowance



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.

Tape (Floor, Wall, and Carpet Damage)

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

The use of high residue tape is strictly prohibited. The Hotel requires the use of low residue carpet tape i.e. Gaffers Tape S-7177BR or POLYFLEX® 135 Single Coated Polyethylene Brown Tape. Tape or residue left on any surface (floors, walls, and lecterns) will be removed by Hotel or other professional and the cost of the removal or repair will be billed to the Group at the prevailing rate.

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.

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 it is 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.

SHIPPING & DELIVERIES TO THE SHOW

Shipping Direct To Show: Friday May 20, 2022

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.

Important - Information About Forklift Service

At this time, forklift services are not available. Forklift services will not be made available, unless requested. If you require a forklift to offload your equipment, please contact Dina Latina (dina@nationalevent.com) 2-3 weeks prior to the show.

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;

HAUListic

(859) 254-4112

lex@shiphaulistic.com

HAUListic SHIPPING ORDER FORMS

Please address shipments to:

Company name Booth number
The Franchise Show
Hyatt Regency Orlando
Windermere Ballroom
9801 International Drive
Orlando, FL 32819

NOTE:
All exhibitors using HAUListic 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

HAUListic no longer offers Advanced Warehousing shipments. This will be offered thru our Decorator Coast to Coast. To request a quote please contact:

Coast to Coast TTS. Inc.

(303) 991- 2791

exhibitservices@coasttocoasttss.com

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

Advanced Warehouse Address

The Franchise Show – Orlando
Company name/ Booth Number
Coast to Coast TTS, Inc
c/o GEMS Events
11580 Ryland Ct
Orlando, FL 32824

ADVANCED WARHOUSING LABELS

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

BOOKING DEADLINE: May 11, 2022

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: Green**
- **Booth Carpet: Grey**

[FURNITURE & ACCESSORIES ORDER FORMS](#)

[PAYMENT FORMS](#)

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.

TELEPHONE / INTERNET / WIFI

ADVANCED RATE BOOKING DEADLINE: April 9, 2022

Please Note: This venue only has paid wifi.

If you require a telephone or internet line in your booth you must contact:

Encore Event Technologies

Tel: 407-820-6077

Email: hyattregencyorlando@encoreglobal.com

[AUDIO VISUAL & INTERNET ORDER FORM](#)

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.

-Vehicles brought into the building for display purposes must comply with National Life Safety Code.

-When placing motorized vehicles inside, occupancy consideration must be taken into account regarding exists and exit access, so that these areas remain free of any obstructions, thereby ensuring a clear path for emergency egress.

-Vehicles must be positioned prior to the opening of an event to the public.

-Vehicles that remain inside the hotel must have battery cables disconnected.

-The gas tank must either be taped shut or have allocable gas cap and may contain no more than one-fourth (1/4) or (10) ten gallons of fuel, whichever is less.

-Vehicle keys will be held by Hotel Security Department for entire time vehicle is inside building.

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

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