



# 2026 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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**SPONSOR AND EXHIBITOR MANUAL**

AMUG Conference March 15th - 19th 2026

AMUGexpo March 15th - 17th 2026

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**Quick Facts**

Booth Package

Items provided in 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](#).*

**AMUG Conference Dates:**

March 15th - 19th 2026

**AMUGexpo Dates:**

March 15th - 17th 2026

**Conference Hotel**

Grand Sierra Resort, 2500 E 2nd Street. Reno, NV. 89598. 775-789-2000

<https://www.grandsierraresort.com/>

**AMUGexpo Show Schedule**

**AMUGexpo takes place in:**

Grand Sierra Resort, Summit Pavilion

**AMUGexpo Exhibit Hours**

Sunday, March 15th, 2026: 5:00pm to 9:00pm

Monday, March 16th, 2026: 10:00am to 1:30pm and 6:00pm to 9:00pm

Tuesday, March 17th, 2026: 6:00pm to 9:00pm

**Registration Desk and Badge Pick-up**

Registration desk for badge pick-up will open on Sunday, March 15th, 2026, at 10:00am

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 13th, 2026

**Exhibitor Appointed Contractor Notification**

Deadline Friday, February 13th, 2026

**Discount Price Deadline for Additional Orders through Red Oak**

Friday, March 6th, 2026

**Last Day for Advanced Warehouse Deliveries\***

Monday, March 9th, 2026

\*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 13th, 2026

Platinum - Friday, March 13th, 2026

Gold and Exhibitor - Friday, March 13th, 2026

\*Move-out schedule to be assigned by the AMUG Expo Committee depending on location.



**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.

<b>AMUG Primary Contacts for Sponsors and Exhibitors</b>			
Diamond and Platinum Sponsors	Nate Schumacher	AMUG Vice President	<a href="mailto:sponsorship@amug.com">sponsorship@amug.com</a>
Gold Sponsors, Exhibitors	Thomas Murphy	AMUG Director, Sponsors and Exhibitors	<a href="mailto:sponsorship@amug.com">sponsorship@amug.com</a>
Sponsors and Exhibitors	Michelle Wilkins	Sales and Account Manager	<a href="mailto:sponsorship@amug.com">sponsorship@amug.com</a>
<b>AMUG Expo Committee</b>			
	Matt Mitchell	Expo Committee Chair	<a href="mailto:expo@amug.com">expo@amug.com</a> +1 (734) 983-1488
<b>Red Oak Meetings &amp; Events</b>			
	Roger Mitchell	Red Oak Manager	<a href="mailto:roger@redoakevents.com">roger@redoakevents.com</a> +1 (954) 649-1439
<b>Questions?</b>			
Questions and Assistance with the AMUGexpo		Expo Committee	<a href="mailto:expo@amug.com">expo@amug.com</a>
Questions regarding Booth Variance		Expo Committee	<a href="mailto:expo@amug.com">expo@amug.com</a>
Questions regarding Hotel Rooms, Group Room Reservations, or Food and Beverage		Operations Manager	<a href="mailto:jordan.weston@amug.com">jordan.weston@amug.com</a>
Questions regarding Registration		Registration Committee	<a href="mailto:registration@amug.com">registration@amug.com</a>
Questions regarding Training Lab reservations at the conference		Agenda Committee	<a href="mailto:agenda@amug.com">agenda@amug.com</a>
Questions regarding Diamond/Platinum Sponsor Speaking and Training Sessions		Vice President	<a href="mailto:sponsorship@amug.com">sponsorship@amug.com</a>
Questions and assistance on-site AMUGexpo		Red Oak Exhibitor Service Manager	<a href="mailto:margie@redoakevents.com">margie@redoakevents.com</a> +1 (954) 931-4060



**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 15th, 2026, at 4:00pm conference location time, badges are required for all personnel.

