



**Sun
Shading
Expo**

NORTH AMERICA

SEPTEMBER 24 – 26, 2024

Anaheim Convention Center, Anaheim (CA)

Exhibitor Service Manual

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I. Welcome Message

Dear Exhibitor,

Thank you for choosing to exhibit at **Sun Shading Expo 2024**.

This Exhibitor Service Manual contains the information you need to prepare for a successful exhibiting experience. **Pay special attention to the Rules and Regulations to ensure the type and size of booth you have selected complies with regulations.** Exhibitors are strongly advised to study the contents of this manual carefully and deal with all relevant matters promptly so that your requests can be processed smoothly.

For any questions, please take advantage of the resources listed in the Important Show Contacts section of the manual.

We wish you an excellent preparation for the show and we are looking forward to meeting you in Anaheim!

II. General Information

Exhibition Name: Sun Shading Expo North America 2024
Co-located with Advanced Textiles Expo

Organizer

Messe Stuttgart Inc.
254 Commercial Street, Suite 245
Portland, ME 04101
USA

Exhibition Venue

Anaheim Convention Center
1850 West Street
Anaheim, CA 92802
USA

Installation

There will be no exceptions to the installation hours unless prior approval is received by Show Management.

Sunday, September 22 | 8:00am – 5:00pm
Monday, September 23 | 8:00am – 5:00pm

Trade Show Hours

Tuesday, September 24 | 9:00am – 4:00pm
Wednesday, September 25 | 9:00am – 4:00pm
Thursday, September 26 | 9:00am – 1:00pm

Dismantling

Exhibit policies do not permit early dismantling without prior approval from Show Management. Violations are subject to a \$500 fine. For the safety of all event participants and integrity of the show, tear down of exhibits may not begin until show close.

Thursday, September 26 | 1:00pm – 8:00pm
Friday, September 27 | 8:00am – 12:00pm

NOTE: It is the responsibility of the exhibiting company to ensure that all booth personnel are familiar with the rules and regulations of this event.

Important Show Contacts

Sun Shading Expo Primary Point of Contact

Elyse Cyr, Director of Event Operations | elyse.cyr@messe-stuttgart.com
Phone: +1 207-717-5555

Show Management – Messe Stuttgart, Inc.

Phil McKay, CEO | phil.mckay@messe-stuttgart.com
Phone: +1 603-785 5510

Accommodations / Housing

<https://sunshadingexpo.com/travel-hotel-2024/>
ATAExpo@conferencedirect.com

International: (801) 903-1791
US: (888) 872-6501

Hilton Anaheim
777 W. Convention Way
Anaheim, CA 92802 USA

Catering - Aramark

Alex Peguero | Peguero-alex@aramark.com | 714-765-8825

Common Carrier / Air Freight – Freeman Transportation

Domestic shipments: Exhibit.transportation@freeman.com
International shipments: international.freight@freeman.com
Toll free: +1 800-995-3579

Rigging/Electrical/Plumbing/Air – Anaheim Convention Center Exhibitor Services

<https://www.freemanco.com/store/products-services?showID=529146>

Storage/Shipping/Furniture, etc. - Freeman

Freeman Support -
<https://www.freemanco.com/documents/faqs?showId=529146#contactUS>

Internet/Phone - SmartCity

Michelle Dolph-Gualtieri | mgualtieri@smartcity.com

Audio Visual - Encore

Raul Martinez | raul.martinez@encoreglobal.com | 714-765-8696

Insurance – Rainprotection Insurance

sales@rainprotection.net

Exhibitor Booth Personnel Registration

Exhibitors are required to register their booth personnel (all individuals who will be working on their booth onsite during show hours). **American Tradeshow Services** will manage the registration system for Sun Shading Expo North America 2024.

American Tradeshow Services will email the primary booth contact with login information and individual company codes to register your booth personnel. The primary contact information for the exhibiting organization (name, title, email address, mailing address, country, and phone number) will be shared with American Tradeshow Services for this event only for the purpose of providing this information and assisting with registration.

To review American Tradeshow Services' privacy policy, please visit <https://american-tradeshow.com/privacy/>.

Please note:

- Exhibitors receive 3 complimentary Booth Staff Registrations per 100 sq. ft. of exhibit space.
- Additional and upgraded exhibitor registrations are available for purchase.
- Co-exhibitors will not receive additional complimentary badges.
- Exhibitors may not use VIP Discount codes for exhibitor booth personnel, as these codes are only valid on show days and intended for visitors.

