

2022 EXHIBITOR SERVICES MANUAL

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Welcome to the Medtrade East 2022 Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at Medtrade East 2022. 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 to 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 for any areas you need further clarification on.

GENERAL INFO

DATES & TIMES

Move-in

Saturday, October 22, 2022	8:00 AM – 5:00 PM
Sunday, October 23, 2022	8:00 AM – 5:00 PM
Monday, October 24, 2022	8:00 AM – 5:00 PM

Show Day

Tuesday, October 25, 2022	9:00 AM – 5:00 PM
Wednesday, October 26, 2022	9:00 AM – 1:00 PM

Move-out

Wednesday, October 26, 2022	1:00 PM – 8:00 PM
Thursday, October 27, 2022	8:00 AM – 12:00 PM

EXHIBIT HALL LOCATION

Georgia World Congress Center
Building A
285 Andrew Young International Blvd. NW
Atlanta, GA 30313

This is a non-smoking building

SHOW MANAGEMENT CONTACTS

[Click here](#) for a full list of Medtrade East Show Management contacts.

VENDORS

Click on vendors to get more information.



SHEPARD EXPOSITION
DECORATING SERVICES

[ORDER ONLINE](#)
[ORDER FORMS](#)
[E-MAIL](#)



EDLEN AT GWCC
UTILITIES

[ORDER ONLINE](#)
[ORDER FORMS](#)
[E-MAIL](#)



CCLD
INTERNET & TELEPHONE

[ORDER ONLINE](#)
[ORDER FORM](#)
[E-MAIL](#)



ONPEAK HOUSING
[ONLINE RESERVATIONS](#)
PHONE: (855) 992-3353



PWP STUDIO
[ORDER ONLINE](#)
PHONE: (678) 457-4578



LEVY RESTAURANTS
[CATERING MENU](#)
[E-MAIL](#)



RELIABLE
BOOTH SECURITY
[ORDER FORM](#)
[E-MAIL](#)



TLC NATIONAL
PLANT SERVICES
[WEBSITE](#)
[ORDER FORM](#)
[E-MAIL](#)



MARITZ GLOBAL EVENTS
LEAD RETRIEVAL
[ORDER ONLINE](#)
[ORDER FORM](#)
[E-MAIL](#)



SMARTSOURCE
AUDIO / VISUAL
[ORDER ONLINE](#)
[ORDER FORM](#)
[E-MAIL](#)




IMAGE MODEL
TALENT AGENCY
[WEBSITE](#)
[INFORMATION SHEET](#)
[E-MAIL](#)



DSV – AGILITY
INTERNATIONAL FREIGHT
[WEBSITE](#)
[INSTRUCTIONS](#)
[E-MAIL](#)

SHOW PLANNER

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

AUGUST 16 

ORDER LEAD RETRIEVAL
(TIERED PRICING)

SEPT 9 

UPDATE SHOW DIRECTORY LISTING

SEPT 24 

SHEPARD ADVANCE WAREHOUSE SHIPPING BEGINS

ACCEPTED THROUGH OCTOBER 14 WITHOUT SURCHARGE

OCT 4 


EDLEN AT THE GEORGIA WORLD CONGRESS CENTER

ELECTRICAL
PLUMBING
CABLE

OCT 4 

SHEPARD EXPOSITION SERVICES DISCOUNT DEADLINE FOR ONLINE ORDERS

FURNISHINGS
BOOTH CLEANING
CARPET
LABOR

OCT 4 

CCLD ORDER DEADLINE

INTERNET
WIFI
TELEPHONE

BEFORE YOU ARRIVE TO SHOWSITE

-  Submit Certificate of Insurance
-  Coordinate Hotel & Travel
-  Register Booth Personnel
-  Update Show Directory Exhibitor Profile
-  Submit EAC Notification Form & EAC Certificate of Insurance

ONCE YOU ARRIVE

- PICK UP BADGE FROM REGISTRATION
- CONFIRM FREIGHT DELIVERY
- CONFIRM ADVANCED ORDERS
- PLACE ONSITE ORDERS

INSURANCE

Medtrade East 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 Medtrade East 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), Georgia World Congress Center Authority (Facility), and Shepard Exposition Services (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.

The following **MUST** be contained on the certificate: [DOWNLOAD A SAMPLE CERTIFICATE OF INSURANCE](#)

"Producer" – Name, Address, and Phone Number of the insurance carrier

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

"Description of Special Items" – "Emerald – Medtrade East 2022, Shepard Exposition Services, the Georgia World Congress Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates October 22-27, 2022.

NEED GENERAL LIABILITY INSURANCE?

Marsh/TotalEvent Insurance offers General Liability Insurance for \$65 plus tax. [Click for more information.](#)



Certificate Holder Information should be listed as:

Medtrade East 2022
1145 Sanctuary Pkwy, Ste 355
Alpharetta, GA 30009

Click here to submit your insurance documents online. Be sure the name of the attachment reflects the name of the insured exhibiting company



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

Medtrade East is a “Cubic Content” show

Booths must be constructed per the booth guidelines provided within this kit for the specific type of booth space being leased. Violations could result in a fine and/or loss of priority points.

