

# IMATS EXHIBITOR POLICIES AND RESTRICTIONS

## **Open Line of Sight Booth Requirement**

Please be aware that unless you have an island style booth, it is show policy that nothing put in the front half of your booth be taller than 4 feet. This includes display cases, pull-up banners, etc. We will make an exception if you have a corner booth and your item(s) do not inhibit adjoining exhibitors.

## **Booth Height Restriction**

No matter what style of booth you have (island, in-line, double end cap, etc.) no walls or display items can exceed the standard back wall height of 8 feet (or 2.4m) without prior IMATS show management approval. We will typically not approve a back wall height deviation if there is another exhibitor directly behind you. Please send all requests via email along with an image and dimensions to Dawn-Marie Gordon at [dawn-marieg@kpgmedia.com](mailto:dawn-marieg@kpgmedia.com). If you have any type of booth other than an island and your request is approved, the back of your graphic or wall must be solid **Black**. No text, logo or pattern is allowed on the backside as it will infringe upon the exhibitor(s) directly behind you. Failure to adhere to this policy will result in either you not being allowed to use the graphic, or you being responsible for the cost to have our show contractor cover the backside with black drape.

## **Custom Build Booths**

If you are intending to build a custom booth that deviates from the standard booth package inclusions, you will need to seek show management approval (even if you are using our show contractor to build it). Please forward your custom booth renderings with dimensions called out to Dawn-Marie Gordon at [dawn-marieg@kpgmedia.com](mailto:dawn-marieg@kpgmedia.com). Please also specify who will be performing your install/dismantle. We require their health and safety documentation and public liability insurance certificate.

## **Sign/Banner Rigging and Hanging**

Before you place any orders for rigging and hanging, you must first obtain IMATS show management approval of your design, dimensions and proposed location. Please send all requests via email along with an image and dimensions to Dawn-Marie Gordon at [dawn-marieg@kpgmedia.com](mailto:dawn-marieg@kpgmedia.com)

## **New Regulations for Crowd Control/Line Management**

The last several years have seen a substantial increase in the length of some lines at exhibitor booths. It is not only a fire and safety issue, but it has become very difficult for IMATS show management to control. While we appreciate that some brands are very popular and attract a lot of attention, we must do our best to keep the show enjoyable and fair for everyone. To help with this, we are implementing some new rules:

- If stanchions are needed around an exhibitor's booth, it is the exhibitor's responsibility to either rent stanchions from the show decorator or bring their own.
- If you are a previous IMATS exhibitor and you know that you will be drawing a long line to your booth, you will be required to either:
  - A) Appoint some of your own staff to act as crowd/line control. This includes a person at your booth, a person to keep a gap in the line for any aisles that the line may cross, and a person at the end of your line. **OR**
  - B) Organize crowd/line control through IMATS show management (not available in Sydney or Vancouver). For \$150/£150 per person per day, IMATS will hire local help and provide them with

training, a staff t-shirt, crew badge and two-way radio. Please contact Dawn-Marie Gordon to arrange this ASAP. There is a Crowd Control order form included in the exhibitor kit.

- If you do not provide your own crowd/line control staff and it is deemed necessary, we will be forced to provide it for you and will charge you accordingly IF we have staff available to assign.
- IMATS show management reserves the right to cut off lines once we feel they have reached or exceeded a manageable length. No line may block access to another exhibitor's booth, or be positioned in such a way that aisles or stages are blocked.

### **Flyers/Pamphlets/Samples Hand-outs**

Nothing, and we mean nothing, is to be handed out to attendees anywhere but from within your exhibitor booth space! It is against show policy to stand in or walk the aisles handing items out, loitering in the restroom and/or taping flyers to the stall walls (yes, it has happened), or standing near or outside the entrance. Along these same lines, if you see non-exhibitors peddling their wares at our show, please notify the nearest IMATS crew member. Attendees are also not allowed to hand out anything, just like exhibitors, and we would ask that if you see it happening and you have the time to let one of our IMATS staff members know, we will take appropriate action.

