



2025 AMUG Sponsor and Exhibitor Manual

AMUG Conference and AMUGexpo

Provisions for sponsorship and exhibitor participation may be subject to change without notice due to unforeseen regulations or other circumstances that are beyond the control of AMUG. AMUG reserves the right to decline sponsorship and or exhibitors for the benefit of its members as determined by the AMUG Board of Directors.

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GENERAL INFORMATION

QUICK FACTS

AMUG Conference Dates

AMUG Conference takes place March 30 – April 3, 2025

AMUGexpo takes place March 30 – April 1, 2025

Conference Hotel

Hilton Chicago

720 South Michigan Avenue

Chicago, Illinois 60605

Phone: +1 312-922-4400

Booth Package

Items provided in your booth, per exhibitor:

8' High Backwall Pipe and Drape with 3' High Sidewall Pipe and Drape

Hotel carpet

7" x 44" Cardstock Identification Sign

1 wastebasket

Vacuumed daily

For a comprehensive list of booth package inclusions, refer to the [Sponsor and Exhibitor Prospectus](#).

Show Colors

Show Drape Color(s): Black

Aisle and Booth Carpet Color: Hotel Carpet

AMUGexpo Show Schedule

AMUGexpo takes place in:

Salon A, D on the Lower Level of the Hotel

AMUGexpo Exhibit Hours

Sunday, Mar 30, 5:00 PM - 9:00 PM

Monday, Mar 31, 10:00 AM - 1:30 PM

6:00 PM - 9:00 PM

Tuesday, Apr 1, 6:00 PM - 9:00 PM

Registration Desk and Badge Pick-up

Registration desk for badge pick-up will open on Sunday, March 30, 2025 at 10:00 AM

Visit the AMUG Mobile App or Online Planner for a complete list of Registration Desk hours.

IMPORTANT DATES

First Day for Advanced Warehouse Deliveries

Monday, February 24, 2025

Exhibitor Appointed Contractor Notification

Deadline Monday, February 28, 2025

Discount Price Deadline for Additional Orders through Red Oak

Friday, March 21, 2025

Last Day for Advanced Warehouse Deliveries*

Friday, March 21, 2025

*Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

First Day Freight Can Arrive at Conference Hotel Site

Diamond - Friday, March 28, 2025

Platinum - Friday, March 28, 2025

Gold and Exhibitor - Saturday, March 29, 2025

Move-out schedule to be assigned by the AMUG Expo Committee.



SPONSOR AND EXHIBITOR MANUAL

AMUG Conference March 30 - April 3, 2025
AMUGexpo March 30 - April 1, 2025

CONTACTS

Conference Organizer: Additive Manufacturing Users Group (AMUG)

Authorized Service Vendor: Red Oak Meetings & Events

Below is a list of AMUG Contacts to help you. We know there is a lot of information and work to complete as a participant in AMUG. We are here to help you.

AMUG Primary Contacts for Sponsors and Exhibitors			
Diamond and Platinum Sponsors	Tim Bell	AMUG Vice President	vicepresident@amug.com
Gold Sponsors, Exhibitors	Daniel Landgraf	AMUG Director, Sponsors and Exhibitors	dspex@amug.com
AMUG Expo Committee			
	Matt Mitchell	Expo Committee Chair	expo@amug.com +1 (734) 983-1488
Red Oak Meetings & Events			
	Roger Mitchell	Red Oak Manager	roger@redoakevents.com +1 (954) 649-1439
Questions?			
Questions and Assistance with the AMUGexpo		Expo Committee	expo@amug.com
Questions regarding Booth Variance		Expo Committee	expo@amug.com
Questions regarding Food and Beverage		Director, Event and Hospitality	eventmanager@amug.com
Questions regarding Hotel Rooms or Group Room Reservations		Director, Event and Hospitality	eventmanager@amug.com
Questions regarding Registration		Registration Committee	registration@amug.com
Questions regarding a Meeting Room reservation at the conference		Agenda Committee	agenda@amug.com
Questions regarding Diamond/Platinum Sponsor Speaking and Training Sessions		Vice President	vicepresident@amug.com
Questions and assistance with on-site AMUGexpo		Red Oak Exhibitor Service Manager	margie@redoakevents.com +1 (954) 931-4060



BOOTH GUIDELINES, RULES, AND REGULATIONS

Show Colors and Booth Size

Show Colors

Carpet Color: Hotel has existing carpet (see image to right for approximate carpet color/texture. May look different on-site.

Drape Color: Black



Booth Styles and Level of Participation

Pipe and drape are provided 8 ft (2.44 m) tall along the back of the booth, and 3 ft (0.91 m) high on both sides.

If you are at the end of an aisle, on a peninsula, or on an island you may elect to remove the side pipe and drape on the unoccupied side of your booth.

If a booth is present on that side, the side pipe and drape must remain in place.

Please note: if a side of your booth backs up to the back of a neighboring booth, you may have one or more sides that are also 8 ft (2.44 m) tall pipe and drape.

Wall build outs are not permitted (neither hard nor soft walls), unless approved in writing by Expo Management.

10 ft x 10 ft Booth

Exhibitor and Gold Sponsors

10 ft x 20 ft Booth

Platinum Sponsors

20 ft x 20 ft Booth

Diamond Sponsors

Equipment

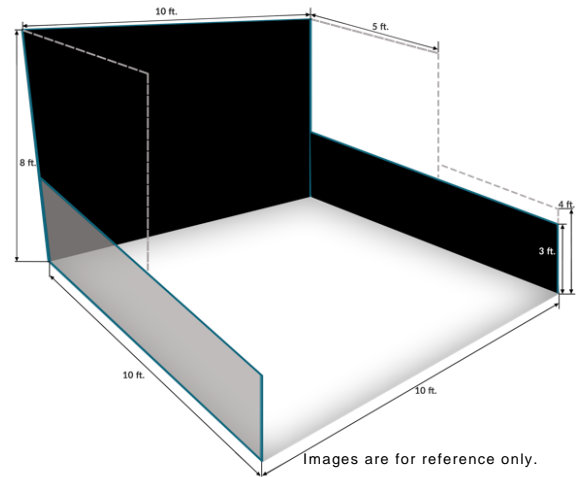
It is the exhibiting company's responsibility to ensure that no equipment or crates exceed the size and weight restrictions.

