MLA Exhibitors' Update, Fall 2009

2009 MLA Annual Convention, Philadelphia 27–30 December

Dates to Remember

mid October

Convention Program mailed to all MLA members

3 November

Exhibitor housing cutoff. Please make your hotel reservations before this date.

25 November

Deadline to provide insurance certificates to the MLA convention office and Vista Convention Services for exhibitors who are *not* using Vista as their service contractor for setup and/or teardown

30 November

Vista Convention Services begins receiving advance shipments at the Philadelphia warehouse

4 December

Deadline to receive discount prices on booth furnishings, booth cleaning, or rental items ordered from Vista Convention Services

18 December

Last day Vista Convention Services will receive advance shipments at the Philadelphia warehouse. Shipments received after this date will be charged the 35% late-freight fee.

27 December

Exhibit hall setup from 8:00 a.m. to 5:00 p.m. at the Philadelphia Marriott Downtown, Franklin Hall, level 4

28 December

Exhibit hall opens at 9:00 a.m. to convention attendees

27–30 December

MLA Annual Convention

30 December

Exhibitors move out from 1:00 to 5:00 p.m.

Photographs courtesy of the Philadelphia Convention & Visitors Bureau and Dave Bush Photographers.

Exhibitor Hotel Reservations

The exhibitor housing deadline is 3 November. Please use the link provided in the exhibitor kit to access the exhibitor housing page and make hotel reservations. It is a long link, so please be sure to use the complete address. You should reach a page that says "Welcome MLA 2009 Annual Convention Exhibitors!" This page should not request a registration ID number.

Exhibit Hall Admittance and Setup

On 27 December, only MLA exhibitors will be allowed into the Philadelphia Marriott Downtown Franklin Hall during setup. Hours for setup are 8:00 a.m.–5:00 p.m., and setup must be completed by 5:00 p.m. Any materials sent to the exhibit hall but not set up by 5:00 p.m. will be installed by Vista Convention Services, the general service contractor, at the exhibitor's expense. Exhibitors will be required to show their badges to enter the hall.

If your arrival in Philadelphia is delayed because of weather or travel conditions, and the delay interferes with your ability to set up your exhibit booth, please contact Stacey Courtney, MLA exhibits manager, at 845 304-4290, or Jack Thompson, MLA floor manager, at 312 286-1354.

Booths not ready for the opening of the exhibit hall at 9:00 a.m. on 28 December will have points deducted from the firm's total in the MLA exhibitor priority point system. In addition, companies dismantling their exhibits before 1:00 p.m. on 30 December will have points deducted. All dismantling must be completed by 5:00 p.m. on that day.

Insurance Certificate Reminder

Exhibitors using a service contractor other than Vista Convention Services are **required** to notify the MLA *and* Vista Convention Services and provide both with the appropriate insurance certificates by 25 November. In addition to the insurance certificates, please complete and return the Exhibitor Appointed Contractor Authorization Form, which was included in the Exhibitor Service Kit. Exhibitors that do not provide the MLA and Vista Convention Services with the necessary information by the 25 November deadline will be **prohibited** from setting up their booths.

Exhibitor Badges and Complimentary Exhibit Hall Passes

Exhibitor Badges: Exhibitor badges will be distributed on-site. Two exhibitor badges (good for all convention activities) and four exhibit-hall-only badges will be provided for each booth rented. Exhibitors may register additional representatives at the members' preregistration rate of $125. To access the badge request form, go to http://www.mla.org/conv_exhibit_login. You will need to enter your e-mail address (the one used to reserve the booth) and booth number. If you have reserved multiple booths, only one of those booth numbers needs to be entered.

Exhibitor Courtesy Passes: In accordance with the exhibit contract, six complimentary exhibitor courtesy passes will be allotted to each exhibitor. These passes will be made available at the exhibitor information desk and will allow a one-time-only admittance to the exhibit hall. Exhibitors should notify Stacey Courtney at the exhibitor information desk of the names of the persons who are to receive passes and the days they will attend the exhibit. Passes will be collected by exhibit hall security as guests exit the hall. Please contact me at scourtney@mla.org if you have any questions.

For security and safety reasons, all nonexhibitors must leave promptly at closing time.

