

1. NOT AN EXHIBITOR YET? HOW DO I RESERVE A BOOTH?

There are two booth options for ArchLIGHT Summit exhibitors: 10x10 (3m x 3m, limit one per brand) and 6x10 (2m x 3m, limit two per brand). Until space is no longer available, booths may be reserved here: <https://archlightsummit.com/exhibit/>

2. WHEN AND HOW WILL BOOTH NUMBERS BE ASSIGNED?

As much as possible, booth locations will be assigned based on local agency representation. Official Agency Partners will have the ability to set booth locations for specific brands within their area on the show floor. Final booth locations should be assigned by mid-July.

3. WHEN CAN I MOVE INTO OUR BOOTH?

Move-in begins, Monday, September 18th, 2023, from 8:00am – 6:00pm

4. WILL LATE ACCESS TO THE EXHIBIT HALL BE ALLOWED?

Move-in officially ends at 6pm and any late access will need to be handled on a case-by-case basis and is not guaranteed. Please contact show management if there might be a need for late move-in.

5. DOES ARCHLIGHT SUMMIT HAVE A “CLEAN FLOOR POLICY”? WHEN DO MY CRATES AND SKIDS NEED TO BE CLEAR FROM THE SHOW FLOOR?

Yes, all empties must be out of booths and ready for GES pick-up by the official move-in end time. If this policy is not met, exhibitors will be charged a \$200.00 fee. Any empties placed out in the aisle the morning of the show open or found hidden for storage behind the show will be fined \$500.00.

6. EMPTY LABELS CAN BE PICKED UP FROM THE GES SERVICE CENTER. GES WILL COLLECT THE LABELED ITEMS AND STORE THEM UNTIL THE SHOW ENDS.

All empties will be delivered to booths at 3pm when the show closes. Please make sure you allow 2 – 3 hours in your breakdown plans for empty delivery. While it does not always take this long, we cannot guarantee a time limit and do not want to interfere with travel plans.

7. WHAT ARE THE EXPO SHOW HOURS?

Tuesday, September 19th, 2023, 9:00am – 6:00pm

Wednesday, September 20th, 2023, 9:00am – 3:00pm

8. WHERE DO I SHIP MY BOOTH MATERIALS?

Exhibitor Name & Booth Number

Hold For: ArchLIGHT Summit c/o GES

World Trade Center, Dock 2

2050 Stemmons Freeway Dallas, TX 75207

NOTE THAT USPS DOES NOT DELIVER FREIGHT/MAIL TO DALLAS MARKET CENTER DOCKS

Drayage fees are waived August 15th, 2023 - September 13th, 2023, Monday - Friday, 8am - 4pm. Closed Noon to 12:30pm and Holidays. Carriers must check-in by 2:30pm.

9. CAN I USE MY OWN DOLLY/HAND TRUCK AND MOVE MY STUFF INTO MY BOOTH MYSELF?

Yes, Exhibitors can do that at Dallas Market Center. If you wish to hire round-trip cart service to help unload and load your vehicle you can do so through GES.

10. CAN I SET UP MY OWN BOOTH?

Yes, Exhibitors can set their own booths. Note that if you are installing a custom booth and need help GES is available for decorator services for a fee and you can bring in your own Exhibitor Appointed Contractor, but paperwork and fees must be filed before doing this.

11. WHERE CAN I FIND THE ARCHLIGHT SUMMIT EXHIBITOR SERVICES KIT?

An Exhibitor Services Kit will be available from the GES ordering website in the summer. Note that the discount deadline for additional items is Friday, September 1st, 2023.

12. WHAT EQUIPMENT AND SERVICES ARE INCLUDED WITH MY BOOTH?

The Complimentary Booth Package includes the following:

8' Walls

2) Flat Rails for Lighting- GES to provide rails only for exhibitors to hang their own lights from

2) White Chairs

6' White Skirted Table

10 Amps of Electricity for Exhibitor Lighting (one quad box per booth)

White Booth Carpet

Wastebasket

NOTE: BOOTH PACKAGES MUST BE PRE-ORDERED VIA THE GES ORDERING WEBSITE BY September 1st, 2023.

You must login to the GES website to opt in or out of the package. If nothing is submitted your package will be automatically defaulted and any changes at show site will incur fees.

The 8' walls are built out of a modular steel framing system with white panel inserts. The walls cannot be pierced by anything (no hammering or drilling). If you wish to hang things from the wall, we suggest "s" hooks over the steel frame or command strips that can be peeled off without damaging the steel or panel.

