

Balloons

Helium balloons are **NOT** allowed on the show floor at any time and should not be used in the design of the exhibit space or be distributed.

Business Center

A FedEx Print & Ship Center is centrally located next to the Presidential Ballroom within the Convention Center. It offers copies, office supplies, shipping and can create and print posters and banners. Hours of operation are 6am to 9pm every day. You may contact them at 615-391-0381 for more information.

Booth Catering Service

All food and beverage distributed from your booth must be ordered from Gaylord Opryland, the official caterer of HOW Design Live. **Popcorn and cotton candy are NOT permitted on the show floor or to be distributed from any exhibitor's booth.**

Booth Cleaning

Freeman is the exclusive booth cleaning contractor for this show. Please note: your booth will **NOT** automatically be vacuumed the night before the show opens unless you order this service. To order booth cleaning, please refer to the *Freeman Information & Ordering Forms* within the vendor section of this manual.

Booth Construction

HOW Design Live is a "Line of Site" show. Booths must be constructed as detailed in the "Booth Construction & Display Guidelines" located within this manual. For questions regarding booth construction, please contact Cassie Scarborough, Operations Manager, at cassie.scarborough@emeraldx.com.

Clean Floor Policy

All crates and skids must be tagged and removed from the exhibit floor **no later than 2:00 pm on Tuesday, October 19, 2021**. This will allow Freeman and the cleaning provider sufficient time to complete the overall cleaning of the exhibit hall as well as provide exhibitors the space to complete their booth set up by keeping aisles clear.

There will be no exceptions to this policy. Crates without empty or access storage stickers will be tagged by the area floor managers or Freeman and removed from the exhibit hall – whether full or empty. Exhibitors may request product to be returned to their booth at the exhibitor's expense. Depending on where the crates are located, it may not be possible to access the crates prior to move-out.

Exhibit Hall

The exhibit hall is located within the Convention Center. The hall is not carpeted. The ceiling height is 16'. The booth height restriction is 10'. Your booth cannot obstruct the sightline of neighboring booths. All booths must adhere to the 3-side restriction. Hanging signs may be permitted if they are not higher than 10'. Please contact Cassie Scarborough for more information at cassie.scarborough@emeraldx.com.

Exhibitor Appointed Contractor (EAC)

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the [online EAC Notification Form](#) must be completed and submitted *by the exhibitor* with the EAC's certificate of insurance attached. Completion of this form qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC. Log-in to the exhibitor portal using the password supplied to your company.

Exhibitor Unloading

Freeman will handle and control the unloading and loading of all vehicles at the loading dock. For additional information, please refer to the *Freeman Information & Order Forms* section.

Full-time exhibitor personnel shall have the right to unload personal vehicles and hand carry exhibit materials provided:

- They utilize the unloading space designated by the service contractor and the facility.
- The vehicle is a Privately-Owned Vehicle (POV) and is no larger than a panel van.
- They do **NOT** use hand-trucks, pallet jacks, or 4-wheel dollies.
- They utilize no motorized lift equipment.
- The vehicle is **NOT** left unattended at any time and is removed once it has been unloaded.

Facility

Gaylord Opryland Resort & Convention Center
2800 Opryland Dr.
Nashville, TN 37214
615-889-1000

<https://updates.gaylordhotels.com/WelcomeToGaylordOpryland>

Freight Free Aisles

The floor of the Exhibit Hall will be marked to indicate all "Freight Free Aisles". If your booth borders one of these aisles, please keep your crates and materials out of these aisles so that they remain clear for the free movement of freight.

General Service Contractor

Freeman is HOW Design Live's General Service Contractor. Freeman provides furniture rental, material handling, labor, etc. Orders for carpenters, laborers and teamster services are to be made through Freeman, including the number of personnel required and the time they report for duty. Orders can be made online or using the order forms within this manual.

Hanging Signs

The ceiling height for Ryman Exhibit Hall B4 is 16'. Please contact cassie.scarborough@emeraldx.com for more information.

Hotel Arrangements

The best way to book a hotel for HOW Design Live is through the official housing agency. Hotel arrangements can be made through the [Travel Information](#) section of the HOW Design Live website.

