



2012 International CES First-Time Exhibitor Guide - LVCC

We are happy to have you as part of the 2012 International CES! We've put together information and forms that will be helpful as you plan your booth at the 2012 International CES. Please read through the following information explaining your space in the LVCC, what basic forms you need to fill out and how to best prepare for the show. This information packet is meant to supplement the overall [LVCC/Hilton Exhibitor Manual](#). Please check the manual for any details not listed here.

It is very important to us that all of our first-time exhibitors have a great show and conduct successful business. Your exhibit space rules vary by the size and type of booth, but here are some new and general rules to help you.

- You must keep every element of your booth contained within your contracted space including signs, lighting, etc
- You must adhere to specific height regulations at the LVCC. Please click here to view the restrictions for your booth type.
- Make sure you know your target move-in and move-out date, found on our [website](#). Your freight must arrive on your scheduled target date to avoid off target charges.

What's Included In Your Booth?

All CES exhibitors receive free cleaning (vacuuming and wastebaskets emptied each night of the show), Floor management staff and Exhibitor Hotline, complimentary shuttle buses to and from the LVCC and our official CES hotel, and a listing in our [Show Directory](#). You can check out www.CESweb.org for other Exhibitor Resources.

Each standard/linear or perimeter booth that is under 400 square feet will receive the following with their space:

Drapery – 8' black drape with 3' side drapes

ID Sign – One ID sign including your company name and booth number as printed on your contract. If you would like a custom-made sign, contact GES at 702-515-5970

Electrical Labor – a maximum of two hours of complimentary electrical labor will be provided. Exhibitors must complete and submit electrical service and electrical labor order form by the advance deadline.

Registration

Exhibitor registration is located at the LVCC in Central Plaza. There, you can register your booth staff or simply pick up badge holders if you've already received them in the mail. To pick up badges for your staff, be sure to bring two forms of ID (one personal, picture ID such as a passport and a business ID such as a business card) and a list of staff that you need badges for. You can also pick up badges at these other registration [locations](#).

Shipping Information

GES Logistics is the official freight forwarder for CES. [Click here to link](#) to their forms and information in our Exhibitor Manual. You may also choose to use a freight forwarding company of your choice.

Advance Shipping

Advance shipments go directly to the GES warehouse and must arrive between November 29 and December 21, 2011. If you choose to ship your freight in advance, you will pay a slightly higher rate, but your freight is guaranteed to be in your booth at 8 a.m. on your target move-in date.

Direct Shipping

Direct shipments go to the GES marshalling yard. Once your carrier arrives and checks-in at the marshalling yard, your shipment will then be delivered directly to your booth. If you choose to ship in advance, make sure you do not order labor on the day your shipment is set to arrive. Because of the high volume, it may take your shipment a full day to make it through the marshalling yard. It is best to plan labor for the following day. Please note that your freight **MUST** arrive on your [target move-in date](#).

Move-in/Move-out Procedures

At CES we have a targeted move-in and move-out. That means that each exhibitor is assigned a date and time where they are permitted to receive their shipment and set up on the in-bound. They are also assigned a date when their shipment can be picked up on the outbound. Here is where you will find our target freight floorplans. Click on your hall and find your booth. The color of your booth corresponds to a date in the key- that is your target date. You must adhere to your target date in order to avoid off-target charges. If you need to request a target change, you can send your request to GES at CESfreight@ges.com.

Set-Up Hours

Exhibitor set-up hours are from 7:30 a.m. to 7 p.m. during move-in. If you wish to work late, you need to obtain an Late Work Pass from the floor manager located in your area of the show floor. View our [show site work rules document](#) for information on union rules and setting up your booth.

Clean Floor Policy

Due to the large volume of display crates and limited aisle space available during show set-up, and break down, a clean floor policy will be in effect at CES. Here is our [Clean Floor Policy](#)

Hanging Signs and Graphics

Please note that hanging signs are only permitted in island booths and peninsula booths that are 20x20 or larger. The maximum height for hanging signs is 30' for North Hall and Central halls 3-5, 20' in Central halls 1-2, and 22' in the South Halls. All hanging sign requests must be submitted to GES for approval. Hanging signs must be received in the GES warehouse by December 12, 2011 in order to receive the advance rate. Check out the [Hanging Sign and Rigging section](#) for more information or refer to the Hanging Sign forms in this packet.

Graphics for your booth can also be ordered through GES. Fill out the Graphics and Signage order form in this packet for information on how to order.

Vendor Information and Resources

GES is our general services contractor at CES responsible for helping you with everything from ordering graphics or carpet to material handling and electrical. They have some great tools in place to help you with your questions and orders that we hope you will use.

- GES Servicenter – you can call 702-263-1520 with any questions. Servicenter hours are Monday – Friday, 6 a.m.-6 p.m. pacific standard time.
- You can contact the Servicenter via www.GES.com/chat anytime to chat in real time with a representative. If you contact them after hours, they will return your inquiry via e-mail during business hours. Beginning November 28, 2011 through March 4, 2012, GES will extend the live chat service hours to 6 a.m.-11 p.m. pacific standard time.

Important Order Forms

Below, we have provided links to important forms we think will be helpful to you. If you are looking for something not listed below, please check the manual for information. Please note that you can save a lot of money if you order all your services [before the deadline date](#). To order services, you will need to fill out the necessary forms and submit them per the instructions at the top of each form. If you have questions, contact the vendor directly.

- [2012 CES Show Venues Map](#)
- [CES Shipping and Material Handling forms](#)– GES Logistics.
- [GES Terms & Conditions of Contract](#)
- [Showsite Work Rules Documents](#)
- [Electrical Order Forms](#)
- [GES 3rd Party Billing Request](#)
- [Carpet Order Form](#)
- [Furniture Order Form](#)
- [Internet and Telephone Services forms – Services provided by Smart City](#)
- [Hanging Signs and Rigging forms – Services provided by GES](#)
- [Catering Services – View the Aramark catering menu](#)

On-Site Information

Show Orders

You will be able to place orders on-site if you were not able to do so in advance. Keep in mind that on-site rates are much more expensive. You can place orders at the on-site Exhibitor Servicenter located in each hall.

We hope these instructions will provide you with everything you need to prepare for the 2012 International CES. If you have any questions, Please contact Katie Remuzzi (kremuzzi@CE.org). We look forward to seeing you in Las Vegas!