



EXHIBITOR MANUAL

Dec 6 – 8 2024 | PENNSYLVANIA CONVENTION CENTER | PHILADELPHIA, PA

Thank you for exhibiting at PAX Unplugged!

We greatly appreciate your business and are working hard to ensure that your exhibition experience with us is nothing but top notch.

This Exhibitor Manual & Guidelines provides all the information you need to get your exhibiting experience off to a great start. Everything you need for a successful show is here, including important deadlines, contact information and official contractor services courtesy of GES.

Please make sure to familiarize yourself with our show rules and guidelines listed on the next page. Amongst the details in this area, two key areas we ask you to focus on are height restrictions and fire marshal (covered areas rules) regulations. To help reduce any on-site issues, we ask all booths 1000 sq ft and over to send a mechanical rendering of your booth to Skip Haile at Skip.Haile@rxglobal.com so he can ensure Fire Code approval.

PAX Unplugged is proud to be able to offer the Assisted Material Handling Program again this year – where we will assist you in bringing in your freight and booth materials at no charge if within the defined days and times Listed below):

As always, our goal is to provide excellent customer service to help you have a great show. If you have any show related questions for which you don't find answers, just give us a call.

Mikaela and Sheen are our Customer Success Representatives for PAX Unplugged.

Sheen Guardiania - Companies Starting with #s, A – L

Email: sheen.guardiana@reedpop.com

Phone: 203-840-5615

Mikaela Benavides - Companies Starting with M – Z

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You may also feel free to contact any of our Operations team:

Skip Haile, Operations

Email: Skip.Haile@rxglobal.com

Phone: 516-410-3762

Bahiah “B” Odeh-Eppig, Operations

Email: bahiah.odeheppig@rxglobal.com

Phone: 203-722-3394

Please do not hesitate to contact us with any questions, comments, or suggestions you may have. We very much look forward to seeing you in Philly!

Best regards,

Kyle

Kyle Marsden-Kish
Event Vice President



VENDOR INFORMATION & DEADLINES

Below is a list of the key vendors along with their **discount deadlines**.
Orders must be submitted by the dates listed below in order to receive the discounted rate.

SERVICE + ORDER LINK	VENDOR	DEADLINE	
Audio Visual	Reaction	Friday, November 15, 2024	Discount deadline date
Booth Carpet & Furnishings	GES	Friday, November 22, 2024	Discount deadline date
Booth Cleaning	GES	Friday, November 22, 2024	Discount deadline date
Catering	Aramark	Wednesday, November 13	Discount deadline date
EAC Approval	RX	<i>Link + deadline coming soon!</i>	Deadline date
Electrical	PCC	Wednesday, November 13	Discount deadline date
Rigging	GES/PCC	Friday, November 22, 2024	Discount deadline date
Security	IESS	Friday, November 15, 2025	Deadline date - Coverage cannot be guaranteed if ordered after deadline
Telecommunications	PCC	Wednesday, November 13	Discount deadline date

Visit the exhibitor manual for the full vendor list and all discount deadlines.

SHOW SCHEDULE

Exhibitor Move-In Hours:

Wednesday, December 4, 2024 from 8:00AM to 6:00PM

Thursday, December 5, 2024 from 8:00AM to 6:00PM

Note: All exhibits must be completely installed by: 6:00PM on Thursday, December 5, 2024.

Show Hours:

Friday, December 6, 2024 from 10:00AM to 6:00PM

Saturday, December 7, 2024 from 10:00AM to 6:00PM

Sunday, December 8, 2024 from 10:00AM to 6:00PM

Exhibitor Move-Out Hours:

Sunday, December 8, 2024 from 6:00PM to 10:00PM

Note: All Freight Carriers must check in at the dock or service desk at the close of the show or freight will be shipped C.O.D. via our show carriers.

Monday, December 9, 2024 from 8:00AM to 12:00PM

Note: All equipment & exhibit materials must be completely removed from the show floor by: 12:00PM on Monday, December 9, 2024.