Size Restriction:

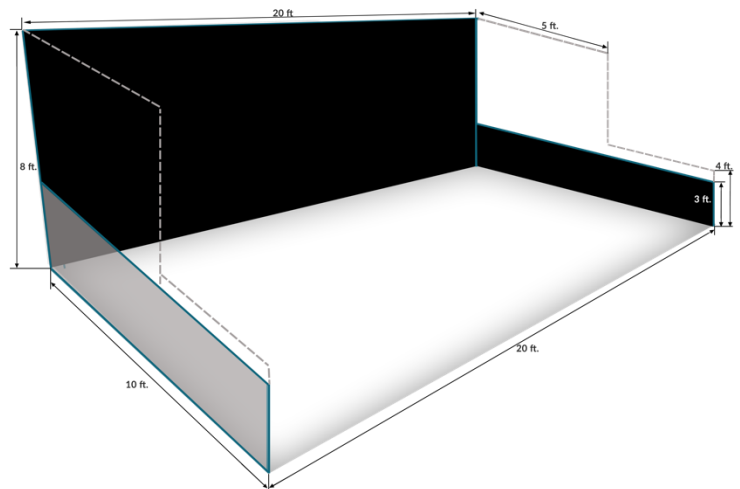
- Equipment or crate cannot be larger than 8ft tall or 10ft wide

Weight Restriction:

- Advanced Warehouse weight max: 8,000lbs
- Salon Elevator weight max: 20,000lbs
- Service Elevator weight max: 3,000lbs



Images are for reference only. Booth diagram not to actual size and may look different on-site



AMUG is limited by various elements of the facility. Any questions or concerns should be directed to the Expo Committee Chair at expo@amug.com



Americans with Disabilities Act (ADA) requirements

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov. To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

Badges

The Conference is not open to the public. Name badges are required for admission. Anyone without a proper badge will be escorted from the Conference. AMUG Conference-issued credentials/badges are the sole property of the AMUG Conference Organizer and must be surrendered upon demand to AMUG Conference and/or AMUG Conference Organizer representatives. AMUG credentials must be prominently displayed while at the AMUG Conference or designated off-site activities. False certification of an individual as an attendee or as an exhibitor's representative, misuse of an exhibitor's or sponsor's badge, or any other method of device used to assist unauthorized personnel to gain admittance to the Conference, exhibit floor, or AMUG activity will be just cause for expelling the attendee, exhibitor or sponsor and its representative(s) from the exhibit floor and/or banning them from future entrance into the Conference. The exhibitor, its employees and agents, and anyone claiming to be in the exposition area through the exhibitor, waives any rights or claims for damages arising out of the enforcement of this rule.

AMUG credentials and badges are to be collected by attending individual on-site at the AMUG Conference and require a Photo ID for collection. AMUG does not allow for badge collection on behalf of others and will not be provided via electronic format or prior to conference.

Badges During the Conference

Expo Staff and Attendee badges must be worn at all times to enter the AMUG Conference, AMUGexpo area, and to participate in the Wednesday Night Special Event and Dinner.

Badges During Setup or Teardown

Badges are not required for staff or vendors assisting in setup or teardown at the AMUGexpo. However, once the conference begins with the New Member Welcome on Sunday, March 30, at 4:00 pm conference location time, badges are required for all personnel.

Booth and/or Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management and the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.



Ceiling and Canopies

Overhead obstructions are prohibited (including but not limited to – ceilings, canopies, umbrellas, drapes, or trellises). Fire and safety concerns prevent their use as it may affect fire detection or suppression systems. Pipe and drape are provided 8 ft (2.44 m) tall along the back of the booth, which is the maximum height allowed.

Certificate of Insurance

General Liability insurance is now provided with each AMUGexpo booth. The coverage is provided through AMUG's authorized service provider Red Oak Meetings and Events. Insurance coverage is provided by Rain protection and automatically includes a fully approved insurance certificate. Sponsors and Exhibitors are not required to submit a COI unless the COI provided through Rain protection does not meet their company requirements. For questions regarding insurance contact roger@redoakevents.com.

Compliance and Enforcement

Any sponsor or exhibitor not in compliance with the above guidelines will be asked to adjust, move, or eliminate the items in question by show management.

Drayage and Equipment

AMUG includes drayage in your Sponsorship and Exhibitor package and is based on your participation level.

Included Drayage is:

Diamond = 2500 lbs.

Platinum = 1500 lbs.

Gold = 500 lbs.

Exhibitor = 250 lbs.

Additional drayage over allocation will be billed at the then current rate. (Not to exceed \$1.50/lb).

Anything over the limit listed above can be purchased through AMUG's authorized service provider in the Red Oak Service Center. Details and pricing can be found on the Red Oak Service Center.

Note: Red Oak Meetings & Events will require a credit card on file should Drayage exceed the included allotment. Sponsors and Exhibitors are responsible for paying Red Oak directly for additional weight.

Empty Containers

See Move-In/Move-Out Schedule for information on Empty Containers, removal, return and labels.

Exhibit Floor Access

Vacating the AMUGexpo Floor After Setup

All sponsor and exhibitor personnel must vacate the AMUGexpo floor between the following times:

Sunday, March 30, 2025: 1:00 pm - 4:00 pm

All Sponsors and Exhibitors must be set-up and crates removed prior to 1:00 pm

AMUG begins cleanup and food / beverage service setup at 1:00 pm

Exhibitors and Sponsors may return at 4:00 pm. This is done to facilitate a smooth and efficient transition. There are no exceptions to this rule. Additional fees may be incurred for failure to vacate the AMUGexpo floor prior to 1:00 pm. Please notify your teams in advance and plan accordingly.



FedEx

AMUG has negotiated special pricing with the FedEx store within the conference hotel. Prices should be on display at the FedEx Store and are listed below for your reference. Should you not receive the AMUG pricing during the conference, please contact the AMUG Director, Event and Hospitality on-site to help resolve the pricing discrepancy.