Medtrade East is a “No Concrete” show

All booths must order or supply their own floor covering that completely covers the cement floor within their contracted booth space.

Show Colors

Backwall and Siderail Drape: Black

Aisle Carpet: Tuxedo

Standard Booth Equipment

Linear, Corner and Perimeter booths

- 8’ high pipe and drape back wall.
- 3’ high pipe and drape side rails.
- 7” x 44” booth identification sign with the company name and booth number.

Split Island, Peninsula and End-Cap booths

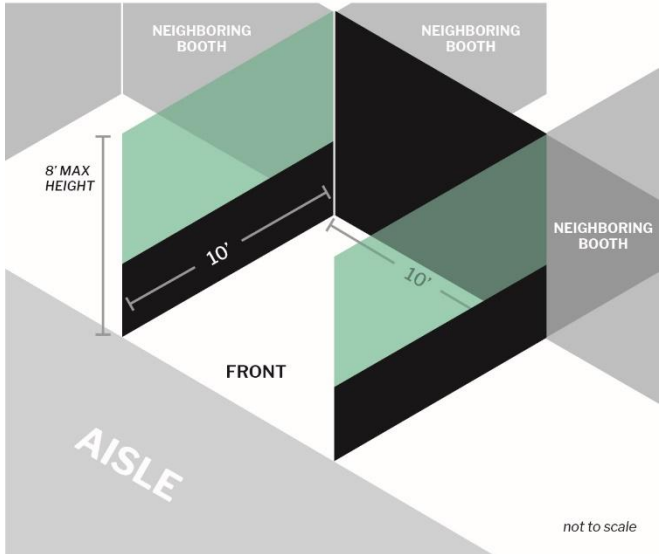
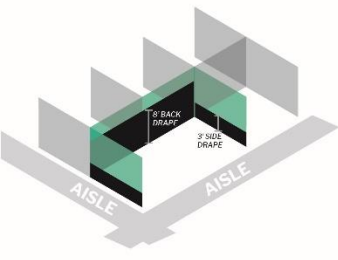
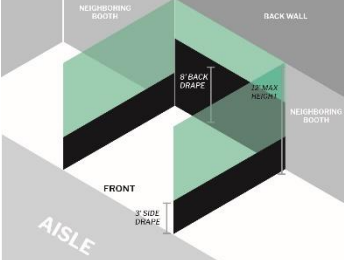

- 8’ high pipe and drape back wall.
- 7” x 44” booth identification sign with the company name and booth number.

Island booths


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

All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located within this kit.

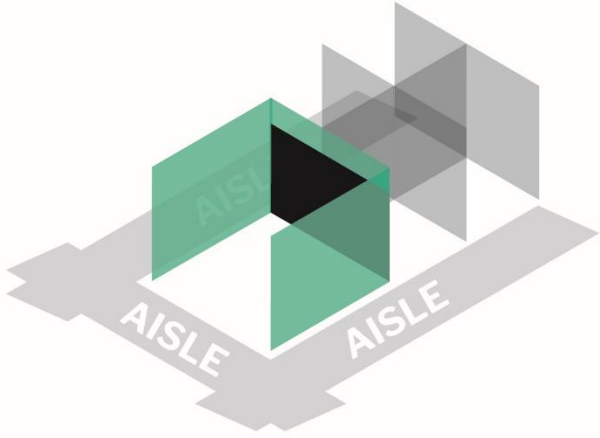
Linear / Inline Booth Guidelines

<p>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.</p> <p>Linear & Perimeter booths are commonly ten feet (10') deep and multiples of ten feet (10') wide, i.e., 10' x 10', 10' x 20', 10' x 30', etc.</p>	<p style="text-align: center;">INLINE BOOTH SPACE 10 X 10, cubic content, with provided drape, max height 8'</p>  <p style="text-align: right;"><i>not to scale</i></p>	
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall. • 3' high pipe and drape side rails. • 7" x 44" booth identification sign with the company name and booth number. <p>All other equipment and services are the responsibility of the exhibitor.</p>	<p>Use of Space – Cubic Content Rule: 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.</p> <p>Footprint Rule or “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.</p>	
<p>Hanging Signs / Graphics Linear/Inline booths are not permitted to have hanging signs.</p> <p>Signs, logos and graphics placed along booth edges may not face into adjacent booths.</p>	<p>Exposed Surfaces All exposed exhibit components extending above the 3' high pipe and drape sidewalls and/or the 8' high pipe and drape backwall must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.</p>	
<p>Additional Information Labor/Union Laws Building Rules/Guidelines Onsite Booth Guidelines</p>	<p>Variance Requests Variance requests can be submitted to show management for review using the online Booth Variance Request Form.</p>	
<p>Linear / Inline Booth Variations:</p>		
<p>Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle.</p>	<p>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 twelve feet (12').</p>	<p>End-Cap booths are exposed to an aisle on three sides and comprised of two adjacent 10'x10' booth spaces and must adhere to the same guidelines as linear booths.</p>
<p style="text-align: center;">CORNER BOOTH SPACE aisles on 2 sides; cubic content w/ provided drape</p>  <p style="text-align: right;"><i>not to scale</i></p>	<p style="text-align: center;">PERIMETER BOOTH SPACE booth backs up to wall in event space, max height 12'</p>  <p style="text-align: right;"><i>not to scale</i></p>	<p style="text-align: center;">END CAP PENINSULA BOOTH SPACE cubic content, aisles on 3 sides</p>  <p style="text-align: right;"><i>not to scale</i></p>