SHIPPING ADDRESSES

Advance Warehouse Shipping Address:

Name of Exhibiting Company
Your Booth Number
PAX Unplugged
c/o General Exposition Services
205 Windsor Road
Pottstown, PA 19464

[Advanced Warehouse Shipping label here](#)

Advance Warehouse Discount Deadline: Friday, November 22, 2024
Last Date to Arrive at Warehouse Address: Monday, December 2, 2024
Warehouse receiving hours: Monday - Friday 8:30 AM - 11:45 AM and
12:30 PM - 4:30 PM

Note: Shipping to the Warehouse is **not** under the Free Drayage Program

Direct Show Site Shipping Address:

Name of Exhibiting Company
Your Booth Number
PAX Unplugged
Pennsylvania Convention Center
c/o General Exposition Services
1130 Vine Street
Philadelphia, PA 19107

[Direct to Show Shipping label here](#)

Direct Show Site Delivery Hours: Wednesday, December 4, 2024

Note: No Freight will be accepted in advance at show site. Items sent to this address before December 4 will be denied and returned to sender.

Additional Shipping Resources:

[GES Shipping 101](#)
[GES PAX Unplugged Shipping Information](#)

ASSISTED MATERIAL HANDLING PROGRAM

PAX Unplugged is thrilled to offer again the Free Drayage Program labeled as – Assisted Material Handling Program (AMHP) where all freight/show materials brought directly to the show site can be loaded in at **no charge** to you. For 2024 - we are offering this program based on the following hours:

Exhibitor Move-In Hours:

Wednesday, December 4, 2024 from 8:00AM to 6:00PM
Thursday, December 5, 2024 from 8:00AM to 6:00PM

Exhibitor Move-Out Hours:

Sunday, December 8, 2024 from 6:00PM to 10:00PM
Monday, December 9, 2024 from 8:00AM to 12:00PM

So how does it work? Simply bring or ship your items directly to the show site during the above dates and times, and you or our team will get them to your booth at no charge to you. If any shipments are sent to the Advance Warehouse, you will be charged material handling fees for those advance shipments. The drayage program is limited to on-site freight delivery only.

We recommend that you bring your own dolly and/or hand truck to help prevent back-ups and delays with the load-in process.



ASSISTED MATERIAL HANDLING PROGRAM (cont.)

We also recommend that you perform load-in work yourself once your vehicle is brought into the center and/or parked on the loading dock. This will allow you to begin work right away, and not be subject to further delays. If you need labor assistance, there will be a wait.

Material handling fees are only waived until 5PM, with no exceptions. If delays are encountered at any point in the process, you as the exhibitor are running the risk of incurring material handling fees for after-hours load-in, and are fully responsible for such fees.

We strongly advise arriving as early as possible during the load-in window, as these delays are inevitable as time progresses on Thursday, and this will incur costs.

LOADING DOCK ADDRESS

**1130 Vine Street
Philadelphia, Pennsylvania. 19107**

Note: Vine Street is one way – we recommend accessing via N. Broad Street, N. 13th Street and/or N. 12th Street – All these streets you turn right and loading will be on the right side.

