

## EXHIBITOR SERVICE MANUAL MAIN MENU

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**Welcome** to the Digital Dealer Conference & Expo 2025 Exhibitor Services Manual!

The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at Digital Dealer. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The **Main Menu** is designed so clicking on a topic will automatically transport you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual. We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions about any areas you need further clarification on.

## GENERAL INFO

### DATES & TIMES

#### Move-In

Monday, October 13                      8:00 AM – 8:00 PM

Contact Show Management should you have any special move-in requests. To stay in the building after noted move-in times, exhibitors must remain in their designated booth space. In and out access to the building is not permitted without prior approval.

#### Registration

Monday, October 13                      12:00 PM – 6:30 PM

Tuesday, October 14                      7:30 AM – 6:30 PM

Wednesday, October 15                      8:00 AM – 5:30 PM

#### Show Day

	Expo Open	
Tuesday, October 14	10:00 AM – 1:30 PM	5:00 PM – 6:30 PM
Wednesday, October 15	8:00 AM – 9:00 AM 10:30 AM – 1:00 PM	4:20 PM – 5:30 PM

#### Move-Out

Wednesday, October 15                      5:30 PM – 11:59 PM

Thursday, October 16                      8:00 AM Driver Checking

### EXHIBIT HALL LOCATION

Mandalay Bay Conference Center  
South Pacific Ballroom  
6675 W Sunset Road  
Las Vegas, NV 89118











This facility is carpeted. Aisles will be carpeted in hotel-multi color carpet.

### SHOW MANAGEMENT CONTACTS

Click [HERE](#) for a full list of Show Management.

**VENDORS**

Only the companies listed in the Exhibitor Service Manual are approved by Show Management to provide exhibitors with products and services. Click on the official vendors below to get more information.

		<a href="#">CLICK HERE FOR LINE FORMS</a>	<a href="#">Contact Information</a>
	<b>EXHIBITOR SERVICES</b> Freeman	<a href="#">Freeman Online</a>	<a href="#">Contact Us</a>
	<b>ELECTRICAL</b> Mandalay Bay	<a href="#">ONLINE ACCESS</a>	855.408.1349
	<b>HOUSING</b> EvolveCon/Hotel Map	<a href="#">ONLINE</a>	
	<b>RIGGING</b> Mandalay Bay	<a href="#">ONLINE ACCESS</a>	855.408.1349
	<b>WiFi</b> Mandalay Bay	<a href="#">ONLINE ACCESS</a>	855.408.1349
	<b>CATERING</b> Mandalay Bay	<a href="#">ONLINE ACCESS</a>	855.408.1349
	<b>SECURITY</b> SOA	<a href="#">ORDER FORM</a>	<a href="#">EMAIL</a>
	<b>INSURANCE</b> Marsh / Total Event	<a href="#">ONLINE FORM</a>	
	<b>LEAD RETRIEVAL</b> Mobile App	Available via the mobile app More details to come	
	<b>INT'L FREIGHT</b> PIBL	<a href="#">ORDER FORM</a>	<a href="#">EMAIL</a>

**SHOW PLANNER**

Click on items to get more information and link to the website or form.

**September 9****DISCOUNT DEADLINES  
FREEMAN ONLINE**

- Furniture
- Flooring
- Graphics

**September 23****DISCOUNT DEADLINE  
Mandalay Bay Exhibitor  
Services**

- Electrical
- Booth Cleaning
- Internet
- Audio Visual
- Rigging

**September 8****DISCOUNT DEADLINE FOR  
BOOTH SECURITY  
ORDERS****October 7****ADVANCE WAREHOUSE  
DEADLINE  
(WITHOUT SURCHARGE)****October 13****DIRECT TO SHOW SITE****SHOW MANAGEMENT APPROVAL**Hanging Sign Approval FORMExhibitor Appointed Contractor (EAC)  
Designation FORMBooth Variance Request FORMCertificate of Insurance FORM**BEFORE YOU ARRIVE TO SHOWSITE**

- ✓ Submit Certificate of Insurance
- ✓ Coordinate Hotel & Travel
- ✓ Register Booth Personnel in Advance
- ✓ Update Exhibitor Profile and/or listing A.S.A.P
- ✓ Submit EAC Designation Form (if necessary)

**ONCE YOU ARRIVE**

- ✓ Pick Up Badge(s) from Registration
- ✓ Check Freight Delivery
- ✓ Confirm Advanced Orders
- ✓ Place On-site Orders

## INSURANCE

Digital Dealer does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to Digital Dealer before the show.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- **Workers' Compensation** insurance unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- **Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), Mandalay Bay (Facility), and Freeman (General Service Contractor). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

### ***Certificate Holder Information should be listed as:***

Digital Dealer; 31910 Del Obispo, Ste 200, San Juan Capistrano, CA 92675

Submit your insurance documents [online](#). Be sure the name of the attachment reflects the name of the insured exhibiting company.



### NEED GENERAL LIABILITY INSURANCE?

Marsh/TotalEvent  
Insurance offers General  
Liability Insurance for  
\$65 plus tax.

[ORDER ONLINE](#)



The following MUST be contained on the certificate: [CLICK HERE FOR AN EXAMPLE](#)

"Producer" – Name, Address, and Phone Number of Carrier

"Insured" – Company Name, Address, Phone Number, and Booth Number

"Description of Special Items" – "Emerald – Digital Dealer and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates [October 14-15, 2025]

**REPORTING** - In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

## BOOTH REGULATIONS

### CONSTRUCTION/DESIGN

Digital Dealer is a “Cubic Content” show. Booths must be constructed per the booth guidelines provided within this manual for the specific type of booth space being leased. Violations could result in a fine and/or loss of priority points.

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics, artwork, or product if they adjoin a neighboring booth.

#### Show Colors

Backwall: Black

Sidewall: Black

Aisle Carpet: Hotel Multi-Color

### Standard Booth Equipment:

#### Linear, Corner and Perimeter Booths

- 8’ high pipe and drape back wall.
- 3’ high pipe and drape side rails.
- 11” x 17” booth identification sign with the company name and booth number.

#### Peninsula and End-Cap Booths

- 8’ high pipe and drape back wall.
- 3’ high pipe and drape side rails.
- 11” x 17” booth identification sign with the company name and booth number.