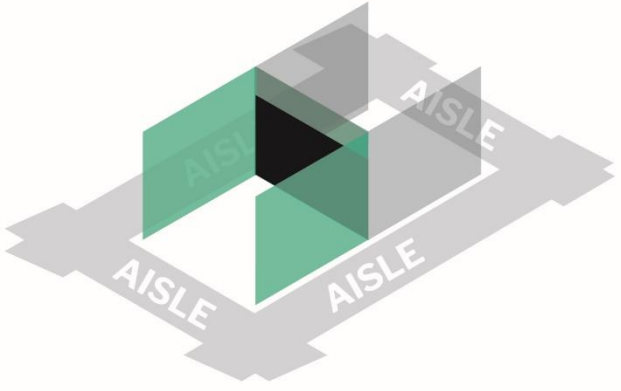
Island Booth Guidelines

<p>Definition and/or Dimension Island booths are any size booth exposed to an aisle on all four sides.</p> <p>Island booths are typically twenty feet (20') by twenty feet (20') or larger, although may be configured differently.</p>	<p style="text-align: center;">ISLAND BOOTH SPACE aisles on 4 sides</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p>What's Provided / Included Island booths do not come with drapes or ID signs.</p> <p>All equipment and services are the responsibility of the exhibitor.</p>	
<p>Use of Space – Cubic Content Rule: The entire cubic content of the booth may be used up to the maximum allowable combined height of twenty feet (20') between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side.</p>	<p>Footprint Rule or “Wiggle Room” Factor Since Island Booths do not have any adjacent booths, the footprint rule is not applicable.</p>
<p>Multi-Level Exhibits A Multi-Level exhibit consists of a display fixture comprised of two or more levels. A multi-level exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a “structure” for building purposes.</p> <p>All Multi-Level 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 the facility at least sixty (60) days in advance of move-in.</p>	<p>Covered Exhibits A Covered exhibit consists of a display fixture with something placed over or upon the exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a Covered exhibit is not occupiable.</p> <p>All Covered exhibits with 300 sq. ft. or more of covered space 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 the facility at least sixty (60) days in advance of move-in.</p>
<p>Hanging Signs / Graphics Hanging signs may be hung to a maximum height of twenty-five feet (25') from the floor to the top of sign.</p> <p>If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. This empty space must be continuous throughout the entire cubic space of the booth.</p>	<p>Exposed Surfaces All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.</p>
<p>Additional Information Labor/Union Laws Demonstration Guidelines Building Rules/Guidelines Americans with Disabilities Act Display Guidelines</p>	<p>Variance Requests Variance requests can be submitted to show management for review using the online Booth & Hanging Sign Variance Request Form.</p>

Peninsula Booth Guidelines

<p>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.</p> <p>Peninsula booths are usually twenty feet (20') by twenty feet (20') or larger.</p>	<p style="text-align: center;">PENINSULA BOOTH SPACE cubic content, aisles on 3 sides, with provided drape</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall. • 7" x 44" booth identification sign with the company name and booth number. <p>All other equipment and services are the responsibility of the exhibitor.</p>	
<p>Use of Space – Cubic Content Rule: The entire cubic content of the booth may be used up to the maximum allowable combined height of twenty feet (20') between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side.</p>	<p>Footprint Rule or "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.</p>
<p>Multi-Level Exhibits A Multi-Level exhibit consists of a display fixture comprised of two or more levels. A multi-level exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes.</p> <p>All Multi-Level 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 the facility at least sixty (60) days in advance of move-in.</p>	<p>Covered Exhibits A Covered exhibit consists of a display fixture with something placed over or upon the exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a Covered exhibit is not occupiable.</p> <p>All Covered exhibits with 300 sq. ft. or more of covered space 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 the facility at least sixty (60) days in advance of move-in.</p>
<p>Hanging Signs / Graphics Hanging signs may be hung to a maximum height of twenty-five feet (25') from the floor to the top of sign.</p> <p>Signs, logos and graphics must be set back no less than five feet (5') from adjacent booths. This includes the side of a hanging sign that is facing adjacent booths.</p> <p>If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. This empty space must be continuous throughout the entire cubic space of the booth.</p>	<p>Exposed Surfaces All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Additional Information</p> <p>Labor/Union Laws Demonstration Guidelines Building Rules/Guidelines Americans with Disabilities Act Display Guidelines</p>	<p>Variance Requests Variance requests can be submitted to show management for review using the online Booth & Hanging Sign Variance Request Form.</p>