MOVE IN + OUT KEY NOTES

- Shipping items to the event warehouse is **not** included in the Assisted Material Handling Program – you will be charged if you use the advanced warehouse.
- It is highly recommended you move in on Wednesday as it there will be more room for vehicles to unload – we estimate Wednesday to have minimal wait. If moving in on Thursday, expect to have an estimated two-three hour wait to gain access.
- We recommend you bring your own dollie and hand truck – these items will **not** be provided onsite.
- To assist, based on room on the show floor, vehicles will be brought into the facility and brought to your booth, provided that there is an unrestricted path to your booth. If that does not exist, you will be placed in targeted “parking zones” on the show floor; and if both of these do not work, you can park on the loading dock and self-unload.
 - Note: We have labor who manage the dock, and they will assist you in where you can go to park and unload. Once you complete unloading, you must remove your vehicle off the show floor so others can also enjoy the ability to unload on the show floor. **At 5:00 pm Wednesday and Thursday all vehicles must be off the show floor no matter what – so please plan accordingly.** Severe penalties will apply to vehicles that remain past 5:00 PM.
- Trucks with lift gates and 53” trucks will all need to be unloaded via the loading dock bays. If these trucks are unloaded during the Assisted Material Handling Program times posted, this unloading will be covered as free drayage (no costs to your company). Please coordinate all direct shipments to arrive at the facility accordingly.
- We do not recommend trying to park on Arch Street or any other side streets to hand carry items in. For safety reasons, you will not be able to walk up the ramp to bring in your booth materials into the facility. Also, the facility is not set up to allow multiple trips of hand carry into the building using street access. All freight move-in needs to come in via the loading docks. If your hand carry is one trip (actual hand carry items) this can be allowed but multiple trips using street access will be stopped and directed to the loading dock.



- A Move Out Bulletin will be left in your booth (on Sunday morning) explaining the move out process. In summary, you will need to first pack up your booth completely. Then, go to the GES Service Desk and request a dock pass, allowing you access to the loading ramp to get your vehicle up to pack up.
 - Note: If you have your boxes in your vehicle that you need for load out, we recommend you get them on Sunday morning to allow you to start to pack up once the show ends. We will not be able to allow vehicles up the ramp after 12:00 pm on the last day to drop off packing boxes.

QUESTIONS?

Mikaela and Sheen are our Customer Success Representatives for PAX Unplugged.

Sheen Guardiana - Companies Starting with #s, A – L

Email: Sheen.Guardiana@reedpop.com

Phone: 203-840-5615

Mikaela Benavides - Companies Starting with M – Z

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Email: Skip.Haile@rxglobal.com

Phone: 516-410-3762

Bahiah “B” Odeh-Eppig, Operations

Email: Bahiah.OdehEppig@rxglobal.com

Phone: 203-722-3394



EXHIBITION HALL BOOTH GUIDELINES

BOOTH COVERAGE / ENCLOSURES

If your booth has any type of covering, please submit your booth plan to Skip.Haile@rxglobal.com

- Any booth that has any material or object placed over or upon the exhibit is considered a **covered booth (e.g. roof, canopy, tent, moss fabric, etc.)**.
- Covered booths of **100 square feet to 300 square** feet require the following:
 - Booth plan must be reviewed and approved by the Fire Marshal at least three months in advance.
 - Minimum of one “2A 10BC” rated fire extinguisher must be placed within the covered area.
 - A smoke detector must be placed at the highest point of each covered area.
 - There must be a means of turning off electrical power to the booth during non-show hours.
 - Please submit booth plan to Skip.Haile@rxglobal.com
- Covered booths of **300 square feet + require special permissions** and may require installation of fire suppression system and additional Fire Marshal approval.
 - For all booths over 600 sqft, please submit your booth plans to Skip.Haile@rxglobal.com to share with the proper approval team.

BOOTH EQUIPMENT

Each booth is supplied with 8 foot high back drape and 3 foot high side drape along with an ID Sign containing Company name and Booth number. All booths will be 10 feet deep and 10 feet wide, unless otherwise indicated by your PAX Sales contact. Additional furnishing items can be rented by completing the GES Furniture Order Form.

Back Drape: Black

Side Drape: Black

The Show floor is: *Not Carpeted*. If you desire booth carpeting, please indicate this on the GES Carpet Order Form.

DO NOT pin or staple any materials to the drape. Special background will be needed for any display materials that exceed 25 lbs in total weight. Arrangements for this type of display should be made in advance and brought to the exhibit hall ready for assembly. Installations are subject to approval of show management.

