



SAE Engineering Events Tabletop Rules & Display Reference Guidelines

The following Exhibitor Rules & Display Reference Guidelines have been established by ESCAR USA Show Management. These guidelines are created to promote continuity and consistency among tabletop exhibitors and follow industry tabletop exhibitor standards.

Tabletop displays are considered “static displays” and do not require booth staffing at all times. Please note that the display will be located inside the main session room. All breaks and the reception will be held in this room.

Exhibitor Rules:

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- Floor standing banner stands are not permitted in front or on the side of the tabletop. Any **pop-up banner MUST be behind your table**. There will be approximately three (3) feet behind the table which includes the space needed and room for your provided chairs.
- Do not bring pop-up displays unless approved by Show Management.
- Exhibitors are encouraged to display promotional items on the tabletop. Table display banners must not exceed 5’ in height and 4’ in width and/or floor standing display banner stands (*behind your table*) must not exceed 8’ in height and 3 ½’ in width.
- Please do not leave valuables at your tabletop space overnight! There will **not** be security at the exhibit area during closed hours/overnight.
- Exhibitors may not solicit in the aisles or in any other location in, around or outside the hotel except at their tabletop booth.
- If you require electricity for your exhibit, please order this service from the Eagle Crest Marriott. SAE International will cover the cost for one standard drop. Contact information is below.
 - Emily Miller, Convention Services Manager
Email: Emily.Miller@interstatehotels.com
Phone: 1.734.821.6119
- Exhibitors may be asked to remove any display items not in compliance with these guidelines.
- Storage will **not** be provided. Please place any items under your skirted table display.
- No tapes, adhesives, or any items are to be used to hang or attach signs or display materials to the hotel facility walls.
- You may have your table removed to place a piece of machinery or furniture in its place. The machinery must be manufactured and sold by the company. **It must conform to the dimensions of the table and must be approved prior to the conference.**

Tabletop Package Includes:

- (1) 6’ x 2’ skirted table
- (2) Side chairs
- (2) Full technical conference registration
- (1) Standard electric drop – you must reach out to the facility to let them know if you need this
- Company profile included in the online exhibitor directory and event guide

Event Details:

- Installation hours will be Tuesday, June 11, 3:00pm – 6:00pm.
- Dismantle hours will be at the conclusion of Symposium on Thursday, June 13 after 1:00pm.
- Networking Activities (breaks) will be held in the Atrium.

Shipping Information

- Ship your display materials to Ann Arbor Marriott Ypsilanti at Eagle Crest. Materials may not arrive before Thursday, June 6, 2019.
- Shipping address:

Vendor Name:
Group Name: ESCAR USA 2019
c/o Emily Miller
Ann Arbor Marriott Ypsilanti
1275 S Huron St.
Ypsilanti, MI 48197
Booth #:

Exhibit Hours:

Wednesday, June 12 9:00 am – 6:00 pm

Thursday, June 13 9:00 am – 1:00 pm

Please Note: With written permission, variances may be allowed. Requests for variations must be submitted to Show Management no later than 30 calendar days prior to the set-up day for the show.

Tabletop Assignment Policy: Requests for table locations will be handled on a first-come, first-served basis. If extra space is needed, please let your Sales Manager know as it may require purchase of a second space. Tables will be assigned only after full payment has been received. Show Management reserves the right to determine final exhibit table assignments. SAE reserves the right to relocate table top displays to ensure maximum exposure for exhibiting companies to the event attendees. This may include relocation to a different meeting space/location, being located in the general session room. Exhibitors will be notified in advance.

QUESTIONS?

Contact: SAE Customer Sales • Toll-free: 1-888-875-3976 (U.S. and Canada) • 724-776-4086 (outside U.S. and Canada) CustomerSales@sae.org

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BOOTH APPROVAL FORM

Please refer to the “Guidelines for Display Rules and Regulations”, located in the Exhibitor Manual when planning your booth.