Split Island Booth Guidelines

<p>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.</p> <p>Split Island booths are typically twenty feet (20') by twenty feet (20') or larger, although may be configured differently.</p>	<p style="text-align: center;">SPLIT ISLAND BOOTH SPACE w/ provided drape</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall. • 7" x 44" booth identification sign with the company name and booth number. <p>All other equipment and services are the responsibility of the exhibitor.</p>	
<p>Use of Space – Cubic Content Rule: The entire cubic content of the booth may be used up to the maximum allowable combined height of twenty feet (20') between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side.</p>	<p>Footprint Rule or "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.</p>
<p>Multi-Level Exhibits A Multi-Level exhibit consists of a display fixture comprised of two or more levels. A multi-level exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes.</p> <p>All Multi-Level 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 the facility at least sixty (60) days in advance of move-in.</p>	<p>Covered Exhibits A Covered exhibit consists of a display fixture with something placed over or upon the exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a Covered exhibit is not occupiable.</p> <p>All Covered exhibits with 300 sq. ft. or more of covered space 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 the facility at least sixty (60) days in advance of move-in.</p>
<p>Hanging Signs / Graphics Hanging signs may be hung to a maximum height of twenty-five feet (25') from the floor to the top of sign.</p> <p>Signs, logos and graphics must be set back no less than five feet (5') from adjacent booths. This includes the side of a hanging sign that is facing adjacent booths.</p> <p>If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. This empty space must be continuous throughout the entire cubic space of the booth.</p>	<p>Exposed Surfaces All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Additional Information</p> <p>Labor/Union Laws Demonstration Guidelines Building Rules/Guidelines Americans with Disabilities Act Display Guidelines</p>	<p>Variance Requests Variance requests can be submitted to show management for review using the online Booth & Hanging Sign Variance Request Form.</p>

Hanging Signs & Airborne Objects

Permitted in all Island, Split Island, and Peninsula booths that are 400 sq. ft. or larger. End-cap and linear booths do not qualify for hanging signs and graphics, regardless of size.

Maximum height of twenty-five feet (25') from the floor to the top of the hanging sign.

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 twenty feet (20'). Examples of different types of booth 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 twenty feet (20') in height is used, a hanging sign is not permitted.

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

<p>CEILING HEIGHT RESTRICTIONS</p> <p>ceiling height 35'</p> <p>10' to ceiling</p> <p>4' hanging sign</p> <p>5' clearance between top of structure and bottom of sign</p> <p>structure height 16'</p> <p>not to scale</p>	<p>CEILING HEIGHT RESTRICTIONS</p> <p>ceiling height 35'</p> <p>10' to ceiling</p> <p>10' hanging sign</p> <p>5' clearance between top of structure and bottom of sign</p> <p>structure height 10'</p> <p>not to scale</p>	<p>CEILING HEIGHT RESTRICTIONS</p> <p>ceiling height 35'</p> <p>15' to ceiling - hanging sign not permitted</p> <p>structure height 20'</p> <p>not to scale</p>
<p>Structure at a max height of 16' Sign at a max height of 4'</p>	<p>Structure at a max height of 10' Sign at a max height of 10'</p>	<p>Structure at a max height of 20' No hanging sign permitted</p>

Rigging Orders

All rigging orders should be made with Shepard Exposition Services and can be [ordered online](#).

Approval Process

If your hanging sign does not comply with the Medtrade East Hanging Sign & Graphics Guidelines or you would like to request approval to hang signs at a height of twenty-six to thirty feet (26'-30'), please submit for a variance approval from Medtrade East Show Management using the [Booth & Hanging Sign Variance Request Form](#).

Variances may be issued at show management's discretion. Drawings and three-dimensional renderings of both the hanging sign and the floor supported booth structure, with dimensions, should be submitted to show management with the approval request and available onsite for inspection. If your hanging sign complies with the Medtrade East Hanging Sign & Graphics Guidelines, a variance approval submission is not required.

Booth and Hanging Sign Variance Request Form

Drones

No drones, remotely piloted aircraft systems (RPAS), or Unmanned Aerial Vehicles (UAVs) are permitted in any exhibit hall or any Medtrade East space.

Balloons or Inflatables

Helium and Mylar balloons are **NOT** allowed on the show floor at any time and should not be used in the design of the exhibit space or be distributed.

Lighting/Truss

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.

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.

FREIGHT & DELIVERIES

Warehouse Address

Exhibiting Company Name

Booth No.

Medtrade East 2022

c/o Shepard Exposition Services

1790 Marietta Blvd

Atlanta, GA 30318

Shepard will accept crated materials at their warehouse beginning Saturday, September 24, 2022 at the above address. Materials arriving after Friday, October 14, 2022 will be received at the warehouse with an additional after deadline surcharge.

Please note that the Shepard warehouse does not accept single pieces over 5,000 pounds, machines, or uncrated items.

Warehouse receiving hours are Monday through Friday between the hours of 8:00 a.m. and 3:30 p.m. Certified weight tickets must accompany all shipments.

You can download and print Advance Warehouse shipping labels from [Shepard Exposition Services](#). Plan to use two labels on each piece you will be shipping and use a waterproof marker to address the label and mark your booth number.

Shepard material handling fees for advance shipments to the Shepard warehouse include:

- Delivery of items to the booth prior to 8:00 AM on Saturday, October 22.
- Removal and storage of empty crates during the show.
- Return of empty crates after the close of the show and all aisle carpet is rolled.

Direct to Site Address

Exhibiting Company Name

Booth No.

