



ista[®]

TRANSPACK FORUM[™] EXHIBITOR GUIDE 2017

Please note: The following times may change slightly as the Forum Program is finalized.

EXHIBIT SET-UP: Wednesday, April 19th from 8:00am - 4:30pm (Exhibitors must check in by 3:00pm)

EXHIBIT RECEPTION: Wednesday, April 19th from 5:00pm - 7:30pm

EXHIBIT TEAR-DOWN: Wednesday, April 19th from 7:30pm - 9:00pm

■ Welcome

This 2017 TransPack Forum[™] Exhibitor Guide is intended to serve the best interests of ISTA, the FORUM, attendees and exhibitors. This Guide applies to all exhibitors, their representatives and their agents.

The Exhibitor understands and agrees that the information contained in this Exhibitor Guide is an integral and binding part of the exhibit space registration. Registering as an Exhibitor indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions listed in the Exhibitor Guide; and agreement to distribute these materials for proper execution by all individuals involved. Our common goal is to make the 2017 TransPack Forum[™] an excellent opportunity to market services and products and to network with fellow professionals.

■ Exhibitor Rates & Package

Early-Bird Registration Rate Through Friday, February 24th:

MEMBER: \$2,875 (ISTA, IoPP and D-10 members)

NON-MEMBER: \$3,000

Registration Rate Through Friday, February 24th:

MEMBER: \$3,000 (ISTA, IoPP and D-10 members)

NON-MEMBER: \$3,125

- One Full Attendee Registration
- 10" x 10" space
- Electric drop 120 Volts (500 Watts)
- 6" table with black skirt & 2 side chairs
- Back drape and 2-side drapes
- Wastebasket
- 7" x 44" ID Sign
- Carpeted Ballroom
- 3-name badges
- Enhanced listing on Forum website and in Forum Guide
- Promotion in *ista views*
- Promotion through ISTA social media channels
- Attendee list

■ Exhibitor Door Prizes

ISTA's door prize program encourages attendees to participate in the exhibitor's reception the duration of the event. Winners will be posted near the end of the reception and must be present to win. **Exhibitors donating a door prize with a value of \$50 or more will be eligible to participate in this promotion and will be recognized for their contribution.**

■ Exhibit Hall Access

We will be utilizing the **SOUTH BALLROOM at Disney's Yacht and Beach Club in Lake Buena Vista, Florida.** Exhibitors, including any representatives that are present, must wear their Exhibitor Name Badge to enter and remain in the Exhibit Hall. This includes times during set-up and the reception.

■ Exhibit Name Badges

Exhibitors will receive three (3) name badges per 10' x 10' booth space. One (1) name badge will be reserved for the individual attending the FORUM general session and two (2) may be used for additional personnel working the Exhibit during the assigned Exhibit hours. Name Badges for all Exhibit personnel will be distributed during the scheduled Exhibit set-up times.

■ Cancellation of Exhibit Space

Notification of cancellation for Exhibit Space must be submitted in writing (email, fax or regular mail is acceptable). The deadline for a full refund minus a \$100 administrative fee is no later than 5:00pm EST April 3, 2017. After this date the refund rate will be 50%.

At the time of written notification of Exhibit Registration cancellation, all function space held in reserve for the Exhibiting Company will be cancelled.

Any booth that is unoccupied by 3:00PM on Wednesday, April 19, 2017 will be considered a no-show and may have their booth space re-assigned or removed unless notification of the circumstances is made to ISTA. There will be no refund for a no-show.

■ Payments

Payment for Exhibit Space is due in full by April 3, 2017.

Payments may be made by check, money order, wire transfer or credit card (American Express, MasterCard and VISA accepted). Payments must be in US funds and be drawn from a US bank. Checks should be made payable to ISTA. Contact ISTA for additional bank details.

■ Booth Specifications

Exhibit Space Dimensions:

- The booth space assigned for each Exhibitor is 10' x 10', or 100 square feet.
- Booth depth is limited to 10 feet.
- No exhibit may extend into the aisle.

Each Exhibit Space booth will be provided with:

- 6' table with skirt (black)
- 8' back drape (black)
- 2-3' side drapes (black)
- 2 side chairs
- Wastebasket
- 7" x 44" ID Sign
- Electrical outlet (500W/120V)
- South Ballroom is carpeted

■ Exhibit Set-Up

Wednesday, April 19th from 11:00am - 4:30pm (Exhibitors must be checked in by 3:00pm)

Exhibiting Companies are responsible for coordinating with Megan Riegel at ISTA or with Freeman to ensure that all materials are scheduled for arrival in time to be set-up and ready when the Exhibit Hall opens. PLEASE TRACK YOUR PACKAGES ahead of time, or have necessary tracking information and bills of lading with you during set-up.