The below rendering provides an example of what a standard 3mx3m (each panel is 1m) inline booth looks like.



13. CAN I HAVE A HANGING SIGN OVER MY BOOTH?

You can hang signage inside your booth, but it cannot exceed an 8' height limit. Again, note that any hanging of signage etc. in the booth must not damage booth or equipment surfaces.

14. HOW DO I KNOW IF MY BOOTH MEETS ALL REGULATIONS?

All exhibitor displays must remain within their leased space parameters. Nothing can exceed 8' in height and nothing can be displayed in the aisle ways to disrupt the flow of traffic.

An exhibitor can opt out of the whole complimentary booth package or just items within it on the GES website. Note you must submit that you do or do not want items to receive or not receive them. If you are bringing a custom booth, please select that option and alert show management of any special needs to accommodate this set. If a booth shares back or side walls with neighboring booths, you must use the shell walls of the booth and any custom pieces must fit within the metered space.

If you wish to rent different carpet, additional or specialty furniture, or add any additional electrical you can do this through the GES website.

15. WHAT IS THE POWER SOURCE?

Each booth space comes with a 10amp or 4 quad outlets. If you need additional power, please rent through GES. Also, if you require a special electrical layout in your booth contact GES with a diagram of this.

16. DO YOU REQUIRE AN ELECTRICIAN OR LABOR TO INSTALL?

No, this is a non-union facility and exhibitors can install items themselves; however, if you wish to hire GES services or bring in an Exhibitor Approved Contractor (paperwork and fees required) you can arrange this through the GES ordering site.

17. WHAT INSURANCE COVERAGE DO I NEED AND WHO SHOULD BE LISTED AS ADDITIONAL INSURED?

We do require that all exhibitors have commercial general liability insurance coverage. This includes, but is not limited to personal injury caused by water spills, leakage or display breakdowns, property damage to other exhibitors' (either other temporary

exhibitors or permanent exhibitors of Landlord) or Landlord's property, exhibit space or premises caused by water spills, leakage, or display breakdowns. As well as theft and/or damage to Exhibitor's property or products. Upon Request, Exhibitor shall provide a certificate of insurance to Landlord evidencing the required coverage. All personal property belonging to an Exhibitor that is in or on any part of the Leased Premises or on the Dallas Market Center complex shall be there at the risk of the Exhibitor only. If exhibitors need temporary insurance to exhibit in the show, we do work with Rainprotection Insurance to provide this service: <https://www.rainprotection.net/>

18. HOW DO I REGISTER MY EXHIBITOR BOOTH PERSONNEL?

A badge form can be found in the Exhibitor Kit, attached to your confirmation e-mail. Please list all personnel (first and last names as they appear on a picture ID and email) that need badges. Upon arrival, all badges can be retrieved from any registration desk on campus. Exhibitors must have a picture ID to access their badges.

19. CAN I REGISTER ON-SITE?

Yes, you can register on-site. You will just need a picture ID to obtain a badge at any registration desk.

20. WHAT ARE THE ON-SITE REGISTRATION HOURS?

Registration desks are available between 8am and 5pm before the show begins or 8am to show close when the show has commenced.

21. WHEN WILL I RECEIVE MY BADGE?

Badges are not mailed in advance. All badges must be picked up on-site upon your arrival. No access to the building will be granted without a badge.

22. HOW MANY EXHIBITOR BADGES DO I GET FOR MY COMPANY?

Up to (10) Badges are allowed per booth.

23. HOW DO I GET AN INTERNATIONAL VISA LETTER OF RECOMMENDATION?

If needed, please contact show management.

24. HOW DO I MAKE SURE MY COMPANY IS LISTED PROPERLY IN THE SHOW DIRECTORY?

Information supplied on your Exhibitor Registration form will be used for the Directory. If you have any changes to this information or questions about what was submitted, please e-mail cfosterwarthen@dallasmarketcenter.com

25. WHAT OPPORTUNITIES ARE AVAILABLE FOR PROMOTING MY COMPANY?

Several sponsorships and marketing options are available to suit any budget or objective. You'll find more information about available sponsorships here: <https://archlight-summit-sponsorships.constantcontactsites.com/> or contact Cindy Foster-Warthen at cfosterwarthen@dallasmarketcenter.com.