#### Split Island Booths

- 8’ high pipe and drape back wall.
- 3’ high pipe and drape side rails.
- 11” x 17” booth identification sign with the company name and booth number.

#### Island Booths

- Island booths do not come with back drapes or ID signs. If desired, drape may be ordered from [Freeman Online](#).

All other equipment and services are the responsibility of the exhibitor. Please review the [Freeman Online](#) to place orders.

## Inline Booth Guidelines

### Definition and/or Dimension

Linear booths, also called “inline” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Linear booths are commonly 10’ deep and 10’ wide.

### What’s Provided / Included

- 8’ high pipe and drape back wall
- 3’ high pipe and drape side rails
- 11” x 17” booth identification sign with company name and booth number

All other equipment and services are the responsibility of the exhibitor

**Not Included:** Tables, chairs, waste basket

### Use of Space

Exhibitors may build their exhibit within the entire width and depth of their booth and up to the maximum allowable height of the linear booth type/variation.

All exposed exhibit components extending above the 8’ high pipe and drape backwall must be finished, painted, and with no exposed wires or framing.

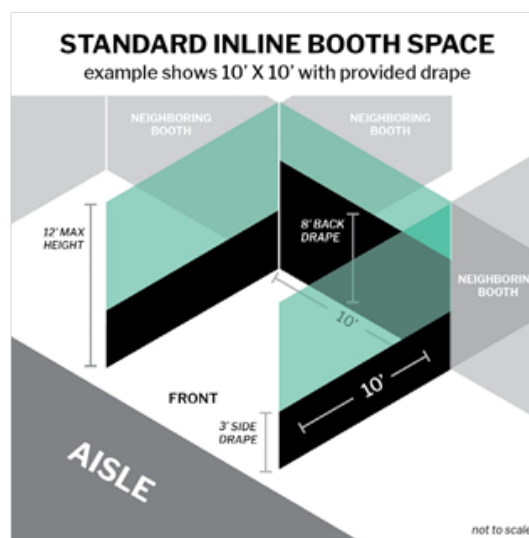
### Height Restrictions

Exhibit fixtures, components and identification signs are permitted to a maximum height of 12’ (or 20’ for booths larger than 20’x20’). All logos and signs must face the inside of your booth space.

### Hanging Signs / Booth ID

Hanging signs are not permitted for Inline Booths.

Signage, props and display materials may not exceed an overall height of 12’. All signage must be placed from the ground up and stay within your exhibit space. All signage must be one-sided facing inward towards your booth.



### “Wiggle Room” Factor

The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

### Fire Code

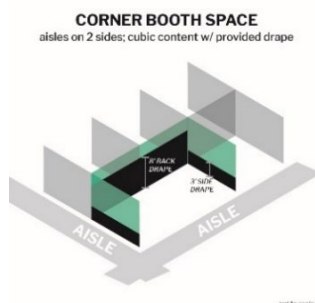
All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test.

### Sound and Noise Levels

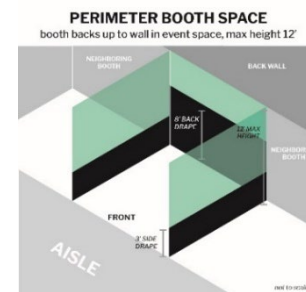
Exhibitors must keep noise levels in their booths below 85 dB to avoid disrupting other exhibits. Show Management will measure sound levels and has the authority to determine when noise becomes a disturbance, requiring it to be stopped.

## VARIATIONS to the standard

**Corner booths** must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle. Maximum height of 12’ (or 20’ for booths 20’x20’ or larger).



**Perimeter booths** are linear booths that back up against a wall of the facility, not to another line of exhibits, and have a maximum height of 12’ (or 20’ for booths 20’x20’ or larger).





## Peninsula and End Cap Booth Guidelines

### Definition and/or Dimension

Peninsula booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to linear booths behind. Peninsula booths are usually 20'x20', or larger.

End Cap booths are exposed to an aisle on three sides and comprise two adjacent 10'x10' booth spaces and must adhere to the same guidelines as linear booths.

### What's Provided / Included

- 8' high pipe and drape back wall
- 3' high pipe and drape side rails
- 11" x 17" booth identification sign with company name and booth number

All other equipment and services are the responsibility of the exhibitor

**Not Included:** Tables, chairs, waste basket

### Use of Space

Exhibitors may build their exhibit within the entire width and depth of their booth and up to the maximum allowable height of the linear booth type/variation.

All exposed exhibit components extending above the 8' high pipe and drape backwall must be finished, painted, and with no exposed wires or framing.

### Height Restrictions

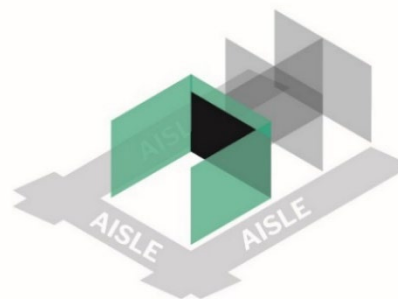
Exhibit fixtures, components and identification signs are permitted to a maximum height of 20' for all 20'x20' (or larger) booths. All logos and signs must face the inside of your booth space. Please contact Show Management for any exceptions.

### Hanging Signs / Booth ID

Hanging Signs are permitted for Peninsula booths (20'x20' or larger), to a maximum height of 20' from the floor to the top of signage and/or graphics. Hanging Signs should be set back 10' from the adjacent booths and be directly over contracted space only. Please submit your [Hanging Sign Requests through online form](#).

Hanging signs are not permitted for End Cap Booths.

**PENINSULA BOOTH SPACE**  
cubic content, aisles on 3 sides, with provided drape



not to scale

**END CAP PENINSULA BOOTH SPACE**  
cubic content, aisles on 3 sides



not to scale

### "Wiggle Room" Factor

The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

### Fire Code

All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test.

### Sound and Noise Levels

Exhibitors must keep noise levels in their booths below 85 dB to avoid disrupting other exhibits. Show Management will measure sound levels and has the authority to determine when noise becomes a disturbance, requiring it to be stopped.