BOOTH STAFF ATTIRE

- In order to maintain a family friendly atmosphere, we ask all exhibitor booth staff to adhere to this policy.
- Applicable to any gender, partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4” above the knee are not allowed.
- Hired/contracted cosplayed characters that are playable in-game are an exception to this rule (within reason), and exhibitors must obtain permission from show management prior to the show. Please contact paxsales@paxsite.com for questions or approval.
- If for any reason an exhibit and/or its contents are deemed objectionable to PAX management, the exhibitor will be asked to alter the attire of its staff or remove said staff from the show. If questionable, to be safe send to paxsales@paxsite.com.

FOOD + BEVERAGE

- ARAMARK is the exclusive provider of food and beverage services at PCC. Exhibitors may not bring in any outside food or drink to the exhibit hall -- food and beverage must be ordered through Exhibitor Services or from one of the PCC concessions stands located inside the exhibit hall. Exhibitors who violate this policy will be invoiced the equivalent of a buy-out fee for the food brought in at the sole discretion of PCC.



- Subject to prior approval, those who manufacture, process, or distribute food as their normal course of business and wish to distribute food or beverage samples *may* be allowed with prior approval required and sample sizes adhered to.
- Exhibitors that do not manufacture, process, or distribute food as their normal course of business that would like to distribute food items, or any exhibitor that would like to provide food for their staff or clients, must purchase those items from PCC Exhibitor Catering Services.
- No selling of food or beverage is permitted.
- Alcoholic beverages are prohibited on the show floor.
- For prior approval of food and beverage distribution or if you have any questions, please contact Skip.Haile@rxglobal.com for assistance.
- No outside food is allowed into the exhibit halls at the Seattle Convention Center. If outside food is located, a corkage fee will be applied. This includes team lunches and drinks.

HEIGHT RESTRICTIONS | HANGING SIGNAGE INFO

- Double decker booths / second floor platforms are prohibited – *no exceptions*.
- Hanging signs must fit within the footprint of your booth space. Exceptions must be pre-approved by Show Management.
- Maximum height for the top of a booth structure varies by hall. If your booth structure is *15 ft high or taller*, please submit your booth diagram to ensure there are no issues with this height along with seeing if tying off of the booth will be required.
- General Booth Height restrictions for inline booths is 8 ft in height. Peninsula Booth 15 ft and Island Booths 20 ft. Reminder that all booths over 15 ft must submit a diagram to Skip.Haile@rxglobal.com to help ensure you will have no issues.
- Signs with any dimension greater than 20 ft must be pre-approved by Show Management. Please submit your booth diagram to Skip.Haile@rxglobal.com.

LIGHTING & SPEAKERS:

- Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting and speakers, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles. Audio should not impact neighboring exhibitors.
- Lighting which is potentially harmful, such as lasers must be approved in writing by exhibition management.
- Quartz halogen lighting fixtures in exhibits are prohibited due to fire hazards.
- DJ & music broadcasts should be related to game content only. No powered microphones or bullhorns; if you want to address a large number of people at once, inquire about booking a panel room. If you have any questions, please contact paxsales@paxsite.com.

IMPORTANT BOOTH NOTES

- PAX Unplugged follows the cubic content rule, which allows exhibitors to make maximum use of their booths, and up to the maximum allowable height – see above for height restrictions.
- All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths.
- Hazardous operations, including the use of flammable, explosive, or toxic materials are not permitted.
- Due to facility regulations, the following items are not permitted on the show floor: stickers, adhesive-backed decals, glitter, confetti, and helium balloons.
- Please refrain from handing out swag items such as stickers, projectiles helium balloons noisemakers and gum.
- Items that present a hazard to attendees (e.g. knives, guns, weapons, etc.) are not permitted.



- Display Labor General Rules – Full Time Employees, as long as they are not an EAC (Exhibitor Appoint Contractor), can set up / build your booth. Setting up of owned AV equipment is allowed; Rented AV equipment must be set up by the local union.

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