Conference Hotel package handling fees for incoming and outgoing packages are as follows:

- Letter, package, or envelope (next day) FREE
- Small Box (5lbs. or less) \$4.00
- Medium Box (6-10lbs.) \$4.00
- Large Box (11-50lbs.) \$4.00
- Display cases/hard cases w/wheel \$4.00
- Pallets are \$55.00

FedEx pricing does not apply to any FedEx location outside of the Conference Hotel (Chicago Hilton).

Shipping label should include your Name, Arrival Date, and "AMUG" so the Conference Hotel knows it is part of the AMUG Conference.

Booth Build Outs

Diamond Sponsors are the only participating level allowed to have a booth build out. All booth build outs must be submitted to and approved by the Expo Committee. Form can be found in the Red Oak Service Center.

Floor Plans and Variance

If the aforementioned guidelines and regulations pose a concern for your booth design, you are allowed to request a variance. This needs to be made in writing to the Expo Committee Chair (expo@amug.com) by February 28, 2025. A variance is usually only granted when a rare circumstance exists that would result in an unusual situation / inconvenience to the sponsor or exhibitor.

Any Diamond Sponsor that is planning a build out must upload a floor plan for approval as soon as possible or by Friday, February 28, 2025. Contact the Expo Team at expo@amug.com for requirements and restrictions.

Food and Beverage

In compliance with the Hotel Rules and Regulations, outside food and beverages will not be permitted on the property. Should you require special food and beverage for your sales room, please consult the AMUG Service Center for Food and Beverage service.

Forms Required

Depending on your level of participation, specific forms may be required for you to complete to participate in the AMUG Conference. See Checklist and Deadlines in the Red Oak Service Center for a list of forms to supply to AMUG or Red Oak. It is the responsibility of the Sponsor or Exhibitor to complete and submit the forms by the deadlines to ensure no delays or extra fees are incurred.



Good Neighbor Policy

To provide all Sponsors and Exhibitors with effective access to attendee traffic, exhibits must conform to AMUGexpo booth design codes that ensure safety and protect line of sight for all exhibitors.

AMUG requires all Sponsors and Exhibitors to uphold the following “Good Neighbor Policy”:

- If Sponsor/Exhibitor constructs an out-of-regulation booth without receiving an approved Rule Variance, the Sponsor/Exhibitor will be subject to the following actions at the discretion of AMUG Expo Committee:
 - Sponsor/Exhibitor will comply with AMUGexpo booth design rules by modifying their booth design on-site during move-in, complete, and pay all associated charges prior to the opening day of the event.
 - Sponsor/Exhibitor will completely disassemble their booth and choose not to exhibit in the show. Sponsor/Exhibitor will forfeit booth fees and booth location in the following year’s show.

Sponsor/Exhibitor 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. AMUG Expo Committee reserves the right to deny access to the show floor to Sponsor/Exhibitor not conducting themselves in a professional, ethical, and otherwise appropriate manner.

Existing show rules require Sponsor/Exhibitor to conduct all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways, and literature must directly relate to the exhibiting company product, business, or mission, and not be offensive in any manner.

Height Restrictions

Due to Safety regulations, the following height restrictions are in place:

- Booth height restriction is 8ft.
- Equipment height restriction 8ft.
- If you have items taller than 4ft, it is suggested that they reside in the back half of the booth. This is to prevent obstruction of sight lines for neighboring booths on either side.
- Individual displays (not attached to booth) height restriction is 8ft. Items such as display cases, pop up banner, parts, equipment, etc. is acceptable in the front half of the booth as long as multiples are not placed side by side to create a wall or an obstruction.

All items over 8ft in height require permission from the Expo Committee, expo@amug.com

Expo Team will monitor and work with attending companies to adhere to height restrictions.

Lead Retrieval

AMUG provides digital lead retrieval systems to all Sponsors and Exhibitors at no cost. Handheld scanners may be purchased through the lead retrieval company at an additional cost.

Sponsors and Exhibitors are responsible for reserving and downloading their lead retrieval systems through the Red Oak Service Center by February 28, 2025.



Lights and Electrical

Ensure all electrical cords, cables, and tripping hazards are eliminated or secured to the floor with tape.

If booth lighting is utilized, it must be directed into the booth.

Lighting or booth effects that are potentially harmful (e.g. halogen lights, lasers, fog makers, etc.) are prohibited unless they comply with facility regulations and are approved in writing by AMUG Expo Committee.

Lighting cannot be obnoxious or distracting to other exhibitors, or to the general atmosphere of the venue.

Machines

Machines shall be displayed as much as possible in positions comparable to their actual installation in shops, and shall not be mounted on pedestals, platforms, or other height-increasing devices, except turntables, which shall be limited to a height of 18 inches (45.72 cm). The space occupied by machinery and equipment shall not exceed 60% of the total exhibit space, and operating equipment shall be at least two feet (0.6096 meter) from any aisle. AMUG Expo Committee shall have the final approval for equipment placement.

Material Restrictions and Fire Regulations

All exhibit and booth materials must comply with Federal and City Fire laws.

Reactive metal powders (e.g. titanium's, aluminum's, etc.) are **Prohibited** at the AMUGexpo or conference in raw form. This is due to extra safety precautions that would be required, potential local and federal standards and requirements that may be necessary, and the resources associated with managing these tasks. If powder is being used in equipment, the correct fire extinguisher is required (Example – Metal needs Class D), and must be provided by sponsor or exhibitor. If the correct fire extinguisher is not present, the use of powder will not be permitted. In the event of accident or spill, sponsor/exhibitor may be held liable for the cost of cleanup.

Raw Materials – SDS Forms

Due February 28, 2025

If you plan to bring any raw materials or controlled products to the expo or conference (e.g. Resins, chemicals, powders, adhesives, silicones, filament, solvents, etc.) you must upload the corresponding SDS forms to the Red Oak Service Center. **These materials must be packaged in the original container, or if repackaged must be properly labeled for identification.**

You must have one document for each material being brought into the facility and bring extra copies if you plan to ship any materials out. This information is required by the Hotel facility and local Fire Marshall. All documents are required prior to February 28, 2025.