## Split Island Booth Guidelines

### Definition and/or Dimension

Split Island booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to another island booth behind. Split Island booths are typically 20'x20' or larger, although may be configured differently.

### What's Provided / Included

- 8' high pipe and drape back wall
- 3' high pipe and drape side rails
- 11" x 17" booth identification sign with company name and booth number

All other equipment and services are the responsibility of the exhibitor

**Not Included:** Tables, chairs, waste basket

### Use of Space

The entire cubic content of this booth may be used, up to the maximum allowable height, without any backwall line of sight restrictions. The maximum height allowed is 20'. Heights above 20' must have Show Management approval. The entire cubic content of the space may be used up to the maximum allowable height.

### Height Restrictions

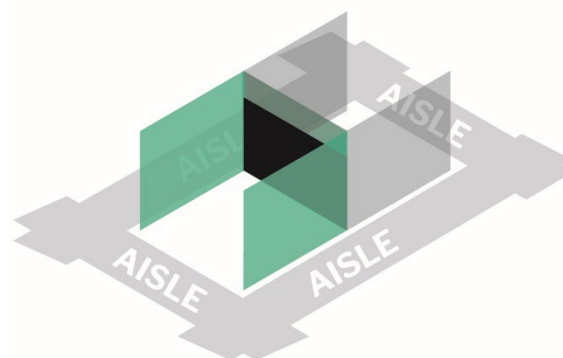
Exhibit fixtures, components and identification signs will be permitted up to a maximum height of 20'.

### Hanging Signs / Booth ID

Hanging Signs are permitted for split-island booths (20'x20' or larger), to a maximum height of 20' from the floor to the top of signage and/or graphics. Hanging Signs should be set back 10' from the adjacent booths and be directly over contracted space only. Please submit your [Hanging Sign Requests through online form.](#)

## SPLIT ISLAND BOOTH SPACE

w/ provided drape



not to scale

### “Wiggle Room” Factor

The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

### Fire Code

All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test.

### Sound and Noise Levels

Exhibitors must keep noise levels in their booths below 85 dB to avoid disrupting other exhibits. Show Management will measure sound levels and has the authority to determine when noise becomes a disturbance, requiring it to be stopped.

## Island Booth Guidelines

### Definition and/or Dimension

A 20'x20' (or larger) booth exposed to aisles on all four sides. There is no 8' draping provided for island booths. Walls may be installed in any portion of the booth and must be finished on both sides so as not to be unsightly to attendees and neighboring exhibitors.

### What's Provided / Included

Island booths do not come with back drapes or ID signs. If desired, they may be ordered from Freeman Online.

### Use of Space

The entire cubic content of this booth may be used, up to the maximum allowable height. Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

### Height Restrictions

Exhibit fixtures, components, and identification signs for 20'x20' booths will be permitted to a maximum height of 20'.

### Hanging Signs

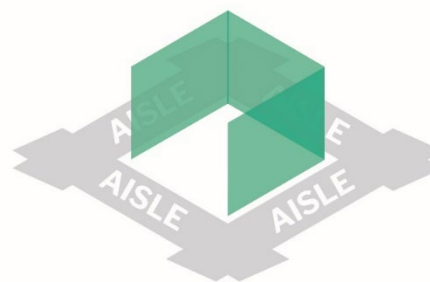
Hanging Signs are permitted for island booths (20'x20' or larger), to a maximum height of 20' from the floor to the top of signage and/or graphics. Hanging Signs should be set back 10' from the adjacent booths and be directly over contracted space only. Please submit your [Hanging Sign Requests through online form](#).

### Canopies

Canopies, including ceilings, umbrellas, and canopy frames, (upon approval) may be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Please contact Digital Dealer Show Management if your exhibit is composed of any ceiling treatment. Island booths must conform to cubic content requirements. The bottom of the canopy should not be lower than 7' from the floor within 5' of any aisle. Canopy supports should be no wider than three inches. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings.

### ISLAND BOOTH SPACE

aisles on 4 sides



not to scale

### "Wiggle Room" Factor

The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

### Fire Code

All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test.

### Sound and Noise Levels

Exhibitors must keep noise levels in their booths below 85 dB to avoid disrupting other exhibits. Show Management will measure sound levels and has the authority to determine when noise becomes a disturbance, requiring it to be stopped.

### Multi-Level Exhibits

A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as Show Management because it is deemed to be a "structure" for building purposes. All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to Show Management and the facility at least 60 days in advance.

## Hanging Signs & Airborne Objects

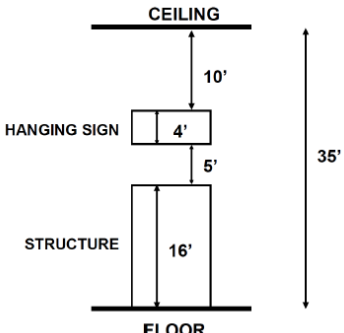
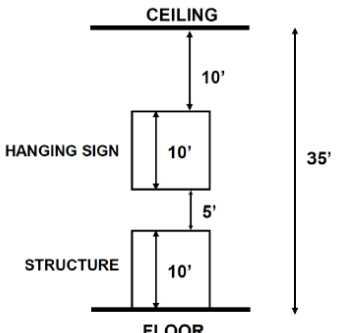
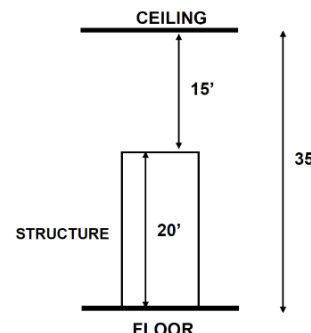
### Hanging Signs

Permitted in all Island, Split Island, and Peninsula booths that 20'x20', or larger. End-cap and linear booths do not qualify for hanging signs and graphics, regardless of size.

The maximum combined vertical height between any ground supported structure and hanging sign, at their highest dimensions when viewed perpendicular to the floor from any point on any side, may not exceed a maximum of 20'. Examples of different types of booths and hanging sign designs in a hall with a 35' ceiling are shown below (actual designs will vary based on actual hall ceiling height). If a structure that is 20' in height is used, a hanging sign is not permitted.