Medtrade East 2022

Shepard Exposition Services

Georgia World Congress Center

285 Andrew Young International Blvd. NW

Atlanta, GA 30313

Shepard will receive shipments at the exhibit facility on the dates of Saturday, October 22 through Monday, October 24. Shipments arriving before Saturday, October 22 will be refused by the facility. Any charges incurred for early freight delivery attempts will be the responsibility of the exhibitor. Certified weight tickets must accompany all shipments.

Drivers must check in no later than 2:30 p.m. in order to be off-loaded on the same day. Show site deliveries do not have a guaranteed time and are handled on an "as checked in and received" basis.

Please note: Any materials received by Shepard are subject to material handling charges and are the responsibility of the exhibitor. This also applies to items not ordered through the Official Show Vendors. Refer to the Shepard Material Handling Form for charges for the service.

You can download and print Show Site shipping labels from [Shepard Exposition Services](#). Plan to use two labels on each piece you will be shipping and use a waterproof marker to address the label and mark your booth number.

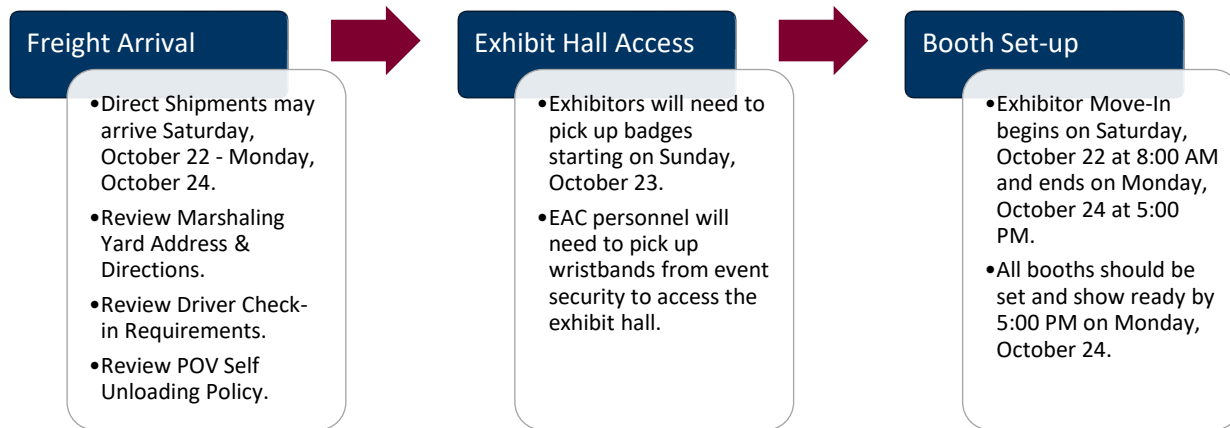
Shepard material handling fees for direct shipments to the Georgia World Congress Center include:

- Acceptance and unloading of items upon delivery and delivery to the booth.
- Removal and storage of empty crates during the show.
- Return of empty crates after the close of the show and all aisle carpet is rolled.

Marshaling Yard

All delivering carriers must check in at the Shepard Marshaling Yard prior to delivering to the Georgia World Congress Center. The Shepard Marshaling Yard is located at 361 Ivan Allen Blvd., Atlanta, GA 30313.

Move-in/out Procedures



Self-Unloading / Hand Carry Policy

Full-time exhibitor personnel may carry materials in and out of the Georgia World Congress Center by hand or with the use of an exhibitor-owned, non-motorized two-wheeled hand cart. This does NOT include pallet jacks or motorized equipment of any type. If needed, cart service and/or empty storage and return will be provided by Shepard at the prevailing rates.

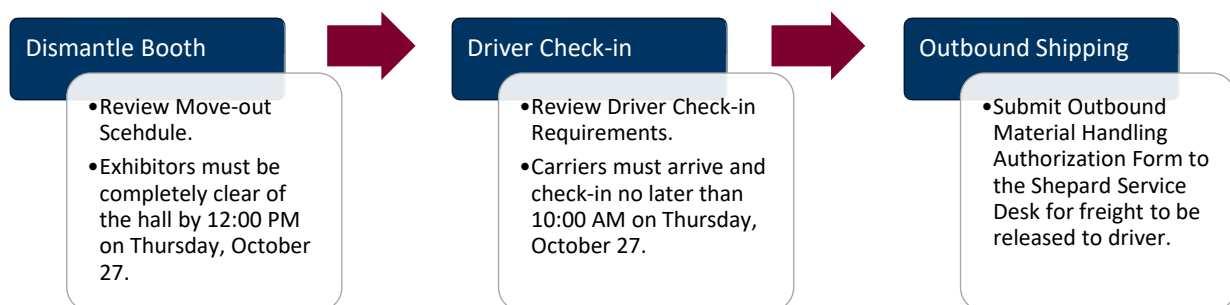
Privately Owned Vehicles (POV)

POV's may check-in during exhibitor move-in or move-out hours. A POV must be completely unloaded within 30 minutes of arrival at the loading dock area. Multiple trips are permitted as long as unloading is completed and the vehicle is removed from the loading dock within 30 minutes.

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.