Children and guests will not be permitted in the Exhibit Hall during set-up. ISTA does not assume any responsibility or liability for loss or damage to exhibits, equipment, personal belongings, etc, during set-up.

■ Exhibitor Tear-Down

Wednesday, April 19th from 7:30pm - 9:00pm. Additional time may be available – please coordinate with Megan Riegel.

The official closing time of the Exhibitor Reception will be **Tuesday, March 22nd**, at 7:30 pm. No Exhibiting Company will be allowed to tear-down prior to this time.

Children and guests will not be permitted in the Exhibit Hall during tear-down. ISTA does not assume any responsibility or liability for loss or damage to exhibits, equipment, personal belongings, etc, during tear-down.

All shipping arrangements are the responsibility of the Exhibiting Company. ISTA is not responsible or liable for items not collected by the shipping company.

■ Miscellaneous

Exhibit Content: Distribution of promotional materials will be limited to the Exhibit Space reserved by the Exhibiting Company. ISTA reserves the right to restrict or prohibit and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable to ISTA or the Exhibit Hall. Permission to modify any portion of the provided pipe-and-drape or aisle carpet will be prohibited unless approved by ISTA.

Floor Plan: ISTA will assign Exhibit Space for sponsors and previous exhibitors through March 17, 2017. All other companies registering will be assigned spaces starting March 21, 2017. ISTA reserves the right to revise the floor plan and or booth assignments without prior permission from the Exhibiting Company.

Refusal of Service: ISTA reserves the right to deny Exhibit Space to any company or organization whose activities or mission is in direct conflict with those of ISTA.

■ Freeman Manual

An Exhibitor Manual will be available from Freeman shortly after registration. The manual will include information for ordering products or services from Freeman, who will be our service contractor for the reception.

Registration confirmation and Freeman Manual will be distributed to the primary contact person listed on the Exhibitor Registration. Materials may be distributed to the proper personnel by the primary contact as each Exhibiting Company deems necessary.

■ Exhibit Labor

All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits -- when this work is done by persons other than your full-time company personnel -- will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

This does not apply to the unpacking and placement of merchandise.

Any full-time company personnel involved should be prepared to produce some type of company identification when engaged in these activities.

■ Freight Handling And Costs

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may 'hand carry' material provided they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. Freeman will not be responsible for any material they do not handle. All exhibitors are expected to comply with any requirements in effect and as outlined in the Exhibitor manual provided by Freeman.

■ Gratuities

Work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

■ Logistics / Material Handling

Freeman is available to help with material handling needs, which include exhibit material unloading, 30-day advance storage at the warehouse address, delivery to the booth and handling of empty containers to and from storage. They provide material removal from the booth for reloading onto outbound carriers. For questions about material handling and other information, reference the Freeman Manual.

■ Insurance

If desired, Exhibiting Companies may obtain insurance at their own cost and expense. All property shipped to and from Disney's Yacht and Beach Club by the Exhibiting Company for set-up and tear-down will be the sole responsibility of the Exhibiting Company. It is recommended that the Exhibiting Company obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

■ Liability

Exhibiting Companies shall be fully responsible for any and all damages to property owned by Disney's Yacht and Beach Club and its owners or managers, which result from any act or omission from the Exhibiting Company.

Exhibiting Company agrees to defend, indemnify and hold harmless, ISTA, Freeman and Disney's Yacht and Beach Club, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any liability resulting in the Exhibiting Company's use of the property. Exhibiting Company's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident, bodily injury or other occurrences to any person or persons including, but not limited to, the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibiting Company's occupancy and use of the exhibition premises, or any part thereof.

■ Photography and Videography

Videotaping or taking photographs (including the use of cellular phone cameras), other than by the ISTA photographers, is prohibited unless express permission has been given by the Exhibiting Company.

Many photographs will be taken throughout the 2017 FORUM to be used in future printed and online promotional materials. By virtue of your attendance, you agree to allow ISTA to use photographs of your employees, Exhibit Space, products and equipment in said promotional materials. Please contact ISTA with concerns.

■ Security

ISTA provides entrance control during set-up, reception and breakfast hours and tear-down. However, ISTA will have no liability for any loss or damage by an Exhibiting company during such hours or at other times, whatever the cause. Exhibit Space security and protection of valuable items may require additional security at the Exhibiting Company's expense.

■ Subletting

Subletting or assigning any portion of the contracted Exhibit Space is prohibited. Exhibiting Companies who re-sell or sublet space or give Exhibitor Name Badges to unauthorized personnel will forfeit their Exhibit Space and/or future Exhibit Space privileges.