Hanging signs and graphics should be set back 10' from adjacent booths and be directly over contracted space only. All exhibit wall signage must be one-sided facing inward towards your contracted booth space.

$$\text{Height of Structure} + \text{Height of Hanging Sign} = \text{Combined Max of 20'}$$

 <p>Diagram 1: A booth structure is 16' high. A hanging sign is 4' high and is positioned 5' above the top of the structure. The total height from the floor to the top of the sign is 25'. The ceiling is 35' high.</p>	 <p>Diagram 2: A booth structure is 10' high. A hanging sign is 10' high and is positioned 5' above the top of the structure. The total height from the floor to the top of the sign is 25'. The ceiling is 35' high.</p>	 <p>Diagram 3: A booth structure is 20' high. No hanging sign is present. The total height from the floor to the top of the structure is 20'. The ceiling is 35' high.</p>
<p><b>Structure at a max height of 16'</b> <b>Sign at a max height of 4'</b></p>	<p><b>Structure at a max height of 10'</b> <b>Sign at a max height of 10'</b></p>	<p><b>Structure at a max height of 20'</b> <b>No hanging sign permitted</b></p>
<p><b>Structural Integrity</b> All hanging signs must have drawings available for inspection by Show Management at all times. Drawings must include a signature or stamp of a structural engineer indicating reviewing that stress points for hanging the sign have been properly engineered. The signature of an authorized official of the exhibit building company is also required, indicating that the structure is built in compliance with the details and the specifications set forth on the drawings.</p> <p>(NOTE: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.)</p>		<p><b>Approval Process</b> For consideration and approval of your hanging sign, please submit your <a href="#">Hanging Sign Requests through online form</a>. A.S.A.P.</p> <p>It is the exhibitor's responsibility to inform Show Management of any hanging signs to avoid complications on site.</p> <p>Any hanging signs that do not have approval will be removed at the exhibitor's expense.</p>

### Airborne Objects

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval. Please contact [andrea.nielson@emeraldx.com](mailto:andrea.nielson@emeraldx.com) for more information.
- Helium balloons are NOT allowed on the show floor at any time and should not be used in exhibit space or be distributed.
- Signs, banners, or any other exhibit material may not be suspended, taped, nailed, screwed or in any way attached to the ceilings, walls, columns, drapes, floor or on any other facility surface.

## **FREIGHT & DELIVERIES**

### **Warehouse Address**

Exhibiting Company Name / Booth Number  
Digital Dealer 2025  
6675 W Sunset Rd  
C/O Freeman  
Las Vegas, NV 89118

Warehouse Hours (Monday - Friday): 7:00 AM – 2:30 PM

Materials should be shipped to ARRIVE at our warehouse no later than **Tuesday, October 7, 2025**. Any shipments received more than 30 days prior to the move-in or after the deadline will incur additional charges. Click [HERE](#) for a prepared label.

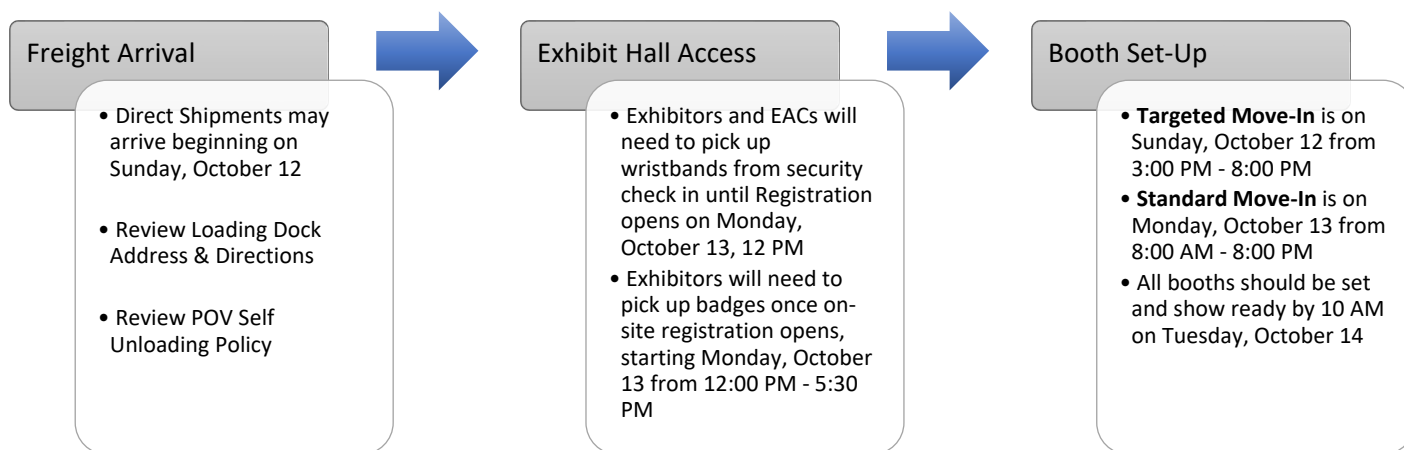
### **Direct to Site Address**

Exhibiting Company Name / Booth Number  
Digital Dealer 2025  
Mandalay Bay Convention Center  
3970 Las Vegas Blvd S  
C/O Freeman  
Las Vegas, NV 89119, USA

Freeman will receive shipments at the exhibit facility beginning **Monday, October 13, 2025**. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: 888.508.5054. Click [HERE](#) for a prepared label.

**Move-Out Note:** All exhibitor materials must be packed and ready for pick up by **Thursday, October 16, 2025 at 8:00 AM**. Exhibitors with extensive booth materials may arrange to have freight **picked up from the docks on Thursday, October 16, 2025, by 10:00 AM**, but all freight must be pre-packed the night before. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carrier's check-in by **Thursday, October 16, 2025, by 8:00 AM**. In the event your selected carrier fails to show on final move-out day, Freeman reserves the right to re-route your freight onto another carrier.

## Move-In/Out Procedures



## Self-Unloading / Hand Carry Policy / POV

Exhibitors may “hand carry” material. Hand carry is defined as small items such as cartons and packages that an exhibitor can carry.