Outbound Shipping

All outbound shipments require a Shepard Outbound Material Handling Authorization form and shipping labels. Shepard offers complimentary pre-printing of these items. To take advantage of this service, please complete Shepard's Outbound Material Authorization and Shipping Labels form and submit it to Shepard. Your preprinted MHA and labels will be delivered to your booth prior to the close of the show. *Note: All third parties must pick up MHA/labels at the Shepard Service Desk.



Accessible Storage

Accessible storage service is available at show site for exhibitors to easily access their product samples and literature during show days only.

International Freight

Agility Fairs & Events has been appointed as the official international freight forwarder and customs broker. For more information, please visit their [website](#) or [download the International Shipping Instructions](#).

INSTALL/DISMANTLE & LABOR REGULATIONS

Late Set-up

On Saturday, October 22 through Monday, October 24, exhibitors are welcome to stay in the exhibit hall past 5:00 PM to continue setting up their booth but must remain inside the exhibit hall until they are leaving the hall for the night. No re-entry will be allowed after 5:00 PM until 8:00 AM the next morning.

Beginning on Sunday, October 23, exhibitors will not be allowed access to the exhibit hall without an Exhibitor badge. Since registration will close at 5:00 PM on Sunday, October 23 and Monday, October 24, exhibitors must arrive before 5:00 PM and pick up their Exhibitor badge if they want to enter the exhibit hall. Exhibitors arriving after 5:00 PM will need to wait until registration opens the next morning to pick up their badge and enter the exhibit hall.

Labor/Union Laws

Georgia is a “right-to-work” state. Full time employees of the exhibiting companies may set up their own exhibits. Union Labor, however, is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the enclosed order forms. Exhibitors may not operate or utilize any type of powered or mechanical equipment

Union exhibit labor claims jurisdiction for the installation, dismantling, and first cleaning of prefabricated exhibits and displays when this work is done by persons other than company personnel. They may be employed by completion of labor forms enclosed in this manual.

Union Labor is not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance, or repairs on your products.

If, however, you hire any labor to assist you, it must be through the Official Contractor or a contractor which meets all the regulations as an Exhibitor Appointed Contractor.

Forklifts

Forklift labor is an exclusive service provided by Shepard.

Tipping

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Shepard Exposition Services.

Building Rules/Guidelines

It is strongly recommended that all exhibitors review and understand the [GWCCA Event Policy and Procedures Manual](#), especially for Fire Marshal requirements and specific policies and procedures that directly pertain to your booth design and demonstration plans.

Safety

Fire Marshal Requirements & Permitting

Please see [Building Rules/Guidelines](#) above for Fire Marshal requirements.

OSHA Regulations

All exhibitors and hired third-party contractors, must comply with environmental laws and OSHA regulations.

Cleaning

Clean Floor Policy

Items must be removed from the show floor as follows:

All crates and skids labeled for EMPTY storage: ***no later than 4:00 PM on Monday, October 24, 2022***

All bulk trash labeled for disposal: ***no later than 4:00 PM on Monday, October 24, 2022***

All aisles clear of crates for aisle carpet installation: ***no later than 5:00 PM on Monday, October 24, 2022***

All booths set and show ready: ***no later than 5:00 PM on Monday, October 24, 2022***

Following this Clean Floor Policy schedule will allow Shepard sufficient time to complete the laying of the aisle carpet and the overall cleaning of the exhibit hall, as well as provide exhibitors 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 Shepard and removed from the exhibit hall – whether full or empty. Exhibitors may request product 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 bulk trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a dumpster fee and a disposal fee during exhibitor move-in. Excessive booth materials and/or literature left in the booth at the end of published exhibitor move-out that is not labeled for an outbound shipment or donation will be considered abandoned and deemed as bulk trash. Bulk trash is defined as any waste larger than 3' x 3' x 3' or 1m x 1m x 1m. The exhibitor will be charged for the removal and disposal of these items.

Booth & Material Abandonment

Exhibiting companies are required to make cleaning and labor arrangements for both material dismantle and/or removal. It is expected and required that all the exhibiting material be removed at the end of the show. It is not appropriate for bulk material to be left in the aisles during move-in or left behind during move-out. This includes, but is not limited to: flooring, large boxes and crates, racks, exhibit displays, literature, etc. If the exhibiting company does not want any or part of their exhibit material, arrangements for cleaning labor and dumpster/disposal need to be made in advance through Shepard. Exhibitors that do not comply with this policy and leave excessive literature and/or display materials in their booth during move-in or move-out will be deemed guilty of "material abandonment" and will be charged for the removal of these items.

Care of the Facility

It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.

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 areas.

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, agent's contractors or representatives.

EXHIBITOR APPOINTED CONTRACTOR

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the following rules and regulations must be adhered to by the exhibitor and the EAC. **These rules will be strictly enforced.** Completion of the required [EAC Notification Form & Insurance Submission](#) qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.

The EAC/I&D contractor must be licensed, insured, and authorized to work in the Georgia World Congress Center. Contractors must adhere to all rules and regulations of Medtrade East, Shepard Exposition Services, the Georgia World Congress Center, and the local unions. This includes keeping “no freight aisles” clear, clearing empty crates off the show floor, not dismantling any portion of the booth before show close, and being properly badged.

All contracted personnel must pick up an EAC badge at Registration before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D.

The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor’s work. If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show management will have the final decision in such instances.