Exhibitors that leave raw materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management and the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times



as published in the Exhibitor Manual.

Music and Audio

Audio/Music should not be played during setup or tear down due to audio licensing restrictions with the venue. For audio/music played during sales videos/presentations/etc., audio should be at low to moderate levels, and not distracting to other sponsors or exhibitors. Noise levels should not exceed 80 decibels.

Meals

AMUG strives to create an engaging environment for attendees and staff during the conference. Below is a list of what each level of participation receives. Please note, AMUG does not provide meals prior to the start of the Conference on Sunday, or after the Conference concludes Thursday night.

- Conference Attendees – the AMUG Conference attendee pass includes the following meals
 - Sunday - AMUGexpo Dinner
 - Monday - Breakfast, AM Break, AMUGexpo Lunch, PM Break, AMUGexpo Dinner
 - Tuesday - Breakfast, AM Break, Networking Lunch, AMUGexpo Dinner
 - Wednesday - Breakfast, AM Break, Networking Lunch, PM Break, Wednesday Night Special Event and Dinner
 - Thursday - Breakfast, AM Break, Networking Lunch, PM Break, Networking Dinner

- Expo Staff for Sponsors and Exhibitors – Included Meals
 - Sunday – AMUGexpo Dinner
 - Monday – Breakfast, AM Break, AMUGexpo Lunch, PM Break, AMUGexpo Dinner
 - Tuesday - Breakfast, AM Break, Networking Lunch, AMUGexpo Dinner

No Nails or Screws

Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

Post Show Paperwork and Labels

For any questions or assistance with your post show paperwork and/or labels, please stop by the Red Oak office onsite at the AMUG Conference. Red Oak is located in the Mobley Room on the Lower Level of the Hilton Chicago.

Security

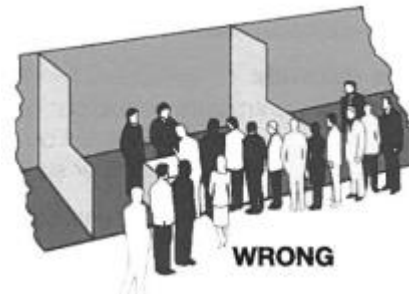
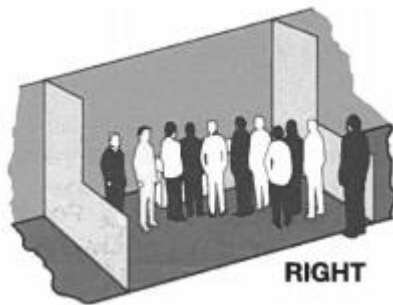
Security will be stationed inside the AMUGexpo halls during off-hours. Should you require security in your booth during off-hours, please contact the Expo Team at expo@amug.com.

Signage, Banners, and Posters

- Signs and banners cannot be hung from the ceiling due to the height being too low.
- You may use S hooks to attach signs/banners to the pipe on the 8 ft (2.44 m) drape wall of your booth.
- These are available from our Official Service Provider – Red Oak Meetings and Events.
- Pop up displays are permitted, within other guidance and safety code stated.

Stay Within Your Area

- Do not place any equipment, displays, signs, or booth items outside of your booth area.
- Design your booth in such a way that allows attendees to **enter and reside inside** the booth rather than in the walkways; Avoid blocking the front of your booth with equipment or tables which prevent attendees from entering your booth.
- If you give demonstrations or tutorials, please have attendees inside your booth area (see image below). This will improve egress, the flow of attendees, and will reduce bottlenecks.



- Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, walking advertisement, souvenir items or promotional materials in or about the Exhibit Areas except from its own allotted exhibit space.

Storage

Due to fire regulations, storage of any kind is forbidden inside the display area, behind the back drapes, or beyond the display wall. All cartons, crates, containers, packing materials, etc. which are necessary for repacking must be labeled with “EMPTY” stickers and removed from the show floor. All unwanted containers and refuse should be placed in the aisle directly in front of the exhibit. Only a one-day supply of operational and advertising material may be stored inside the exhibit.

Structural Integrity:

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork- lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.



Sound Levels

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty (80) decibels. AMUG Expo Team will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

Special Access Form

Sponsors and Exhibitors have requested security access to the AMUGexpo area outside of the “normal” AMUGexpo hours. This may be for booth preparation or booth meetings prior to the opening hours and extra time at the end to secure your booth.

All members of your company will be granted access before and after the normal hours according to the chart below. When your employee enters outside of normal hours, security will scan their badge to verify they have access and if so, they will be permitted to enter. This only applies after Sunday, March 10 at 3:30 pm.

DATE	EXPO HALL HOURS	EXHIBITOR AND SPONSOR HOURS
Sunday, March 30	5:00 pm – 9:00 pm	4:00 pm – 10:00 pm
Monday, March 31	10:00 am – 1:30 pm	9:00 am – 2:30 pm
	6:00 pm – 9:00 pm	5:00 pm – 10:00 pm
Tuesday, April 1	6:00 pm – 9:00 pm	5:00 pm – 10:00 pm

Any security access to the AMUGexpo area outside of these times will only be considered on a case-by-case basis by the Expo Committee. If you have a special circumstance (servicing equipment, etc.) that may require access outside of these hours, please complete the Special Access Form on the Red Oak Service Center for consideration. Once reviewed, you will be notified of whether special access will be granted.

Special Booth Items

Should you require assistance in designing or building your booth, please contact Red Oak Meeting & Events. Should you require special booth items, such as furniture, AV equipment, additional utilities, internet, labor, etc., additional monitors and computers, orders can be placed through the Red Oak Service Center.

When will my furnishings that I ordered from Red Oak arrive in my booth?

Furnishings will arrive according to the Red Oak schedule. Consult with Red Oak on-site for timing.

Sub-leasing/Subletting of Space

SUB-LEASING – EXHIBITOR/SPONSORSHIP SHARING: No sponsor/exhibitor shall reassign, sublet, or share the whole or any part of the exhibitor or sponsorship space allotted to the contracting company.