**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 15 at 3:30 pm.

<b>DATE</b>	<b>EXPO HALL HOURS</b>	<b>EXHIBITOR AND SPONSOR HOURS</b>
<b>Sunday, March 15</b>	5:00 pm – 9:00 pm	4:00 pm – 10:00 pm
<b>Monday, March 16</b>	10:00 am – 1:30 pm	9:00 am – 2:30 pm
	6:00 pm – 9:00 pm	5:00 pm – 10:00 pm
<b>Tuesday, March 17</b>	6:00 pm – 9:00 pm	5:00 pm – Midnight



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.

## **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 15th, 2026: 1:00pm - 4:00pm**

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

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

Exhibitors and Sponsors may return at 4:00pm. 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 1:00pm. Please notify your teams in advance and plan accordingly.

## **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](mailto:expo@amug.com).

## **Food and Beverage**

In compliance with the Hotel Rules and Regulations, outside food and beverages will not be permitted on the property.

## **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



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

**Sponsor and Exhibitor Move-In and Assembly**

Thursday	March 12, 2026	Red Oak Events Set-Up Day ( <b>No Sponsors/Exhibitors</b> )	Red Oak sets up pipe and drape, tables and chairs, electric, additional booth purchases, etc. Red Oak moves in Advanced Warehouse freight.	
Friday	March 13, 2026	All Sponsors and Exhibitors	8:00am-4:30pm	Sponsors and Exhibitors may begin setting up booths. Direct to show freight begins to arrive.
Saturday	March 14, 2026	All Sponsors and Exhibitors	8:00am-4:30pm	Booth Setup continues  Crates and boxes will be removed at 4:30 pm on Saturday

Sunday	March 15, 2026	All Sponsors and Exhibitors	8:00am-1:00pm	Booth Setup continues. <b>All Sponsor and Exhibitors must exit the AMUGexpo show floor at 1:00 pm on Sunday. No exceptions.</b>
			4:00pm	Sponsors and Exhibitors managing a booth may re-enter the AMUGexpo floor
Sunday	March 15, 2026	AMUGexpo <b>Exhibit hall opens at 5:00pm</b>		

**Sponsor and Exhibitor Dismantle and Move-out**

Tuesday	March 17, 2026	All Sponsors and Exhibitors	9:00 pm - midnight (12am)	Sponsor/Exhibitor move-out begins. Show floor must be vacated by midnight.
Wednesday	March 18, 2026	All Sponsors and Exhibitors	8:00 am - 4:30 pm	Booth teardown begins for all sponsors and exhibitors
			8:00 am - 4:30 pm	Freight pickup ( Please schedule truck to arrive at the same time that your booth items will be ready for pickup)
Thursday	March 19, 2026	All Sponsors and Exhibitors	8:00 am – 12:00 pm	Freight pickup continues. 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.



## **Forms Required**

Depending on your level of participation, specific forms may be required for you to complete to participate in the AMUG Conference. 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.

### **EAC Form (Exhibitor Appointed Contractor)**

The EAC Form can be found in the Red Oak Service Center portal.

**Due Date February 13<sup>th</sup>, 2026**

### **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 13th, 2026.

1. EAC must abide by existing labor regulations and/or contracts and rules and regulations established by the Conference Venue 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 bonding required by federal, state, county or municipal governments and Conference Venue 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, 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](mailto:expo@amug.com).



## **Raw Materials – SDS Forms**

Due Friday, March 6th, 2026

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 Friday, March 6th, 2026.

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.

## **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](mailto:roger@redoakevents.com).

## **Waste Disposal – Waste Disposal Plan due Friday, March 6th, 2026**

***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.



## **General Information:**

### **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

### **Vehicle Display**

If you are considering a vehicle display in your AMUGexpo booth, contact the Expo Committee at [expo@amug.com](mailto: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

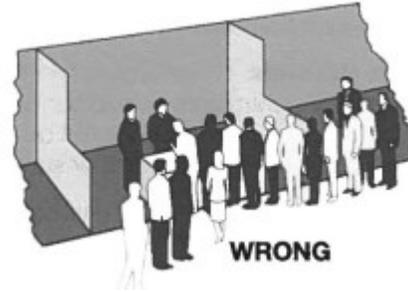
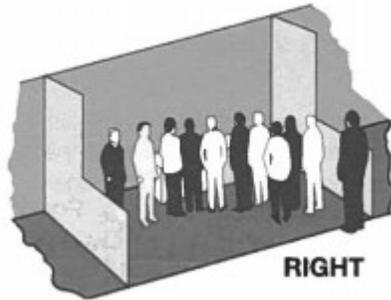
### **Sub-leasing/Subletting of Space**

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/exhibitors, 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.