The EAC will not solicit business at the event and personnel must wear a Medtrade East badge at all times. It is the exhibitor’s responsibility to make sure that all independent contractors are properly badged before arrival.

The Georgia World Congress Center Authority (Facility), Emerald (Show Management), and Shepard Exposition Services (General Service Contractor) must be named as additionally insured by all contractors working in the hall. Show management must receive the certificate of insurance no later than 30 days before the commencement of installation and it must be submitted using the online [EAC Notification Form & Insurance Submission](#). Certificates received through mail, e-mail, fax, or any other means will not be accepted. Show management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of:

- Certificate of insurance for workers’ compensation and employers’ liability, comprehensive general liability, and automobile liability insurance.
- The workers’ compensation and employers’ liability insurance must provide a minimum limit of (recommended \$500,000 USD) and meet the requirements established by the state in which the event is being held.
- Comprehensive general liability coverage must provide at least (recommended \$1 million USD per occurrence /\$2 million USD general aggregate) in coverage and shall name Medtrade East Show Management, the sponsoring associations, the event owners, the official contractor, and the facility as additional insured.
- Automobile liability should include all owned, non-owned, and hired vehicles with limits of (recommended \$500,000 USD) bodily injury and (recommended \$500,000 USD) property damage liability.

In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by show management in any contracts with the official contractors. Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.

Services ordered on behalf of exhibitors by EAC’s or other third parties must be so authorized in writing by the exhibitor. Payment for all services will be the responsibility of the exhibitor.



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 Notification Form & Insurance Submission by **Friday, September 23**.

Complete this form **only** if you are using the services of an outside contractor to install or dismantle any part of your display. The form but be filled out completely and submitted with the EAC’s certificate of insurance.

DONATIONS

Friends of Disabled Adults and Children (FODAC) will be onsite accepting donations after the close of the show. To set up a donation, forms will be available onsite at the FODAC booth in booth number 254 or at the FODAC counter at the Service Desk.

UTILITIES

ELECTRICAL, PLUMBING & CABLE

Edlen is the exclusive provider of electrical, cable, and plumbing services to exhibitors at the Georgia World Congress Center. Services can be [ordered online](#) or [download the order forms](#).

INTERNET SERVICES

CCLD is the exclusive provider of telephone services, as well as both hard wired and wireless high-speed Internet to exhibitors at the Georgia World Congress Center. Services can be [ordered online](#) or [download the order forms](#).

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.

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 the 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.

Exhibitors that do not properly cover the floor of their entire exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.

Display of Product

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle, including the audience. Space within the booth must be designated for any group of attendees viewing or participating in a presentation or demonstration within the booth.

Fog, smoke, and steam machines are not permitted.

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 the aisles.

Items located in the exhibit space must be in good taste or will be removed at the discretion of show management.

Floral

The official provider of floral and plants is TLC National Convention Plant Services. Visit their [website](#) for more information or [download the order forms](#).

Vehicles on Display

Please review the Fire Department Regulations for Display Vehicles found in the [GWCCA Event Policy and Procedures Manual](#).

DEMONSTRATIONS

Exhibitor Conduct /Good Neighbor Policy

Activities may not disturb neighboring booths. 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.

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. 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.

Food & Beverage Sampling

All food and beverage samples brought into the Georgia World Congress Center must have written approval from Levy Restaurants prior to the event. For more information, [e-mail Levy Restaurants](#).

Models / Temporary Staffing

The official provider of models, hosts, and other talent is Image Model Talent Agency. Visit their [website](#) for more information or [download the information sheet](#).

Noise / Music

In general, exhibitors with booths that are 400 sq. ft. and larger 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 so as to direct sound into the booth rather than into the aisle.

Sound created by amplified devices should not exceed 80 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.

Booths under 400 sq. ft. in size are not allowed to utilize any type of sound system or any device that amplifies sound.

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.

ADDITIONAL

Americans with Disabilities Act (ADA)

All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Click [here](#) for more information on the Americans with Disabilities Act (ADA).

Distribution of Promotional Items

Circulars, catalogs, magazines, folders, promotional, educational or other giveaway matter may be distributed only inside the exhibitor's display. Distribution from booth to booth or canvassing on any part of the facility property is forbidden. 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 prior written approval of show management.

Photography

Photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an *approved* Exhibitor Appointed Photographer.

Exhibitors and/or *approved* Exhibitor Appointed Contractors may photograph or record their own exhibits during show days ONLY.

Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, Keynote Sessions, Conference Sessions and Meeting Rooms) is prohibited.

Photo shoots scheduled outside of published show hours must include a security escort ordered from the official security provider.

Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth.



Submit the Photography
Approval Form if planning to
use a third-party
photographer.

Selling at Booth

Selling merchandise from your booth during the show is strictly prohibited.

Any display items sold during the show cannot be removed from the show floor until after closing on the final show day. Exhibitors who choose to sell their display items must work jointly with the purchasing party to arrange for removal of the items from the show floor, while following all move-out and labor regulations. Exhibitors must also escort the purchaser to the exhibit hall exit and confirm with security that the purchaser is authorized to remove the items from the exhibit hall.

Sharing of Exhibit Space

An exhibitor may not bridge an aisle, whether by a physical structure, carpeting, banners, etc., in order to connect their exhibit space with one across the aisle without permission from show management.