Sponsor/exhibitor shall not assign, lend, or share sponsor/exhibitor’s Conference space. Sponsor/exhibitor shall not



promote any other person or entity, or any products other than sponsor/exhibitor's, without AMUG's prior written consent. "Promote" includes signage, products, demos, presentations, giveaways, and any other marketing pieces. Sponsor/exhibitor must confine all demonstrations, promotional activities, and representatives to sponsor/exhibitor's predesignated space. No signs, literature, collateral, equipment, furniture, or promotional items may be placed, distributed, or posted outside of the sponsor/exhibitor's designated space without prior written approval from AMUG. No animals are allowed in the booth space except for authorized service animals. Additional information can be found in the AMUG Sponsor and Exhibitor Booth Rules & Regulations.

Terms and Conditions

AMUG Conference Terms and Conditions can be found on the AMUG website at, <https://www.amug.com/registration-terms-conditions/>

Utilities (air, electrical, gas)

The following utilities are included with exhibitor/sponsorship level:

Type	Electrical	Air	Gas
Diamond	(1) 110V / 10A	Available for Purchase	Available for Purchase
Platinum	(1) 110V / 10A	Available for Purchase	Available for Purchase
Gold	(1) 110V / 10A	Available for Purchase	Available for Purchase
Exhibitor	(1) 110V / 10A	Available for Purchase	Available for Purchase

Exceptions

- Additional 110V electrical lines are available for purchase.
- A 208V line, if required by sponsor or exhibitor, is also available for purchase.
- Gas is one Nitrogen 160L Dewar, available for purchase. No cylinders allowed.
- Air is 3-5 CFM at 90 PSI, available for purchase.
- All transformers, special connections, regulators, filters, dryers, etc. are the sponsor's responsibility. AMUG is unable to supply these items on-site.

Ordering (Included or additional items)

- **Additional utilities** can be purchased through the Red Oak Service Center.
- **Compressed Air** – should you require compressed air, you must complete the utilities form in the Red Oak Service Center to secure compressed air for your booth.
- **Inert Gas** – should you require inert gas, you must complete the utilities form in the Red Oak Service Center to secure inert gas for your booth.

All items that you request must be for your use, and we ask that you only order what you require. Anything ordered above the participating level limit will have an additional charge associated with the request.

Union Rules and Regulations

The AMUG Conference and AMUGexpo take place at the Chicago Hilton which is a union hotel. All exhibitors and sponsors must abide by the Union Labor Guidelines for the Chicago Hilton.



UNION LABOR GUIDELINES FOR CHICAGO HILTON:

- **CARPENTERS – _Local 1**
Carpenters handle the installation and dismantling of all displays. This includes all display work with the exception of machinery, signs or lighted headers, unless the sign or header is a permanent attached part of the display. Carpenters may also crate machines for outbound loading.
- **DECORATORS – _Local 17**
Decorator labor to install pipe and drape or soft goods should not be finalized until a diagram including all AV, inclusive of lighting and sound is provided to the hotel for review. A copy of the agreement between the decorators and stagehands is available upon request.
- **ELECTRICAL – _handled by in-house Electricians**
Electricians handle all electrical work including supplying power lines, connecting equipment to the proper electrical outlets, installing sound equipment, lighting equipment, and installing any signs or headers that are lighted.
- **RIGGERS – _Local 2**
Riggers are sometimes referred to as “machine movers.” Riggers unload machines from trucks, uncrate if necessary and move to your booth. The weight of your machine and its size dictate the number of Riggers you will need.
- **TEAMSTER – _Local 714**
Teamsters unload all trucks or vehicles, deliver the material to your booth, and remove and reload material at the close of the show. The only exceptions to this are machinery, which is handled by the Riggers and Machinery Movers Union, and small items which can be easily carried by one man, in one trip, without the aid of flat trucks, dollies, etc.

Union Rules and Regulations are subject to change without notice.

Due to liability concerns and/or labor jurisdictions, exhibitors, or their Exhibitor Appointed Contractors (EACs) may not operate any type of mechanical or powered equipment including forklifts, manual or electric pallet jacks, overhead lifts, etc.

Vehicle Display

If you are considering a vehicle display in your AMUGexpo booth, contact the Expo Committee at expo@amug.com to discuss all restrictions. The vehicle on display must have no fuel, oil, or battery.

Virtual and Live Streaming

AMUG does not offer a virtual program. The AMUG Conference is designed to be an in-person, global, networking conference. Refer to AMUG Conference [Terms and Conditions](#) for additional information.

Waste Disposal – Waste Disposal Plan due February 28, 2025

See Raw Material section for additional information

All standard household waste products (e.g. paper, pens, cardboard, tape, string, etc.) will be disposed of by the hotel. However, Sponsors and Exhibitors are responsible for all raw materials and controlled waste streams or products. This clean up and disposal is the sole responsibility of the Exhibitor / Sponsor. Please make arrangements to transfer or dispose of these types of items, according to local and federal ordinances, before you leave the



conference hotel.

Disposal plans must be submitted through the Raw Materials and Waste Disposal form that can be found in the AMUG Service Center and Red Oak Service Center.

Exhibitors that leave waste materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management and the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.

MOVE-IN & MOVE-OUT/SHIPPING

Shipping Quick Facts

Due to the tight event schedule at the AMUG Conference, set-up and dismantling times are very limited. There may be waiting times and obstructions, especially during set-up. Please take this into account in your planning.