### **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.

### **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.

### **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](http://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



## **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.

## **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 for 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

## **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.

## **Terms and Conditions**

AMUG Conference Terms and Conditions can be found on the AMUG website at,

<https://www.amug.com/registration-terms-conditions/>

## **MOVE-IN & MOVE-OUT/SHIPPING**

### **Shipping Information and Dates – Advanced Warehouse**

#### **ADVANCED WAREHOUSE**

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

**First Day for Advanced Warehouse Deliveries** - Monday, February 13th, 2026

**Last Day for Advanced Warehouse Deliveries\*** - Monday, March 9th, 2026

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

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

Shipments that arrive at the warehouse after Monday, March 9th, 2026, cannot be guaranteed to arrive before show opening. Additional handling charges will be added for expedited trucking and freight.

#### **ADVANCED WAREHOUSE SHIPMENT ADDRESS**

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

**Tradeshow Transport**

**C/O T Force Freight**

**8900 Terrabyte Court**

**Reno, NV 89521**



## **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 13th, 2026

Platinum Sponsors - Friday, March 13th, 2026

Gold Sponsors and Exhibitors - Friday, March 13th, 2026

## **DIRECT TO SHOW SITE SHIPMENT ADDRESS**

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

**c/o [Individual and Company Name]**

**Grand Sierra Resort and Casino**

**2500 E. 2<sup>nd</sup> St.**

**Reno, NV 89595**

**Add Booth #**

## **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 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.

## **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



## 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.

## 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 operations manager 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) \$2.00
- Medium Box (6-10lbs.) \$4.00
- Large Box (11-50lbs.) \$6.00
- Display cases/hard cases w/wheel \$8.00
- Pallets are \$75.00

FedEx pricing does not apply to any FedEx location outside of the Conference Hotel. (GSR) Shipping label should include your Name, Arrival Date, and "AMUG" so the Conference Hotel knows it is part of the AMUG Conference.

## 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) high 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 pipe and drape on one or more sides that are also 8 ft (2.44 m) tall.

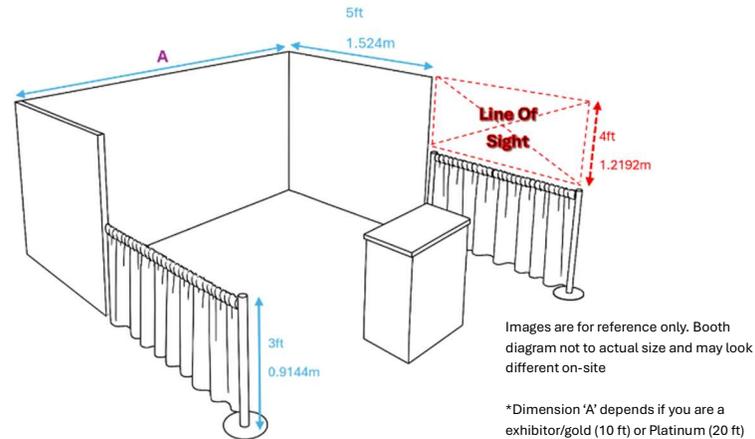
-Walls are **permitted** (hard or soft walls), with certain exceptions.

- Booth side walls must be finished on both sides. No unfinished backs should be visible.