Strolling Entertainment & Suitcasing

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

Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.

The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by show management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties within the exhibit facility without the permission of show management are in violation of this clause.

SECURITY INFORMATION

Medtrade East 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 Medtrade East Show Management, the Georgia World Congress Center, agents nor employees assumes 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.

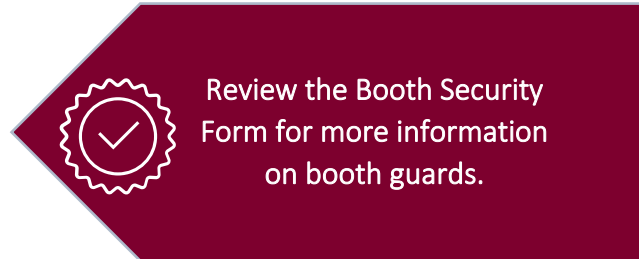
Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

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 damages 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



REGISTRATION

STAFF BADGES

Booth personnel may be registered online by logging in to your [Medtrade Connect account](#). Badges must be picked up by each individual person at onsite registration upon arriving to the Georgia World Congress Center. Exhibitors will not be allowed to pick up badges for anyone else and everyone must present photo I.D. when picking up their badge.

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.

Each exhibiting firm receives four (4) booth staff badges per 100 square foot space occupied. Additional exhibitor registrations are available for a fee. Buyers, customers, and exhibitor appointed contractor personnel should **not** be registered as exhibitors.

Badges are the property of show management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.

Exhibitor badges do NOT automatically receive access to conference sessions. If exhibiting staff desire to attend conference sessions, this can be added to their registration for a fee at Exhibitor Registration.

ADMISSION POLICY

Children

No one under the age of 16 is permitted into the exhibit hall, sessions, or any function held by Medtrade. During move-in and move-out, no one under the age of 18 is permitted inside the exhibit hall as it is considered a construction area.

Early Appointments

No exhibitors will be allowed access to the exhibit hall prior to posted move-in and move-out days/hours. On show days without scheduled move-in prior to the show opening, exhibitors will be allowed access one (1) hour before show opening.

Exhibitor Appointed Contractors (EAC)

All contracted personnel without an Exhibitor badge must stop at the EAC Check-In Table in Registration, sign the Emerald Terms & Conditions for access to the show floor, and pick up the daily wristband before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D.

Guests

All guests must have the proper Guest show badge worn at all times while in the exhibit hall, sessions, or any function held by Medtrade during move-in, move-out or show hours.

GETTING THERE

HOTELS

onPeak is the official hotel agency for Medtrade East and the best way to book hotel reservations. Hotel arrangements can be made online beginning Thursday, June 16 through the [Medtrade Hotel Accommodations](#) page.

With onPeak you will receive descriptions, photos, and maps to help you choose the perfect hotel. An acknowledgment of your hotel reservation will be sent to you immediately via email upon completion of the online process or within 24 hours for reservations received via phone, fax, or mail.

Reservations are accepted on a first-come, first-served basis and require a first night's room and tax deposit guaranteed by check or credit card. All deposits are due when the initial reservation is made. All new reservations, changes, substitutions, and cancellations must be made through onPeak. Please refer to your hotel confirmation for individual cancellation policies.

PARKING

Exhibitors can purchase parking passes online from the Georgia World Congress Center in advance of the show by clicking [here](#).

SHUTTLES

Shuttle service between the hotels and the Georgia World Congress Center will not be provided at Medtrade East.

RIDESHARE / TAXI

Taxis, Uber, and Lyft are available for anyone choosing to use their services. Drop-off and pick-up will be in specific areas as designated by the Georgia World Congress Center and hotels.

CITY RESOURCES

Atlanta boasts things to do with personality, adventure and unforgettable experiences rolled into one fabulous city. Test your adventurous side with outdoor fun at one of the city's many green spaces, dig into ATL's deep culture through historic sites and museums, feel the soulful vibe of local musicians across the city or stroll through endless neighborhoods filled with unique shops. Whatever you choose, you're in for a trip of a lifetime. We can't wait to share our remarkable city with you. [Discover Atlanta](#).

BUSINESS CENTER

Conveniently located in the Building C entrance lobby, [FedEx Office](#) offers virtually everything to meet your convention and business needs.

SPONSORSHIP OPPORTUNITIES

Log in to your [Medtrade Connect](#) account to enter your company profile and product categories by Friday, September 9.

Find opportunities to maximize your exposure and brand presence to the entire Medtrade audience by visiting the [Advertising & Sponsorship](#) page of the Medtrade East website.

NEW PRODUCT PAVILION

For exhibitors with New Product Pavilion entries, please review the [New Product Pavilion Policies and Procedures](#).

All information must be entered into your [Medtrade Connect](#) account no later than Monday, October 10.

If you desire to keep product information confidential until the show, please contact your Medtrade sales representative to arrange to provide information just for onsite signage.

ONSITE EXHIBIT SPACE RENEWALS

Prior to the show, you will receive a space selection appointment for Medtrade 2023. During your assigned space selection appointment, please go to the Sales Office to select your booth space for Medtrade 2023.