First Day for Advanced Warehouse Deliveries - Monday, February 24, 2025

Last Day for Advanced Warehouse Deliveries* - Friday, March 21, 2025

*Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

First Day Freight Can Arrive at Conference Hotel Site

Diamond Sponsors - Friday, March 28, 2025

Platinum Sponsors - Friday, March 28, 2025

Gold Sponsors and Exhibitors - Saturday, March 29, 2025

Move-In and Assembly/Move-Out and Dismantle Schedule for Sponsors and Exhibitors

Sponsor and Exhibitor Move-In and Assembly			
Friday	March 28, 2025	Diamond Sponsors	Red Oak to move in equipment from 8am-12pm. Sponsor personnel may begin setting up their booth between 1:00pm-4:30pm. Plan to book booth labor from 1:00pm-4:30pm.
		Platinum Sponsors	
Saturday	March 29, 2025	Diamond Sponsors	Booth Setup continues 8:00am-4:30pm Crates and boxes will be removed at 4:30 pm on Saturday
		Platinum Sponsors	
Saturday	March 29, 2025	Gold Sponsors and Exhibitors	Sponsor personnel may begin setting up their booth between 8:00am-4:30pm. Crates and boxes will be removed at 4:30 pm on Saturday
		All Sponsors and Exhibitors	Booth Setup continues 8:00am-1:00pm. Sponsors and Exhibitors must be finished with set up by 1:00pm Sunday. All Sponsor and Exhibitors must exit the AMUGexpo



SPONSOR AND EXHIBITOR MANUAL

AMUG Conference March 30 - April 3, 2025
AMUGexpo March 30 - April 1, 2025

Sunday	March 30, 2025		show floor at 1:00 pm on Sunday. No exceptions. Sponsors and Exhibitors managing a booth may re-enter the AMUGexpo floor at 4:00pm
		AMUGexpo	Exhibit hall opens at 5:00pm

Sponsor and Exhibitor Dismantle and Move-out			
Tuesday	April 1, 2025	All Sponsors and Exhibitors	Show floor to be vacated by 10:00 pm by all sponsors and exhibitors
Wednesday	April 2, 2025	All Sponsors and Exhibitors	Booth teardown begins at 8:00 am for all sponsors and exhibitors Freight pickup begins at 1:00 pm
Thursday	April 3, 2025	All Sponsors and Exhibitors	Freight pickup continues at 8:00 am – 12:00 pm. Any freight not picked up by appointed carrier by 12:00 pm will be picked up by Red Oak's carrier, TForce Freight, and billed to sponsor/exhibitor.

Is there a move-in or move-out priority schedule?

The above schedule outlines the days each level of participation will be moved in and moved out. All items for those participation levels will be moved in on that day, however we cannot guarantee when items will arrive at the facility first or last. You can start setting up your booth once your items are brought into your booth area. While we cannot guarantee a time your items will arrive at your booth, we recommend arranging labor for your booth setup for the following day.

Empty Crates and Boxes – Removal and Return

Removal of Crates and Boxes

- Empty crates and boxes are collected throughout move-in.
- All crates and boxes must be removed from the AMUGexpo area by 12:00 pm on Sunday, March 30. Sponsors and Exhibitors will have until 1:00 pm on Sunday, March 30 to finalize setup of their booths.
- All sponsors and Exhibitors must vacate the AMUGexpo floor from 1:00pm-4:00pm on Sunday for the final clean-up of the halls and preparation of all food and bar stations.
- At 4:00pm Sponsors and Exhibitors may return to the AMUGexpo area to prepare for the AMUGexpo opening at 5:00pm on Sunday, March 30.

NOTE: Empty crates, containers and boxes are stored off-site during the conference and are not accessible during the event. Red Oak personnel will apply colored labels with the booth number and number of items (crate, containers, pallets, etc.) before removing from your booth.

Return of Crates and Boxes

- Empty crates, containers and boxes will be returned after the close of the AMUGexpo on Tuesday, April 1. Red Oak will make every effort to return items to your booth by 8:00 am on Wednesday, April 2, 2025. So please make your travel arrangements accordingly.
- **IMPORTANT NOTE: Sponsors are not allowed on the floor during the return of the crates, containers, and boxes due to safety requirements by the hotel and unions.**



When will my items shipped to the Advanced Warehouse arrive in my booth?

Items shipped to the Advanced Warehouse will arrive at your booth between 8:00 am – 4:00 pm on your specific move-in date that corresponds with your participation level. Move-in dates and times will be accessible through the AMUG Service Center.

What if my shipment is not in my booth?

If all your items are not in your booth by the evening on your scheduled move-in day, bring your tracking and shipping information to the Red Oak Service Desk. First, we will determine if the shipment has been received. If the shipment has not been received, Red Oak representatives will help track down your shipment.

How do I arrange Outbound Shipping?

Red Oak can handle all of your transportation needs, including your outbound shipping. To arrange outbound shipping at the Conference, visit the Red Oak Service Center, or contact Margie Mitchell with Red Oak Events at margie@redoakevents.com.

Do I need to stay and supervise the move out of my booth items?

No, you do not need to stay and supervise your move-out. Before leaving, you must do the following:

1. Place all outbound shipping labels on your crates and boxes. It is recommended that you do not label your crates and boxes with contents if they are expensive or high-tech materials (T.V., computer equipment, etc.).
2. Checkout with the Red Oak Service and supply all your shipping outbound paperwork to Red Oak in the Moblely Room on the lower level of the Chicago Hilton.
3. Once you have labeled your crates and boxes and supplied Red Oak with all outbound shipping paperwork, Red Oak will ensure your items are loaded on your trucks. If you prefer to wait and monitor your items being loaded on your truck you are welcome to do so, but not required.

When do I need to vacate my booth?

Vacating your booth is based on your exhibit/sponsorship level. Please refer to the Move-out schedule above for days and time you will need to vacate your booth.

Shipping Information and Dates – Advanced Warehouse

ADVANCED WAREHOUSE

Labels for Advanced Warehouse shipping can be found in the AMUG Service Center and the Red Oak Service Center.

First Day for Advanced Warehouse Deliveries - Monday, February 24, 2025

Last Day for Advanced Warehouse Deliveries* - Friday, March 21, 2025

*Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

ADVANCED WAREHOUSE SHIPMENT ADDRESS

Advanced Shipping labels can be downloaded from the AMUG Service Center or the Red Oak Service Center

Tradeshaw Transport

C/O T Force Freight

2300 Throop Street



Chicago, IL 60608

All shipments received outside these dates will be subject to a 25% fee.

Shipments that arrive at the warehouse after Friday, March 21, 2025, cannot be guaranteed to arrive before show opening. Additional handling charges will be added for expedited trucking and freight.