26. CAN I RESERVE A PRIVATE MEETING ROOM ON-SITE OR IN ONE OF THE HOTELS IN THE SHOW BLOCK?

Depending on demand and availability it is possible on-site meeting spaces could be available for a fee. If this is something you are interested in doing, please contact Patty Price (pprice@dallasmarketcenter.com) to arrange this with our on-site team. Any meeting room off-site will need to be directly arranged with your hotel.

27. CAN I GET AN ATTENDEE LIST?

No, but Cindy Foster-Warthen (cfosterwarthen@dallasmarketcenter.com) can provide information about marketing opportunities, including e-mails to our attendee list.

28. HOW DO I GET EQUIPMENT TO SCAN BADGES?

Contact Gateway Events: www.gatewayevents.com/DMC . Scanner orders are due by August 21st, 2023.

29. WHO DO I CONTACT FOR INTERNET SERVICE?

Secure Wi-Fi is available in Temp areas. Network and password information will be distributed at market. If exhibitors encounter issues connecting to Wi-Fi, contact the Tenant Connectivity Help Desk at 214.760.2826 or tenanthd@dallasmarketcenter.com.

DMC cautions against entering credit card info by hand using a keyboard, touchpad, or unencrypted card reader vs being swiped/inserted with a secure credit card reader/machine. For security purposes, it is suggested that exhibitors use a point of sale (POS) system approved by a bank or processor to physically scan and encrypt the credit card transaction.

30. CAN I PROVIDE FOOD OR BEVERAGES IN MY BOOTH?

Yes, you can provide packaged food and non-alcoholic beverages in your booth space. If you wish to provide unpackaged food items or alcoholic beverages you must use our in-house food service, Levy Restaurants. All on site food service and catering must be with Levy. For further information contact Michael Como at (214) 749-5493 or mcomo@levyrestaurants.com

31. HOW CAN I MAKE HOTEL ARRANGEMENTS?

Secure your accommodations as soon as possible. A special rate of \$189/night has been secured at the Renaissance within walking distance of the ArchLIGHT Summit—book here:

<https://book.passkey.com/event/50388186/owner/14227/home>

For other hotel options, visit <https://connectionshousing.us/dallasmarketcenter/>.

32. IS SHUTTLE SERVICE AVAILABLE BETWEEN HOTELS AND DALLAS MARKET CENTER?

Shuttle service will be provided between the ArchLIGHT Summit and the Renaissance hotel. Other shuttle service schedules or discounted ride share services can be found here: <https://www.dallasmarketcenter.com/hotelandtravel/transportation/> Note that Dallas Market Center hosts many events throughout the year and this page may reference dates prior to the ArchLIGHT Summit event.

33. HOW DO I GET TO DALLAS MARKET CENTER IF I AM DRIVING?

Use the below address on any mapping website for directions:

Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207

34. IS PARKING AVAILABLE AT DALLAS MARKET CENTER?

Yes, please visit our website for maps and details relating to your show: <https://www.dallasmarketcenter.com/markets/parkingandshuttles/parkingmaps/>

35. WILL FOOD BE AVAILABLE DURING THE SHOW?

Yes, complimentary lunch will be served on the show floor while supplies last. Consult the Show Directory for other available on-campus dining options. For local dining recommendations from our CEO Cindy Morris and others, visit www.dallasmarketcenter.com/hotelandtravel/restaurants/

36. ARE WHEELCHAIR OR SCOOTER RENTALS AVAILABLE AT DALLAS MARKET CENTER?

Yes, please visit our site for more information:

<https://www.dallasmarketcenter.com/exhibitors/detail.aspx?exhibitor=5965>

37. WHEN IS THE NEXT ARCHLIGHT SUMMIT EVENT AT DALLAS MARKET CENTER?

Watch www.ArchLIGHTSummit.com or our Facebook, Twitter, and Instagram pages for additional information about future events.

38. CAN I RESERVE A BOOTH FOR THE NEXT ARCHLIGHT SUMMIT? CAN I SELECT MY BOOTH LOCATION?

Watch www.ArchLIGHTSummit.com for 2023 Exhibitor Registration information. Just as in 2023, booth locations will be preferential.

39. WHO ARE THE APPROVED VENDORS FOR THE ARCHLIGHT SUMMIT?

Although full-time employees of exhibitors and exhibitor-appointed contractors may be authorized to gain access to exhibit areas, exhibitors are urged to obtain required services and labor from our official contractors:

Decorator/Freight: GES Electrical Service: GES

A full list of approved contractors can be found here: <https://dallasmarketcenter.com/contractors/>

A list of approved caterers can be found here: <https://dallasmarketcenter.com/leasing/operations/caterers/>