Exhibitor staff badge pick-up:

Pick-up date: Monday, September 23, 2024 | 8:00am – 5:00pm

Pick-up place: Sun Shading Expo 2024 registration counter (Anaheim Convention Center | Exhibit Hall A Pre-Function Foyer)

Wristbands for setup and takedown:

Wristbands will be issued to contract staff for the sole purposes of setup and takedown. The wristbands will allow entrance to the exhibit hall during setup and takedown hours only.

Wristbands will be invalid during show hours. Please have contract staff request their wristbands at registration at the Sun Shading Expo 2024 registration counter.

Please notify Show Management of all contract staff you will have present in advance of the show to assure they will be able to receive a wristband.

Housing

Reserve Your Hotel Room Today.

Deadline: September 2, 2024

Visit <https://sunshadingexpo.com/travel-hotel/> for more information.

Housing/Reservations Contact:

Phone: +1 801 903 1791

Toll Free: +1 888 872 6501

Email: ATAExpo@conferencedirect.com

<https://book.passkey.com/event/50754313/owner/6893/home>

To reserve five or more hotel rooms email Julie at julie.reilly@conferencedirect.com.

ConferenceDirect is the **ONLY** official housing company for Sun Shading Expo North America. If you are contacted by a company other than ConferenceDirect, please contact Show Management immediately at elyse.cyr@messe-stuttgart.com. Show Management will work to prevent these companies from contacting our exhibitors and attendees.

Insurance

Messe Stuttgart Inc. has engaged the services of Rainprotection Insurance to handle all exhibitor insurance for Sun Shading Expo North America 2024. This includes acquiring coverage at significant savings from Rainprotection Insurance as well as collecting and recording all Certificates of Insurance (COI) regardless of the insurer.

Rainprotection Insurance will contact exhibitors directly to collect and record compliant insurance certificates. Information for the primary contact for the exhibiting organization's (name, title, email address, mailing address, country, and phone number) will be shared with Rainprotection Insurance for the sole purpose of collecting insurance certification, verifying adequate coverage, and providing an opportunity for the exhibitors to purchase coverage for this event only. To review Rainprotection's privacy policy, please visit <https://www.rainprotection.net/>.

Insurance requirements for Sun Shading Expo North America 2024:

- Original Certificate of Insurance (COI) submitted to [Rainprotection](https://www.rainprotection.net/) showing general liability coverage from an insurance company in good standing
- Minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate
- Policy in force during lease dates of the event, September 23-27, 2024
- Messe Stuttgart Inc. named as certificate holder ((254 Commercial St., Suite 245 Portland, ME 04101 USA)
- Additional insured must be read as follows: Messe Stuttgart Inc., Anaheim Convention Center and Freeman

Please note that these requirements will be strictly enforced.

If you currently have your own compliant insurance, please submit a copy to sales@rainprotection.net.

Promote your Booth

To promote your presence at Sun Shading Expo 2024, we have created several customizable marketing tools for you to use:

- E-mail Template / Social Media Posts
- E-mail Signature / Web banners / Digital stamp
- Sun Shading Expo Branding
- Digital Visitor Invitation Template

Please visit our website to learn more: <https://sunshadingexpo.com/advertising-material/>

We would like to promote your company's participation in Sun Shading Expo 2023 in our official Sun Shading Expo social media channels Facebook, Instagram, LinkedIn, TikTok and Twitter. Liz Bothwell, our social media manager will contact you directly to collect your latest news, innovations, press releases, product images and company information we may share for you. You can upload your information [here](#) as well.

Online exhibitor profile

Update your online exhibitor profile and reach more customers. You have full control over your business information for show promotion including all Sun Shading Expo North America publications.

1. Go to [Exhibitor Hub Platform](#)
1. Update your your company profile, market segments, products, services and website information.
2. Save. Your company information is now much more easily searchable by Sun Shading Expo North America AND Advanced Textiles Expo attendees.

VIP Discount

Unlimited uses at no cost to you! Send your company's exclusive VIP Discount codes to your customers to invite them to visit you on the show floor. When registering, your VIPs are able to apply your discount for a free Show Floor Registration package. Your exclusive VIP Discount codes will be emailed to your booth contact. To access an editable PDF to send to your customers or use in your newsletters, on a social media, or in email signatures, please visit <https://sunshadingexpo.com/advertising-material/>.

Sponsoring opportunities and promotion services

Become a sponsor of Sun Shading Expo North America 2024 to enhance your exposure in front of attending customers. Check out the promotion services we offer you for our several show publications (Expo Guide, Website, Social Media, Education,...)

- Educational sessions @ Sun Shading Expo 2024 Innovation Stage
- Onsite / online
- Printed / digital

Contact [Elyse Cyr](#) to learn more about Sun Shading Expo's promotional opportunities to make exhibiting at our show as productive and profitable as possible.