Shipping Information and Dates – Direct to Conference Hotel

Labels for Direct Shipment to the Conference Hotel can be found in the Red Oak Service Center.

First Day Freight Can Arrive at Conference Hotel Site

Diamond Sponsors - Friday, March 28, 2025

Platinum Sponsors - Friday, March 28, 2025

Gold Sponsors and Exhibitors - Saturday, March 29, 2025

DIRECT TO SHOW SITE SHIPMENT ADDRESS

Direct Shipping labels can be downloaded from the Red Oak Service Center

c/o [Individual and Company Name]

Hilton Chicago

720 South Michigan Avenue

Chicago, IL 60605

Add Booth #

Small Package Shipping

Small packages can be sent directly to the hotel to your attention up to 3 days in advance of your arrival. All packages that need to be sent to the booth we ask that you use the shipping labels provided.

Outbound Shipping

It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event. Our Customer Service Representatives are available preshow, during the show, and during move out to assist you in arranging shipping through our official carrier TForce. For peace of mind and easy set-up, contact TForce before the event for transportation services to and from the event. Red Oak does not provide UPS, FEDEX, or other carrier specific labels. Exhibitors must schedule pick-ups directly with all carriers as well as provide carrier specific shipping labels.

Information regarding TForce can be found in the Red Oak Service Center.

AUTHORIZED SERVICE PROVIDER

Red Oak Meeting & Events

Authorized sponsor, exhibitor, and EAC personnel will be granted access to the Red Oak Service Center. This service center is different from the AMUG Service Center where all sponsors and exhibitors have access to all tasks that need to be completed and conference information (including registration of badges for staff).

Red Oak Service Center is where you will order items that are not supplied by AMUG.

IMPORTANT NOTE: EACs will need authorization to access the Red Oak Service Center. See page 22.



What questions can Red Oak answer for me?

Red Oak is here to answer all of your questions. If we don't know the answer, we will work to figure it out! We primarily receive questions about orders, shipments, services, labor, invoice balance (related to the expo), empty stickers, material handling, and loading, but we are willing to take questions on anything...sports, food, weather.

RED OAK SERVICE CENTER

Red Oak is the authorized Service Provider for the AMUG Conference and AMUGexpo.

During the AMUG Conference, the Red Oak Service Desk will be located at:

Mobley Room, Lower Level (Hilton Chicago Hotel)

Red Oak Service Desk Hours

Friday, March 28:	8:00 am – 5:00 pm
Saturday, March 29:	8:00 am – 5:00 pm
Sunday, March 30:	8:00 am – 6:00 pm
Monday, March 31:	9:00 am – 2:00 pm 4:00 pm – 8:00 pm
Tuesday, April 1:	5:00 pm – 11:00 pm
Wednesday, April 2:	7:00 am – 5:00 pm
Thursday, April 3:	7:00 am – 5:00 pm

Order Forms (online) in the Red Oak Service Center

Audio/Visual

Booth - Red Oak offers a variety of Audio/Visual needs for your booth.

Forms can be found in the Red Oak Service Center

Carpet/Flooring

AMUG utilizes hotel carpet to reduce the cost to sponsors and exhibitors. If you would like to purchase alternate carpet or flooring, Red Oak can assist you.

Custom Exhibits

Need assistance with a custom booth and displays, Red Oak can assist. Complete the form in the Red Oak Service Center

Electrical/Internet

AMUG supplies a specific amount of electrical at no charge based on participating level. See Utilities section in the Exhibitor Manual for more information.

Should you require additional electricity, you will need to purchase through Red Oak Service Center.

Gas/Air

Gas/Air is available for an additional cost. See Utilities section in the Exhibitor Manual for more information.

Should you require gas/air, you will need to purchase through Red Oak Service Center.



Insurance

AMUG will provide Insurance at no cost to sponsors and exhibitors on the AMUGexpo floor. See Certificate of Insurance Section in the Exhibitor Manual.

Labor

Local union rules within the Hilton Chicago require carpenters to handle the installation and dismantling of all displays. To order the labor on the Red Oak Service Center simply click on labor under 'See All Departments' and place an order for install and dismantle labor.

If you plan to have a machine moved from a crate and placed with a forklift, the riggers union is required to move this and can be ordered on the Red Oak Service Center underneath 'Labor' and select 'Forklift Operator' and choose the date and time you need the service.

All labor orders placed are an estimate and the card used to place the order will not be charged until the work is completed.

Material Handling

If you plan to send any packages and/or crates to the advanced warehouse or direct to show, you are required to order material handling based on the location you choose to send, advanced or direct. This can be found on the Red Oak Service Center under 'See All Departments', choose 'Material Handling'. Once selected you will be required to input a credit card and the estimated total weight. Your card will not be charged until we have received your equipment and can verify the actual weight. If a card is not provided in advance we will require a card on site to complete the process of receiving and/or removing your freight from the show floor.

In addition, please provide any tracking numbers and or BOL's in advanced to Red Oak at roger@redoakevents.com.

Specialty Furnishings

Furnishing for booths can be ordered directly from Red Oak Service Center.

WI/FI

Complimentary WIFI is provided on the show floor during the event hours. Additional or dedicated WIFI can be ordered on the Encore form in the Red Oak Service Center. You can also order additional items that Encore offers based on the sheet, however Red Oak also offers many of these items on our portal as well, please see the items under 'See All Departments' in the Red Oak Service Center.

EXHIBITOR APPOINTED CONTRACTOR DEADLINE

EAC Form

The EAC Form can be found in the AMUG Service Center, the Red Oak Service Center, and the Form Links section of the Checklist and Deadlines.

Exhibitor Appointed Contractor Notification

Deadline Friday, February 28, 2025



EAC Information

Exhibitor Appointed Contractor (EAC) – A contractor hired by the exhibitor to provide assistance with your equipment, display or products during move-in and/or move-out and is not an employee of your company (with the exception of manufacturers' reps) or of an official contractor for the show. Please fill out the EAC Form in the Red Oak Service Center.