- The assistance of any motorized device or pallet jack is not permitted.
- When exhibitors choose to “hand carry” they may not access designated material handling areas.
- Exhibitors must use specified exhibitor hand carry areas or main entrance of the facility.
- In all other circumstances items should be considered material handling. In no circumstance is any exhibitor authorized to use Freeman material handling equipment for any purpose.

*A POV, or Privately Owned Vehicle, is any vehicle primarily designated to transport passengers and not cargo or freight. Qualifying vehicles include: pick-up trucks, passenger van, SUV, taxi, or a box truck less than 17' in length.*

Privately Owned Vehicles are defined as cars, pick-up trucks, vans and other trucks primarily designed for passenger use, not cargo or freight. Vehicles that do not qualify for this service, or that have material that requires mechanical assistance to unload, will be directed to the Freeman Marshalling Yard.

Workers equipped with a flat cart scooter will assist exhibitors with unloading. Each cart will handle a load approximately 3' wide x 4' long x 3' high. Freight must not exceed 300 lbs. For safety reasons, it will be the judgment of the freight supervisor if the load can go higher than 3 feet. Cart Service includes storage of empty cardboard/product boxes at no additional charge. Empty stickers for your cartons and cases will be provided for this service. Click [HERE](#) for additional information on POV and Cart Services.

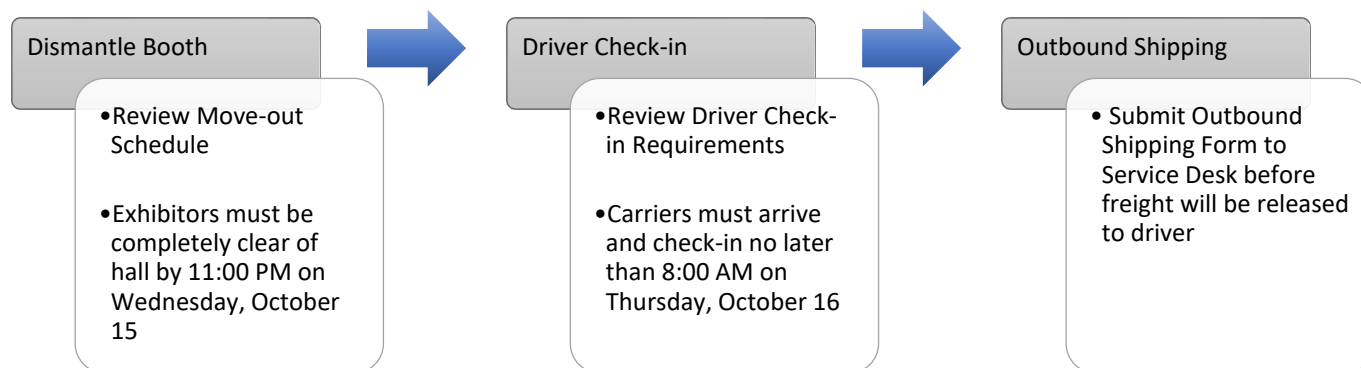
## Inbound Freight

A Bill of Lading is your instructions to the shipping carrier who will deliver your materials to either the warehouse or exhibit hall. The bill of lading should indicate the number of pieces in your shipment and a description of the pieces (carton, crate, skid, etc.).

Show Management and Freeman reserve the right to hold freight for ANY outstanding balance owed including, but not limited to: booth, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

Freeman is the exclusive provider of Material Handling for Digital Dealer. Material Handling includes unloading your exhibit material, storing up to 30 days at the advance warehouse, delivering to your booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto your outbound carrier at the close of the show. You can either ship your materials in advance to the advance warehouse or ship directly to show site during designated move-in times. Material Handling is not to be confused with the cost of shipping/transporting your exhibit materials to and from the event. Please see here for more information on [Material Handling](#).

### Dismantle & Move Out Information



### Outbound Shipping

Every outbound shipment will require a material handling agreement and shipping labels. Freeman offers complimentary pre-printing of these items. To take advantage of this service, please complete Freeman's [Outbound Material Handling Authorization](#). Your pre-printed MHA and labels will be delivered to your booth prior to the close of the show. *Please note: all third parties must pick up MHA/labels at the Freeman Service Desk.*

### Storage

#### Empty Containers

- Pick up "Empty Labels" at the Freeman Service Center. Once the container is completely empty, place a label on each container individually.
- Labeled empty containers will be picked up periodically and stored in non-accessible storage during the event.
- At the close of the show, the empty containers will be returned to the booth in random order. This process may take several hours.

#### Priority and Accessible Storage

Priority Empty Container Storage provides for the priority return of your empties to your booth after the close of the show. PLEASE NOTE THAT THIS SERVICE CANNOT BE ORDERED AFTER THE EMPTIES HAVE BEEN TAKEN TO STORAGE. Special priority empty container labels are required for this service. Obtain priority labels from Freeman, either online or on site (if available), to indicate the priority status on your empty containers.

An accessible storage area will be available for exhibitor samples and literature during show hours, one hour prior to show opening, and one-half hour after show closing each day. Exhibitors may make arrangements at the Freeman Service Center. All material in storage on the last day of the show will be returned to their designated booth space at the close of the show. Storage space may be limited.

## International Freight

Phoenix International Business Logistics, Inc. offers International Freight Forwarding services. Please click [HERE](#) for U.S. Customs & International Shipping Instructions.

## INSTALL/DISMANTLE & LABOR REGULATIONS

### Installation & Dismantlement Information

- Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period.
- Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from Show Management.
- No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these rules and regulations.
- All materials must be removed from the facility by the end of the official move-out period. Official move-in, move-out, and exhibition dates and times may be subject to change. Show management will notify exhibitor of official dates, times, and any changes.
- Show Management reserves the right to assign specific days to the exhibitor for delivery of equipment and/or display items. Failure by exhibitor to abide by such delivery schedule shall obligate that exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

### Labor/Union Laws

To assist you in planning your participation in your show, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have we ask that you read the following.

#### Booth Erection & Dismantling

Exhibitors may, at their option, erect and dismantle their own booths using their own full-time employees. If their own employees are not available, labor can be ordered using the [Freeman Online](#).

