



2018 GAMA Trade Show Exhibitor Show Guide

March 12-16, 2018 (Monday-Friday) at Peppermill Resort in Reno!

IMPORTANT DEADLINES

January 26, 2018:	Advertising Artwork Deadline Show Specials Submission Deadline
February 17, 2018:	Hotel Room Block Deadline
February 23, 2018:	Decorator Discount Deadline A/V & utility services Discount Deadline
March 1, 2018:	Badge Pre-Registration Deadline
March 16, 2018:	FORCED FREIGHT at NOON PST

Exhibitor Show Outline

Monday March 12

Pre-Registration	9 am to 7 pm
On-site Registration	11 am to 7 pm
Manufacturer Seminars	Noon to 5 pm
GAMA Meet and Greet	6 pm
Games Night	6:30 pm to Midnight

Tuesday March 13

Registration	8 am to 6 pm
Manufacturer Seminars	8 am to 4:30 pm
Exhibit Hall Set Up	9 am to 8 pm

Wednesday March 14

Registration	8 am to 6 pm
Exhibit Hall Set Up	8 am to Noon
Exhibit Hall Open	1 pm to 6 pm
Games Night	6:30 pm to Midnight

Thursday March 15

Registration	8 am to 6 pm
GAMA's Hot Topic	11 am to 12 pm
Exhibit Hall Restock	Noon to 1 pm
Exhibitor Hall Open	1 pm to 6 pm
Exhibitor Hall breaks down	6 pm to 9 pm

Friday March 16

Exhibit Hall breaks down	8 am to 12 pm
Industry Seminars	9 am to 11 am
FORCED FREIGHT	NOON (12 pm)

NOTE: FORCED FREIGHT IS AT NOON ON FRIDAY MARCH 16. ANYONE'S SHIPPING COMPANY THAT HAS NOT ARRIVED FOR THEIR FREIGHT PICK UP BY NOON WILL HAVE THEIR FREIGHT HANDLED BY FERN AND IS RESPONSIBLE FOR ALL ASSOCIATED COSTS.

Payment

GAMA's preferred method of payment, for all payments, is by company check. Any check returned for non-sufficient funds will incur a \$50.00 fee and possible loss of your booth space. Alternate methods of payment may incur additional fees. Contact Patti Brendlinger at office@gama.org or at (614) 255-4500 x107 for billing details.

Hotel

GAMA reserves a room block in Peppermill Resort that closes February 17, 2018. You can find the hotel link on <http://gamatradeshow.com/hotel>.

Food Functions

Food Functions are only available to our retail members.

Exhibitor Badge Registration

Each exhibitor may register, at no additional cost, up to two exhibitor badges per 10'x10' of space purchased. Exhibitor badge holders must be for working exhibitors. Exhibitors will receive an email with the link to the exhibitor registration portal, including their username and password, where they will login and register their exhibitor badges for the show. Additional badges beyond the badges included with their booth purchase may be registered at a cost of \$50 per badge. All badges not registered by March 1, 2018 must be registered onsite. All badges and badge payments must be processed through the exhibitor registration portal.

Bare Booth Show

The 2018 GAMA Trade Show is a bare booth show with a fully carpeted hall. **This means that your booth will not have tables, chairs, or electricity as part of your exhibit space.** You may bring your own materials, or rent them from FERN, GAMA's official show decorator. FERN contact is Bailey Walter, (614) 253-1500 or bcwalter@fernexpo.com. A/V, utility and sign hanging services are handled in house with the Peppermill. The contact is Gary Guberman, he can be reached at gguberman@peppermillreno.com.

Exhibitor Booth & Booth Staff Appearance

Standards will be determined by the GAMA Staff. These guidelines are meant to maintain the GAMA Trade Show as a professional show and to comply with the Fire Safety Code.

This includes but is not limited to:

- All tables must be covered with the covering reaching the floor if it will be visible to the public.
- All products must be either properly displayed or if still in boxes, it must be covered.
- All trash, especially empty boxes, must be properly stored until disposed of.
- No booth display may be higher than 12'. Sponsors can request to go over this height.
- All booths must have an exhibitor staff member in them at all times while the Exhibit Hall is open.
- No clothing with profanity or lewd behavior is allowed.
- No persons under the age of 18 are allowed in the exhibit hall at any time. Booth staff under the age of 18 is required to be pre-approved by the Executive Director.