Featuring names or advertisements of non-exhibiting companies/organizations is prohibited. Exhibiting Companies must showcase only goods manufactured and/or distributed, or services provided by them, in the regular course of business.

■ Use of TransPack Forum Logo

The FORUM logo may be used only by registered Exhibiting Companies. No endorsement by ISTA of Exhibiting Company's products or services, expressed or implied, is permitted. Exhibiting at the FORUM does not constitute an endorsement by ISTA.

■ Policy on Industry-Sponsored Social Or Educational Events

No commercial, institutional, social or educational event may be held at the FORUM venue between Tuesday, April 18, 2017 at 7:00 am and Friday, April 21, 2017 at 12:30 pm.

■ Policy On Distribution of Attendee List

A preliminary Attendee List containing only the attendee's name and company will be provided prior to the Forum. A full contact information Attendee List will be supplied to each Exhibitor upon check-in on Tuesday, April 18, 2017. Updates, revisions and additions to this list will be sent electronically to the primary contact of each Exhibitor after the FORUM.

■ Questions or Requests for Further Information

ISTA

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Fax: +1 517.333.38137

1400 Abbot Road, Suite 160, East Lansing MI 48823 USA

SPONSORSHIP OPPORTUNITIES

Sponsoring ISTA's TransPack Forum is your opportunity to connect with the global transport packaging community as an industry leader. Take your connections to the next level by sponsoring industry's premier educational event.

In addition to the sponsorship benefits listed for each item, **ALL sponsors will also receive:**

- On-site, Four-Color Signage throughout the Forum
- ISTA and Forum Website Recognition
- Sponsor inclusion in the Program Mailer
- Sponsor inclusion in ista views and pre-forum email blasts
- Social Media Promotion (Twitter, LinkedIn, Facebook)

Reserve your space today for 2017 Contact Lisa Bonsignore at 517-333-3437 ext. 215 or lisa@ista.org.

ISTA 1400 Abbot Road, Suite 160 East Lansing, MI 48823
www.ista.org

Diamond Level

Investment: \$9,000

Forum Networking Welcome Reception

Don't miss the opportunity to sponsor this "pull out all the stops" event to welcome attendees to the Forum. Your company name will stand out and leave a lasting impression on attendees as a premier supporter of ISTA and the TransPack Forum. Your company logo will be showcased on the Forum registration bags, distributed onsite to all attendees at the registration check in area.

Sponsorship benefits include:

- Two free Forum attendee registrations
- One free exhibit space
- Sponsor logo on Forum registration bags (along with Forum logo)
- One Full Page Ad in the Forum Guide
- On-site recognition at the Welcome Reception
- On-site recognition during General Session
- **NEW FOR 2017: Logo and web link on Forum Event App**

Platinum Level

Investment: \$7,000

Forum Networking Volleyball Tournament

Attendees asked for more networking opportunities so we've enhanced the very popular Forum Volleyball Tournament event to include ALL attendees and guests. We've added snacks and a cash bar along the beach area that will surely provide a fun evening of networking. Attendees will receive one "drink on us" ticket. Sponsor logos will be included on the player's t-shirts. Branded napkins may be provided by the sponsor to be placed on the bars.

Sponsorship benefits include:

- One free Forum attendee registration
- One free exhibit space
- Company logo on Volleyball Tournament Player T-shirts
- On-site recognition during General Session
- One half page Ad in the Forum Guide
- **NEW FOR 2017: Logo and web link on Forum Event App**

Gold Level

Investment: \$5,500

Forum Breakfast, Lunch or Attendee Gift

We offer several options at the Gold Level. You may choose to sponsor one of the three breakfasts, two lunches or the attendee gift that is given to all attendees at registration check in. The attendee gift will include the ISTA logo.

Sponsorship benefits include:

- One free exhibit space
- On-site recognition during General Session
- Quarter page Ad in the Forum Guide

Silver Level

Investment: \$3,500

Forum Afternoon Snack and Beverage Breaks

Your company will have the opportunity to be the sponsor of one of the Afternoon Snacks or Beverage Breaks at the silver level. Branded napkins may be provided by the sponsor to be placed on the beverage stations.

Sponsorship benefits include:

- On-site recognition during General Session
- Branded napkins provided by sponsor
- Eighth page Ad in the Forum Guide

Bronze Level

Investment: \$2,500

Forum Mid-Morning Coffee Break

Choosing to sponsor a mid-morning coffee break is a great way to offer attendees a much-needed caffeine boost while promoting your company brand. Branded napkins may be provided by the sponsor to be placed on the coffee stations.

Sponsorship benefits include:

- On-site recognition during General Session
- Branded napkins provided by sponsor
- Eighth page Ad in the Forum Guide