#### Tipping

Freeman requests that exhibitors do not tip our employees. They are paid an excellent wage scale denoting a professional stature, and we feel that tipping is not necessary. This applies to all Freeman employees. Any request for such should be brought to the attention of a Freeman representative.

#### Safety

Standing on chairs, tables, or other rental equipment is prohibited. This equipment is not engineered to support your weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this equipment. If assistance is required in assembling your booth, please use the [Freeman Online](#) and the necessary ladders and/or tools will be provided.

#### Material Handling

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks to provide for a safe and orderly move-in / move-out.



## Building Rules/Guidelines

- It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.
- Exhibitors will not be permitted to drive nails, hooks, tacks, or screws into any part of the building, put up decorations or adhesives that would deface the premises.
- All curtains, draperies and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions.
- Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

## Safety

### Fire Marshal Requirements & Permitting

All exhibit spaces must be in full compliance with all facilities, fire marshal, Show Management, and exhibit guidelines including all local, state, and federal laws.

#### Fire and Safety:

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet (15.25 meters).
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited.
- Welding is allowed with written permission of Show Management, and provided exhibitor procures all necessary permits and licenses and provides evidence of the requisite permits to the facility prior to the event.
- Helium and gas cylinders used for refilling must be secured in an upright position on American National Standards Institute (ANSI) approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

#### Flammable & Toxic Materials:

- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame- retardant.
- Samples should also be available for testing.
- Materials that cannot be treated to meet the requirements should not be used.
- A flame-proofing certificate should be available for inspection.
- Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
- Exhibitors should dispose of any waste products they generate during the exhibit.

### Environmental Laws / OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

## Cleaning

Reminder: Your booth will not automatically be vacuumed the night before the show opens unless Cleaning Services are ordered. Please click [HERE](#) to order cleaning services through Mandalay Bay Exhibitor Services.

## Clean Floor Policy

All crates and skids must be packed and tagged and removed from the exhibit floor no later than 8:00 AM on Thursday, October 16, 2025. This will allow Freeman and the cleaning provider sufficient time to complete the overall cleaning of the exhibit hall as well as provide exhibitors with 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 products 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.

## Excessive/Bulk Trash

Any exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

## Booth & Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of Show Management to remove the abandoned materials to ensure that Show Management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the **move-out date of 8:00 AM on October 16**.

## EXHIBITOR APPOINTED CONTRACTOR (EAC) PROCESS

An **Exhibitor Appointed Contractor (EAC)** is any non-official show contractor hired by an exhibitor to provide services such as installation, dismantling, supervision, audiovisual, photography, furniture, flooring, or other necessary functions.

EACs will NOT be allowed on the show floor unless all the requirements are satisfied:

- Exhibitors must submit EAC designations via the online EAC portal by **September 2, 2025**.
- Exhibitors must ensure their EAC meets all requirements or risk denial of floor access.
- After designation, EACs will receive an email with instructions to submit the required documents by **September 15, 2025**.
- EAC must pay an administrative fee which is required for each exhibiting company in each booth location; payment will be submitted via the online EAC portal
- **[Click Here To Designate An EAC](#)**

Should you have any questions regarding the process, please email [DigitalDealer@EACMgmt.com](mailto:DigitalDealer@EACMgmt.com)

## EAC RULES & REGULATIONS

### COMPLIANCE & REGISTRATION

The Show Organizer has the right and obligation to establish and enforce equitable Rules and Regulations for Digital Dealer Conference & Expo 2025 for the mutual benefit of all Exhibitors and Attendees to the event. **Please read this information carefully.**

- EACs must comply with all rules set by the Show Organizer, Venue, and Exhibitor Service Manual.

- EACs must register via the online EAC portal and pay the fee per booth/meeting room serviced.
- A 6% credit card fee applies to canceled applications after processing.
- No refunds will be issued post show.
- Workers must always wear designated daily wristbands.

#### INSURANCE REQUIREMENTS

EACs must submit a valid Certificate of Insurance (COI) via the online portal by EAC Deadline of September 15, 2025 or will be denied floor access.

##### Required coverage includes:

- General Liability: \$3,000,000 per occurrence, \$3,000,000 aggregate, \$2,000,000 products and completed operations aggregate, \$5,000 medical expenses, and \$300,000 damage to premises.
- Automobile Liability: \$1,000,000 (if operating on the show floor).
- Workers Compensation: As required by law, with \$1,000,000 employer's liability coverage.
- Additional Insureds: Digital Dealer Conference & Expo 2025, Emerald X, LLC, Freeman Expositions, LLC, and Mandalay Bay Resort and Casino, MGM Resorts International, and each of its subsidiaries, affiliates, officers, employees, agents, and representatives.
- Full event dates, including move-in/move-out dates: October 13 – 16, 2025.
- Certificate holder: Emerald X, LLC, Attn: Digital Dealer Conference & Expo 2025, 31910 Del Obispo, #200, San Juan Capistrano, CA 92675.

#### ON-SITE REGULATIONS

- EACs must confirm work orders before arrival and may not solicit additional work.
- Motorized carts, scooters, and mechanical material handling equipment are prohibited.
- Floor marking tape must remain in place until show close.
- Booth designs must comply with the Exhibitor Resource Manual.
- EACs must adhere to fire, safety, and exhibit hall regulations.
- Any contractor working at the Mandalay Bay Convention Center must obtain an EAC permit and agree to the venue rules and regulations.

#### LABOR & CONTRACTOR COORDINATION

- EACs must cooperate with Freeman (the General Services Contractor (GSC)) for efficient labor, space, and time use.
- Installation must be completed by 6:00 PM on October 13 and dismantled by 10:00 AM on October 16.
- EACs must follow all labor laws, venue regulations, and union contracts. Any labor disputes affecting the event will be the EAC's full responsibility.
- EACs must pay costs related to their operations, including overtime, space restoration, and waste disposal.

#### FACILITY & SPACE MANAGEMENT

- The exhibit floor, aisles, docks, and storage areas are under GSC control; EACs must coordinate activities accordingly.
- EACs must keep operations within their client's exhibit space—no service desks, storage, or work areas outside of designated booths.
- Aisles and public spaces must always remain clear.

#### SHOW ORGANIZER AUTHORITY & ENFORCEMENT

- The Show Organizer has final authority over all show rules and participation.