Any company with a 20x20 booth or larger, as well as any company bringing its own display to place within the booth space **MUST** submit this form **by Monday, June 3, 2019**.

All fields below must be completed and submitted, along with a photo or drawing of company booth, directly to Emily.Stephens@sae.org

IMPORTANT: SAE reserves the right to prohibit onsite set-up and installation of booths if booth approvals are not submitted, if structures conflict with SAE-provided Guidelines for Display Rules and Regulations, or if onsite structure differs from what was officially approved.

Consider your booth design acceptable and approved unless you are contacted by SAE Show Management.

Company Name: _____

Booth Number: _____

Please check ONE:

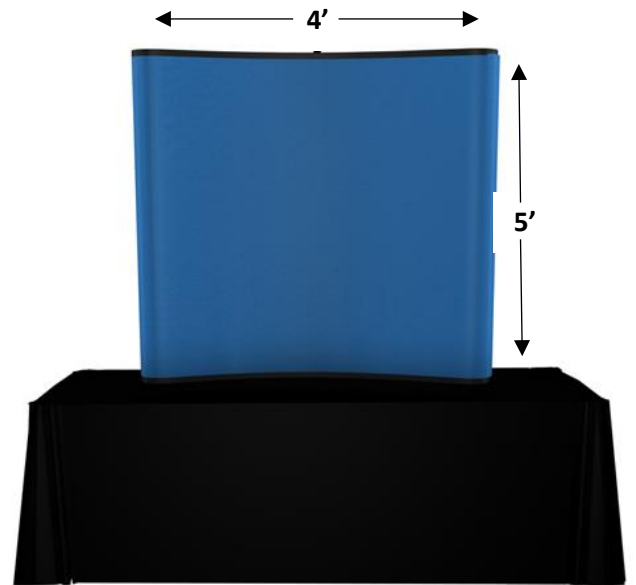
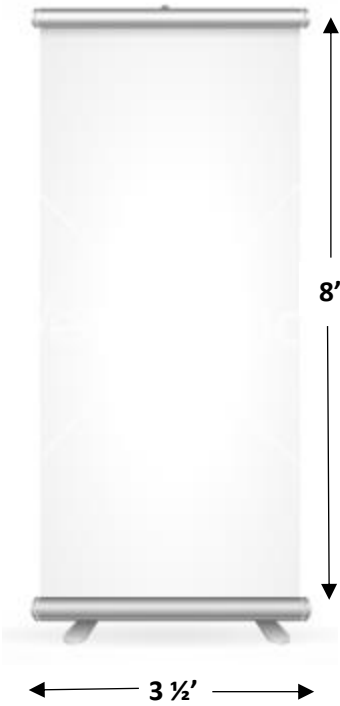
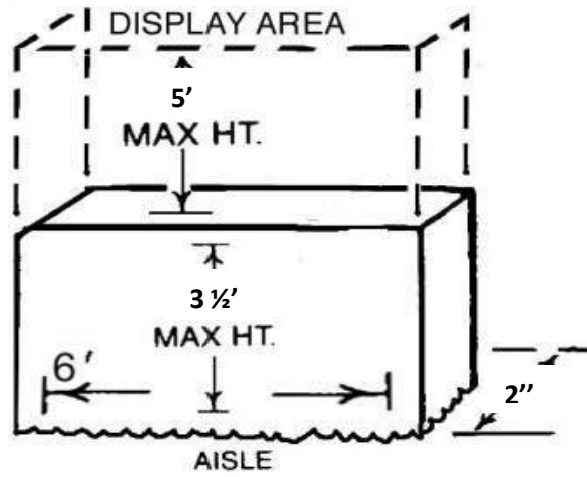
TABLETOP EXHIBIT

Height of display at back wall & rear half of the booth space
(max height: 8 feet or 2.44m): _____

Height of display and side wall in the front 5 feet of the booth space
(max height: 4 feet or 1.22m): _____

Description of booth contents/furnishings: _____

Renderings for Example Only



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