Collecting Sales Tax in the Exhibit Hall

All exhibitors who conduct sales during the convention are responsible for obtaining a valid license and collecting sales tax in the exhibit hall. Exhibitors must complete both city (http://www.phila.gov/revenue) and state (http://www.paopenforbusiness.state.pa.us) tax forms and requirements.

Please note: If you do not plan to sell merchandise on the exhibit floor, you must indicate this in a letter to the MLA on official company letterhead.

Link to Your Web Site

If your company's URL is not currently linked from the MLA Web site (http://www.mla.org/exhibitorslist), and your balance is paid in full, please e-mail your link to me so that it can be added (scourtney@mla.org).

Customs Broker

Exhibitors coming from outside the United States should contact a customs broker and an international freight forwarder to arrange to have their shipments clear customs before the shipments enter the United States. This can prevent materials from being held up or detained indefinitely. With heightened security surrounding travel, we cannot stress the importance of this enough. Included below and in the Exhibitor Service Kit is contact information for companies that provide this service.

- Kuehne and Nagel, Inc. (www.kuehne-nagel.com)
- IET-International Exhibits Transport, Inc. (www.ietweb.com)
- Mendelssohn Customs and Transportation Services (www.mend.com)
- EAX Worldwide (www.eaxww.com)
- Rogers Worldwide (www.rerogers.com)
- Schenker Sivert Court, Inc. (www.schenkerusa.com)
- TWI Global Exhibition Logistics (www.twiglobal.com)

Reminders from Vista Convention Services

Should you have any questions regarding the items in the Exhibitor Service Kit, please contact Vista Convention Services (609 485-2421). If you did not receive the link or password to access the Exhibitor Service Kit, contact Stacey Courtney (scourtney@mla.org; 646 576-5263).

❶ Should you wish to rent furnishings for your booth from Vista Convention Services, please be sure to place your order by 4 December to take advantage of the discount rates.

Reminder: The MLA exhibit hall is carpeted. Additional carpeting is not required.

❷ If possible, try to ship all your material at one time, either crated or as a shrink-wrapped pallet. This will save you money as there is a 200-lb. minimum for material handling costs. Here is an example:

The Expensive Way: Materials sent as three separate shipments (based on straight-time material handling rates for crated or skidded shipments of $116.00 per cwt, 200 lbs. minimum)

Received

12/16/09	101 lbs. charged at 200 lbs. min.	$232.00
12/17/09	50 lbs. charged at 200 lbs. min.	$232.00
12/18/09	40 lbs. charged at 200 lbs. min.	$232.00
	Total: 191 lbs.	Total Cost: $696.00

The Cost-Saving Way: Everything sent together as one shipment (based on straight-time material handling rates for crated or skidded shipments of $116.00 per cwt, 200 lbs. minimum)

Received

12/17/09	3 pieces totaling 191 lbs. charged at 200 lbs. min.	$232.00
	Total: 191 lbs.	Total Cost: $232.00

Total Savings = $464.00!

❸ Vista strongly recommends that all exhibitor materials be sent in advance to the Vista advance warehouse. Shipping to the advance warehouse (versus shipping directly to the show site) will save exhibitors money by avoiding material handling overtime charges on 27 December. Additionally, all advance warehouse shipments will be waiting for you in your booth when you arrive at the show site. There is no additional cost to ship to the warehouse, and Vista will store your materials up to thirty days before the convention.

Note: If exhibitor booth materials must be shipped to arrive on 27 December or during the actual exhibition dates (28–30 December), please contact Vista's customer service department to make arrangements.

❹ Material handling rates are round-trip and based on incoming weights only. Material handling rates include storing your materials for up to thirty days before the convention, delivering materials to your booth at the Philadelphia Marriott Downtown, removing empty containers from your booth, storing them for the duration of the show, returning them to your booth at the close of the show, and moving packed and labeled materials from your booth to the dock area at the end of the show and reloading them onto your designated carrier.

❺ If possible, please try to have your shipments either crated or palletized and shrink-wrapped. It will save you money on material handling costs. Loose, uncrated, or unskidded materials will be charged at higher material handling rates than properly packaged shipments.

❻ **Please do not send shipments to the Philadelphia Marriott Downtown before 27 December.** Freight arriving at the Philadelphia Marriott earlier than 27 December at 8:00 a.m. may be returned, diverted to the advance warehouse, or received with additional charges.