- EACs must meet all the venue and GSC requirements to operate at Digital Dealer Conference & Expo 2025.
- ACs must provide emergency contact details and a local contact available during move-in and move-out.
- Access Denial: EACs will be barred from the show if they:
  - Breach any show regulations or cause labor disputes, strikes, or disruptions.

#### LIABILITY & RISK MANAGEMENT

- EACs are responsible for their own property; the Show Organizer and venue assume no liability for theft, damage, or loss.
- EACs must obtain appropriate insurance coverage for property loss and liability risks.
- ACs must be registered and authorized to work in Las Vegas, NV, and comply with all federal, state, city, and venue regulations.
- By participating, EACs agree to these terms and acknowledge their responsibilities.

## UTILITIES

By visiting [Mandalay Bay Exhibitor Services](#), you can quickly and securely order the following services: Electrical, Booth Cleaning, Food & Beverage, Internet and Telecommunications, Audio Visual, and Rigging. They can be reached via phone at 855.408.1349.

### ELECTRICAL

Electrical is programmed for the amount of power you ordered. If an exhibitor is plugged into an unauthorized electrical outlet they will be disconnected and required to pay for electricity used.

### LIGHTING

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by Show Management.
- Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.
- Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with Show Management for rules specific to the event facility.
- Reduced lighting for theater areas should be approved by the event facility.
- Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb. The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is strictly prohibited.

## **INTERNET SERVICES**

Complimentary Wi-Fi is available within the exhibit hall but is intended for light use. If you need Internet for anything mission critical or video streaming, we recommend purchasing additional connection from [Mandalay Bay Exhibitor Services](#).

## **ONSITE BOOTH GUIDELINES**

### **DISPLAY**

#### **Animals**

- Permission for any domesticated animal (cats, dogs, etc.) to appear must be approved by Show Management then by the facility. Non-domesticated animals will be considered on an individual basis.
- Under the Americans with Disabilities Act (ADA), Show Management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting, and protecting persons having seizures, or performing other special tasks.

#### **Booth Appearance**

- All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's expense.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- Peninsula, split island, and island exhibits must have a finished back wall and be finished on all sides.
- Plain drape or unfinished hard walls are not permitted.
- Floor covering is required in all booths and can either be brought in or ordered from the General Service Contractor. Exhibitors that do not properly cover their exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.
- No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns, or floor of the exhibit/facility areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- Fog, smoke, and steam machines are not permitted.

#### **Display of Product**

- Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth which could be interpreted as being a promotion of another company.
- No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.
- Items located in the exhibit space must be in good taste or will be removed at the discretion of Show Management.

- Please note that Digital Dealer is a cubic content show and follows this rule for all booths.
- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to Show Management and the facility at least 60 days in advance.

### Trademarks/Copyright

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

### Vehicles on Display

Exhibitors who intend to display a vehicle within the confines of their exhibit booth must obtain a vehicle display permit from the Clark County Department of Building & Fire Prevention. Click [HERE](#) for Fire Regulations.

All vehicles on display will require written approval and a spotting service from Freeman, the General Service Contractor, at the exhibitor's expense. Please click [HERE](#) for the Mobile Unit and Vehicle Spotting Form.

- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or five gallons (include metric), whichever is less, and fuel tank filler caps locked and/or sealed.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80 percent of the contracted exhibit space and must conform to cubic content rules.
- Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor and must be approved by Show Management.
- Booth vehicles must be set back 10 inches (.26 meters) from the aisle to prevent damage from aisle carpet installation.
- Once placed, display vehicles cannot be started or moved without the approval of Show Management and the direction of the general service contractor.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes; however, no charging is permitted.

## DEMONSTRATIONS

### Exhibitor Conduct /Good Neighbor Policy

- Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business or mission and not be offensive in any manner.

- Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show Management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical, and otherwise appropriate manner. Unsportsmanlike, unethical, illegal, or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.
- Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event and restricted from future Emerald events.

### Food & Beverage Sampling

- The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served within the regulations of the city and county.
- Any exhibitor sampling products will need to request approval from the Mandalay Bay and Show Management. The sample must be related to the show. The sample is limited to products manufactured, processed, or distributed by exhibiting firm. Each sample must be individually pre-packaged and sealed.
- Sample portions must not exceed 2 oz (1/2 ounce for liquor).
- Distribution of food and beverages: All sampling at the event must be within the exhibitor's allotted space. Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle. Sampling or demonstration tables must be placed a minimum of 2 feet (60cm) from the aisle line.
- Popcorn, peanuts in the shell and cotton candy are NOT permitted on the show floor at any time and may not be distributed from any exhibit booth.

### Hospitality & Networking Events

- No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.
- Meeting and hospitality rooms – only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites at any of the official hotels or exhibit facilities. Exhibitors must inform Show Management of any hospitality suites, functions, classes, seminars, or exhibits being held at venues other than the exhibition floor and must receive express written consent from Show Management for said activities prior to the show. Such activity must be for internal business or staff meetings.
- Show Management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only.
- Companies who wish to host hospitality suites must apply in writing to Show Management using the form included in the Exhibitor Manual for permission and must agree that the suites not be open during any scheduled event. In addition, no exhibitor may hold any revenue-producing event, fundraising event, or event of any type targeted to the event attendees at any time during event without the advance written approval of Show Management. If an activity is held without approval, Show Management reserves the right to exclude the exhibitor from future events.

### Models / Staffing of Booth

- The exhibitor will not dismantle their display prior to the stated closing of the show. No exhibit or any part thereof may be removed during the period of such exhibition without the approval of Show Management. Exhibitors should make travel and staffing arrangements accordingly.
- Exhibition space must be fully operational and staffed during published exhibition hours.



- Unless arrangements are made prior to the event, any space not claimed and occupied by show open on October 14, may be resold, or reassigned by Show Management, without obligation on the part of Show Management for any refund to the exhibitor whatsoever.
- Any exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during event hours, or begins dismantling of exhibit space prior to the close of the event, may forfeit its right to the exhibit space and its eligibility to exhibit at future events.
- Exhibit personnel shall wear professional attire consistent with the event decorum.
- Attendants, models, and other employees must confine their activities to the contracted exhibit space.
- Exhibitor's personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Neither the exhibit area nor other areas of the facility shall be used for any improper, immoral, illegal, or objectionable purpose. All personnel of exhibitor, including personnel retained by exhibitor to be in or around its booth, must wear appropriate apparel at all times.
- Show Management reserves the right to make determinations on appropriate apparel and activities conducted by exhibitors. Violators may be escorted from the event and exhibitors may be subject to a loss of priority points.