### **Music/Sound Volume**

Please be courteous to both your neighbors and to educators speaking on our various stages. You will be asked to turn your music down if we feel that it is too loud, and if repeated requests are necessary, you will be required to turn it off. **We also no longer allow live or DJ'd music at any IMATS.**

### **Helium Balloons and Confetti**

Helium balloons are not allowed at any of our IMATS shows. Not only is there a significant fee for retrieving rogue balloons, but they also cause a serious problem for sprinkler systems. **EVEN IF THE VENUE ALLOWS HELIUM BALLOONS WITH A SIGNED WAIVER, THEY ARE STILL PROHIBITED AT ALL IMATS!** Confetti is also not allowed because it creates a huge mess that we don't want to pay to clean up.

### **Nudity Clause**

Please be aware that we have a nudity policy in place that we ask you to pass along to all artists and models who will be doing demonstrations at the show. While g-strings are not acceptable coverage, we will allow pasties/petals and thong underwear. Please see the attached diagram showing acceptable levels of coverage.

### **Exhibitor Badges**

Each exhibitor is allotted 4 exhibitor badges per 10'x10'/3mx3m booth space equivalent. An additional 2 badges per 10'x10'/3mx3m space may be purchased. Exhibitor badges are only to be used for staff working in your booth, including artists doing demos and their models. **Everyone must be wearing their badge at all times on show open days.** There will be security personnel monitoring the show floors throughout the weekend checking to be sure that everyone on the floor has either a badge or a wristband (if you've upgraded your badge to include education). If you have lost or misplaced your badge, you will be escorted out to Registration where you will need to purchase a new badge for \$35/£35. Also as a reminder, if you are sponsoring educators on one of our stages, their personalized badges (including any educator assistant and model badges) will be up at Registration. **Educators are not to wear one of your exhibitor badges!**

## **Meet-and-Greets and Merchandise Bags**

We no longer allow blogger/YouTube meet-and-greets on the show floor or in any exhibitor's booth. The only meet-and-greets that are acceptable are with a Gold or Platinum *Make-Up Artist* magazine pro-card holder and must be pre-arranged through either Heidi O'Hara or Dawn-Marie Gordon.

If you plan on handing out your own merchandise bags, they must be no larger than 13" tall x 12" wide x 4" deep. (dimensions do not apply to our IMATS show bag sponsor)

## **General Liability Insurance**

As is stated on page 2 of the exhibitor contract, general liability insurance is required from all exhibitors and third party builders for all shows. Please have your insurance agent note on the Certificate of Liability Insurance the name of the show and the show dates, including set-up. Minimum coverage requirements are \$1,000,000 per occurrence and \$2,000,000 general aggregate. Certificate Holder and Additional Insured needs to read as follows:

- For IMATS LA, NY, Atlanta – **IMATS Tradeshow, LLC**
- For IMATS London – **IMATS Makeup Show UK Ltd**
- For IMATS Vancouver and Toronto – **IMATS Make-Up Show Ltd**

The address for all of the above entities is the same: 12808 NE 95<sup>th</sup> St., Vancouver, WA 98682 USA

If you do not currently have liability insurance or an agent, the following are a couple of websites that exhibitors have had great success with for acquiring short-term insurance policies:

In Canada: [www.exhibitorinsurance.com](http://www.exhibitorinsurance.com)

In the US: [www.insurance4exhibitors.com](http://www.insurance4exhibitors.com)

Unfortunately we don't have any companies to recommend for London.

Please forward all certificates to Dawn-Marie Gordon at [dawn-marieg@kpgmedia.com](mailto:dawn-marieg@kpgmedia.com) or fax them to (360) 885-1836.

## **Sunday Night Pack-up/Tear-down/Move-out**

Please be aware that it is against IMATS show policy to pack-up and/or tear down your booth prior to the show closing at 5:00 pm. If things are slow and you would like to begin taking inventory or preparing extra stock to be packed up, that is fine but you must keep your booth fully operational until 5:00 pm. You may not access the storage area(s) for empties prior to show close.

## **3<sup>rd</sup> Party Solicitors**

We will always make a point of letting you know who our official suppliers are for any show. It is becoming more frequent that unrelated third parties are taking our online exhibitor lists and reaching out to exhibitors as if they are a show contractor. This only serves to confuse people, not to mention that they are not officially appointed suppliers so there are no guarantees as to whether they are a reputable company or not.