Insurance

Show management requires each exhibiting company and exhibitor appointed non-official contractor to carry general liability insurance, automotive liability insurance and workmen's compensation coverage. Log-in to the [HOW Design exhibitor portal](#) to electronically upload your insurance documents. Refer to the "Insurance Requirements" page for more information.

Medical

First Aid and Security will be managed by the Gaylord Opryland. For the closest medical facility, please call Skyline Medical Center, 3441 Dickerson Pike, Nashville, TN 37207, phone number (615-769-2000).

Occupancy

- Exhibit displays must be set by 2:00pm on Tuesday, October 19. Should any space (for which a signed contract has been received and rental payment made) remain unoccupied after this time, show management reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.
- Every exhibit must be fully staffed and operational during the entire exhibition.
- Exhibitor's displays must not be dismantled in preparation for removal prior to 4:30pm on Thursday, October 21.
- The dismantling of displays begins at 4:30pm on Thursday, October 21 and continues until 8:30 that evening.
- After 8:30pm on Thursday, October 21, all exhibitor displays or materials left in the exhibitor's space without instructions will be packed, shipped or discarded at the exhibitor's expense.

Paging/Announcements

Show Management will restrict announcements to general show information. Announcements will not be made regarding exhibitor drawings, lost persons or articles.

Parking

Gaylord Opryland is located just 7 miles from Nashville International Airport and 7 miles from downtown Nashville. Both self-parking and overnight valet parking are available at the resort.

Photography & Filming

- Unauthorized photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an *approved* Exhibitor Appointed Photographer.
- Exhibitors and/or approved Exhibitor Appointed Contractors may photograph or record their own exhibits during show days ONLY.
- Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, Keynote Sessions, Conference Sessions and Meeting Rooms) is prohibited.
- If planning to use an *approved* Exhibitor Appointed Photographer, please log-in to the HOW exhibitor portal and complete the online [Exhibitor Appointed Photographer Approval Form](#). Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth.

Press Room

The Press Room will be available onsite for members of the press to register with the proper credentials. Members of the editorial media are cordially invited.

Personally Operated Vehicles (POV's)

- POV's are vehicles primarily designed for passenger use, such as a car, pickup, small mini-van or SUV.
- POV's are not closed body trucks with dual wheels, trucks, utility vans, or trailers pulled by another vehicle. Personal vans filled with exhibit materials will be required to utilize handling services provided by Freeman.
- POV's can be unloaded and/or loaded by hand or apparel rack. Wheeled carts are not permitted.

Registration

Please register via the [Exhibitor Portal](#). For assistance, please phone (864) 208-8363.

Security

Show Management provides adequate perimeter security on-site. However, it is the exhibitor's responsibility to ensure the security of their exhibit and products. To order in-booth security services for your exhibit, use the Security Services Order Form found in the *Official Service Provider Order Forms* section of this manual.

Shipping

Booth materials may be shipped in advance to the Freeman Warehouse or shipped directly to the Gaylord Opryland Resort & Convention Center. The specific shipping information, instructions, receiving dates and printable shipping labels are located within this manual.

Show Colors

Backwall Drape: White

Siderail Drape: White

Aisle Carpet: Gray

Show Office

An on-site Show Office will be in operation during move-in, show days and move-out.

Standard Booth Equipment

All booths will be supplied with the following equipment. Please refer to the “Booth Construction & Display Guidelines” within this manual for more details and booth diagrams.

Linear, Corner and Perimeter booths

- 8' high pipe and drape back wall.
- 3' high pipe and drape side rails.
- 7" x 44" booth identification sign with company name and booth number.

Peninsula, End-Cap & Split Island booths

- 8' high pipe and drape back wall.

Island booths do not come with back drape. If it is desired, it may be ordered from Freeman.

All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located in the *Freeman Information & Order Forms* and *Official Service Provider Order Forms* section of this manual.

Union Rules

Please refer to the Show Site Work Rules which are located within this manual.

Utilities

The Gaylord Opryland Resort & Convention Center is the exclusive provider for electrical, gas, plumbing, and compressed air services. Order forms for utilities are located in the *Official Service Provider Order Forms* section within this manual.