Exhibitors and EAC must comply with the following guidelines:

- An EAC shall have the right to provide services (except those services that are exclusive) and to utilize qualified employees on the exhibit floor at the request of an exhibitor. Exhibitors must submit a Notice of Intent to Use Exhibitor Appointed Contractor to Red Oak by Friday, February 28, 2025.
- 1. EAC must abide by existing labor regulations and/or contracts and rules and regulations established by the Hilton Chicago and AMUG. All services provided by an EAC must be completed in a timely, professional manner within the established times for move-in/out.
- 2. The EAC must have all licenses, permits insurances, or bondings required by federal, state, county or municipal governments and Hilton Chicago prior to commencing work. The EAC must be able to provide AMUG with evidence of compliance on request.
- 3. The exhibit floor, aisles, loading docks, service and storage areas will be under control of Red Oak, the EAC must coordinate all activities with them and must fully cooperate and not interfere with the efficient utilization of labor.
- 4. To gain admittance to the exhibit floor, the EAC must possess and be able to provide Red Oak with a true and valid order for services from an exhibitor.
- 5. The EAC should always perform all services in a professional manner and should not engage in solicitation of current or future business on the exhibit floor at any time. Exhibitors are responsible for the conduct of the contractors they appoint.
- 6. The EAC must confine operations within the exhibit area of the exhibitor. Aisles and vacant areas may not be used as work, storage, or dispatch areas.
- 7. The EAC will share with the official service contractor all reasonable costs related to its operation, including overtime pay to union stewards, restoration of exhibit space to its initial condition, etc. It is the responsibility of the EAC to properly remove all installed tape from the floor and any bulk trash from exhibit hall (such as skids or crates). The official service contractor will bill the EAC accordingly for any labor necessary to complete such tasks.
- 8. The Exhibitor/Sponsor is responsible for providing the EAC with any necessary information pertaining to the exhibit hall (i.e. utilities, order forms, dates, hours, shipping information, etc.)

Questions? Contact AMUG Expo Team at expo@amug.com.



SPONSOR AND EXHIBITOR MANUAL

AMUG Conference March 30 - April 3, 2025

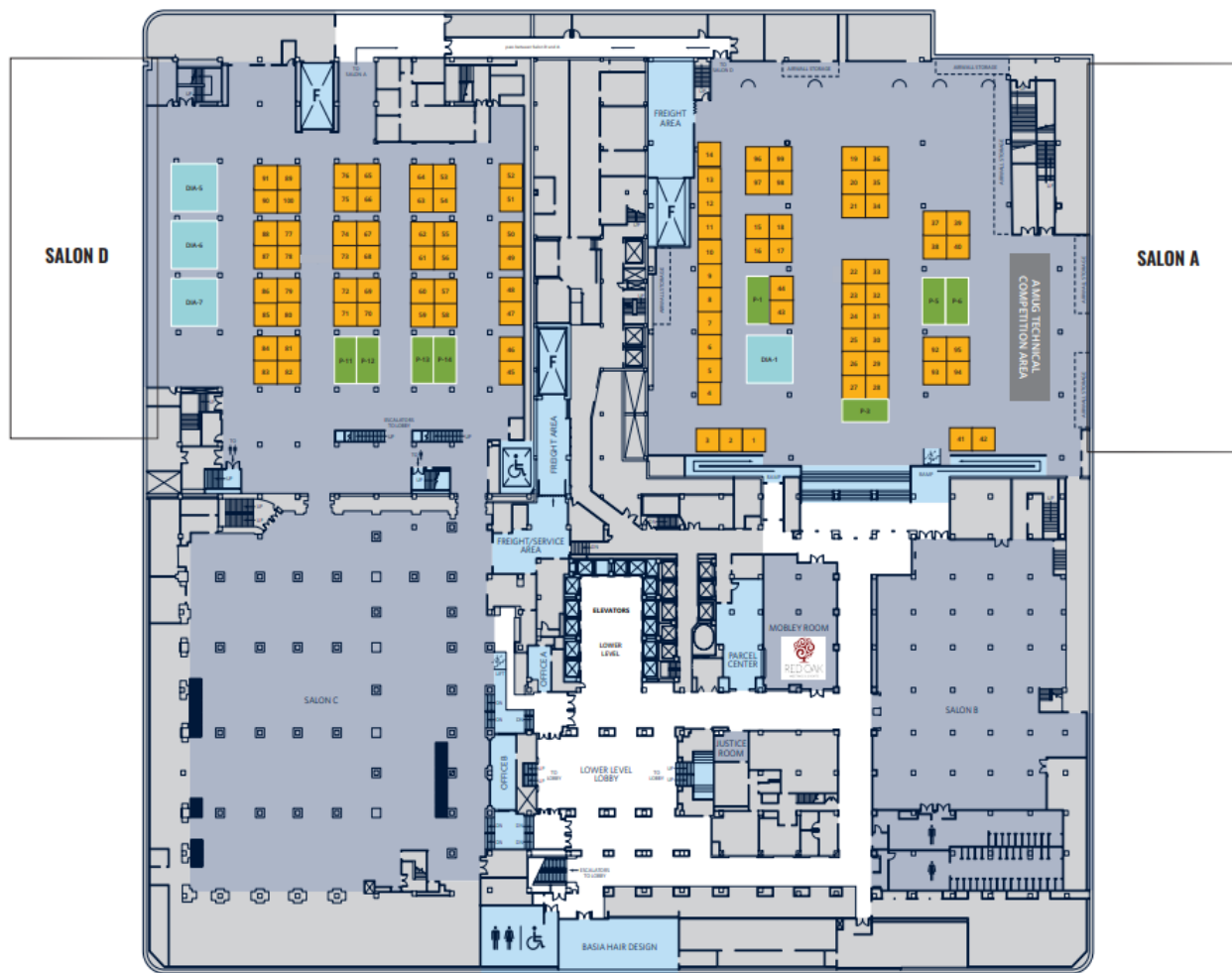
AMUGexpo March 30 - April 1, 2025

HILTON CHICAGO Maps/Floor Plans

2025 AMUGexpo Floor Plan



2025 AMUG CONFERENCE



Floorplan Subject to change without notice