### Noise / Music

- In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of Show Management, disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle.
- Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.
- Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Show Management does not have a license with any licensing agencies; therefore, exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

### Raffles, Drawings, and Contests

Raffles, drawings, and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles, and drawings.

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

## **ADDITIONAL**

### Advertising

- Exhibitors are not allowed to distribute advertising, promotional materials, or souvenirs outside their designated exhibit space or official promotional areas without written approval from Show Management. Signs, posters, or advertisements can only be displayed within their assigned exhibit area or other authorized spaces. Mobile ads around the venue or event hotels are prohibited during conference hours, even with permits

- Show Management defines advertising as any advertisement, sign (print or electronic) or message that promotes an activity taking place in the city to event attendees. Any indoor/outdoor advertisement placement around the “key” areas of the city, to include but not limited to: airport signage, street signage/banners, event venue, event hotels, etc., must include the prominently visible tagline: “Proud Supporter of Digital Dealer”. Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairways, elevators, escalators, aisles, or driveways of the facility without written permission from Show Management. These areas are considered private property.
- Exhibitors found to be in noncompliance with advertising guidelines will be subject to Show Management fines.

### **Americans with Disabilities Act (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Scooter rentals are not available within the facility. Las Vegas Scooters, located within a few miles of the facility, can be reached at 866.775.4381 for rental information.

### **Distribution of Promotional Items**

- Circulars, catalogs, magazines, folders, promotional, educational, or other giveaway matter may be distributed only at the exhibitor’s display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden and exhibitors must confine their exhibit activities to the space for which they have contracted.
- No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of Show Management.
- Only literature published or approved by Show Management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual displays) or on transportation provided by Show Management. Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained Show Management approval.

### **Photography**

- Conference sessions video/audio may not be recorded.
- No photography/videography of proprietary elements.

### **Sharing of Exhibit Space**

Exhibitors may not share booth space with another non-contracted or unauthorized manufacturer or distributor.

### **Strolling Entertainment & Suitcasing**

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, drones etc.) outside an exhibitor’s space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations.

Suitcasing refers to unauthorized selling or soliciting at an event, such as marketing to attendees without proper approval from Show Management. This includes soliciting in public spaces, other companies’ booths, or outside approved areas. Only companies officially registered and in good standing may promote or sell within their assigned spaces or areas authorized by Show Management. Violators may be removed without a refund and could face further penalties.

## **SECURITY INFORMATION**

Digital Dealer Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Mandalay Bay agents nor employees assume any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

### ***Tips To Help Protect Your Product***

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.
- Perform an inventory after your product has been delivered and note any damage or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.



**Review the Security Information [HERE](#) to order booth guards. Order by September 15, 2025 for discount rate.**

## REGISTRATION

### EXHIBITOR BADGES

- Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move in, move out and official show hours. To register for your exhibitor badges in advance, please visit the [Digital Dealer Exhibitor Console](#).
- Each exhibiting firm receives staff badges based on their contracted booth size. Additional exhibitor registrations are available for a fee. Badges are the property of Show Management and are non-transferable. Lending/sharing of badges is prohibited and will result in confiscation.
- Exhibitor badges receive access to conference sessions and provided lunches.
- Please note that dealers and/or non-exhibiting manufacturers are not to be registered as exhibitors.

### ADMISSION POLICY

Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official Show Management badge. All personnel representing the exhibitor, or its authorized agents, must be properly identified with an official Show Management badge. Once the show has opened, all persons must enter and exit only through designated entrances where security is posted. Digital Dealer is for the trade only.

#### **Children**

No infants or children under the age of 16 are permitted. Show Management reserves the right to request proof of age for any person and restrict minors from the exhibitions floor at any time on any day for safety and liability reasons.

#### **Exhibitor Appointed Contractors (EAC)**

All contracted personnel must pick up an EAC wristband at EAC Check In Desk before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D. An online exhibitor appointed contractor form must be completed and qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.

Exhibitors using an installation and dismantling contractor (I&D), and/or an exhibitor appointed contractor (EAC) to set-up or teardown their exhibit, must complete the [EAC/I&D designation form](#). Submit online through the EAC portal.

#### **Guests**

All guests must have the proper Guest show badge and must be worn at all times while in the exhibit hall, seminar sessions or any function held by Digital Dealer during move-in, move-out or show hours. Please contact Show Management with questions.

## GETTING THERE

### HOTELS

Digital Dealer's official housing partner is EvolveCon powered by Hotel Map. Please book your hotel by visiting the Housing Website for Digital Dealer Conference & Expo [HERE](#).

### PARKING

Parking at the Mandalay Bay is available to guests and short-term visitors. Any vehicle parking in a red zone or in any zone labeled "No Parking" will be towed at the owner's expense without notice. Privately owned vehicles (POV) will be allowed limited time to load and unload in designated areas as long as there is someone with the vehicle at all times.

### RIDESHARE / TAXI

Taxis, Uber, and Lyft are available for anyone choosing to use their services. Drop-off and pick-up will be in designated areas at Mandalay Bay.

### CITY RESOURCES

Digital Dealer is hosted in Las Vegas, Nevada – one of the world's most exciting and iconic travel destinations. More information on Las Vegas offerings can be found [HERE](#).

## SPONSORSHIP OPPORTUNITIES

Exhibiting, sponsoring, and advertising with Digital Dealer places your brand in front of the largest dealership buyer group of marketing, sales, and management solutions. To explore sponsorship opportunities, please visit the page [HERE](#) to access the Prospectus and/or submit an inquiry.

### ONSITE EXHIBIT SPACE RENEWALS

Onsite booth sales for Digital Dealer Conference & Expo 2026 will take place at Digital Dealer Conference & Expo 2025. Please contact your Sales Account Executive, for more information.