**-10 ft x 10 ft Booth** (Exhibitor and Gold Sponsors)

**-10 ft x 20 ft Booth** (Platinum Sponsors)

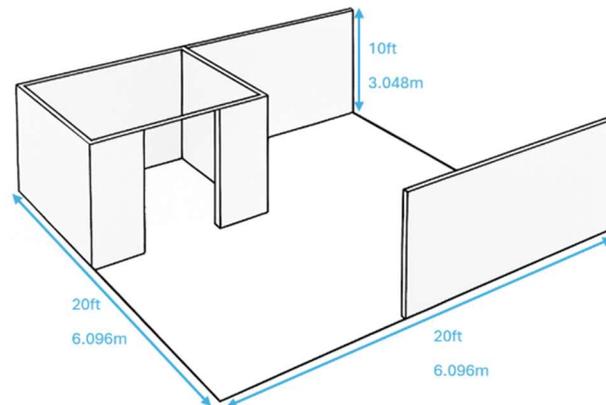
Walls acceptable from halfway to back of booth.



**20 ft x 20 ft Booth**

(Diamond Sponsors)

- Room build out allowed
- Full wall builds
- If wall is on outside, displays must be inside the booth perimeter.
- Can go up to 10ft high



**Line of Sight**

- Ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors.
  - If you have items taller than 4ft (Ex: pop up banner), they must reside in the back half of the booth.
  - Items such as display cases, 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.
- This is to prevent obstruction of sight lines for neighboring booths on either side.

**Equipment**

It is the exhibiting company’s responsibility to ensure that no equipment or crates exceed the size and weight restrictions. Any equipment or crate over 10,000 lbs., contact Red Oak for logistic support.



## **Booth Build Outs**

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

## **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.

## **Signage, Banners, and Posters**

- Signs and banners can be hung from the ceiling, please contact Red Oak Meetings & Events to arrange.
- 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.

## **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.

## **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.

## **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) high along the back of the booth, which is the maximum height allowed.



## Height Restrictions

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

- Booth height restriction is 8ft.
  - **Except for Diamond Sponsors, height restriction is 10ft.**
- Equipment height restriction 8ft.
  - **Except for Diamond Sponsors, height restriction is 10ft.**

Items needing variance on height permission, contact Expo Committee, [expo@amug.com](mailto:expo@amug.com)

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

## 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.

## 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.

## 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.

## 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](mailto:expo@amug.com)) by Monday February 23rd, 2026.

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 Monday February 23rd, 2026. Contact the Expo Team at [expo@amug.com](mailto:expo@amug.com) for requirements and restrictions.

## 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 Convention Registration Desk 3.



## **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 Monday February 23rd, 2026.

## **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.

## **Empty Containers**

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

## **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 15.

Sponsors and Exhibitors will have until 1:00 pm on Sunday, March 15 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 on Sunday March 15th, 2026, at 5:00pm.

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, March 17th, 2026. Red Oak will make every effort to return items to your booth by Wednesday, March 18th, 2026, at 8:00am. **Please make your travel arrangements accordingly.**



## FAQ

### How do I arrange Outbound Shipping?

Red Oak can handle all your logistic 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](mailto: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 Red Oak and supply all your shipping outbound paperwork to Red Oak in the Convention Registration Desk 3.
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.

## AUTHORIZED SERVICE PROVIDER

### Red Oak Meetings & Events

Authorized sponsors, exhibitors, and EAC personnel will be granted access to the Red Oak Service portal. 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: **Convention Registration Desk 3**

### Red Oak Service Desk Hours

Friday, March 13:	8:00 am – 5:00 pm
Saturday, March 14:	8:00 am – 5:00 pm
Sunday, March 15:	8:00 am – 6:00 pm
Monday, March 16:	9:00 am – 2:00 pm 4:00 pm – 8:00 pm
Tuesday, March 17:	5:00 pm – 11:00 pm
Wednesday, March 18:	7:00 am – 5:00 pm
Thursday, March 19:	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. Order in the Red Oak Service Center

### **Labor**

To order labor on the Red Oak Service Center simply click on labor under 'Order Services' 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, this 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 'Order Services', 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](mailto:roger@redoakevents.com).

### **Specialty Furnishings**

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

### **WIFI**

Complimentary WIFI is provided on the show floor during the event hours. Additional or dedicated WIFI can be ordered in the Red Oak Service Center.



**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.



**Maps/Floor Plans**

**2026 AMUGexpo Floor Plan – The Summit Pavilion**

