



# STEP-by-STEP Guide

We've created a step-by-step guide and checklist for everything Included in this Kit!

## TIPS

1. Read all emails from Show Management!
2. Be sure to order by the advanced deadlines for the best rates
3. Use [LCTEAST.com](http://www.lcteast.com) as a resource. You'll find:
  - [Online Submission Forms](#) - Submit your Show Guide Listing, Emergency Contact Form and more online.
  - [Current Floorplan](#) - Check out the latest configuration at: [Floorplan](#)
    - [Sponsorship Information](#) – Including benefits of Sponsorship, how investing in a sponsorship opportunity will increase exposure frequency with your brand so they choose you. Ideas for bag stuffers to logo branding on promotional items throughout the show and more. <https://www.lcteast.com/sponsor/become-a-sponsor>
    - [Downloadable Banner Ads and Show Logo](#) - Let your website visitors know they can see you at the LCT/NLA Show East by adding one of these free banner ads to your site. <https://www.lcteast.com/about/resource-kit-hps>
    - [Seminar Schedule](#) - Don't forget that your exhibit pass includes the seminars. Attend these to get a better understanding of your client's needs. [Seminars](#)
    - [New Excursions and Experiences](#) - LCT/NLA East has pulled out all the stops this year to bring you all-new Excursions to round out your experience! \*Separate fees apply. Purchase tickets when registering or add to your registration. [Registration, Badges and Excursions](#)

Page 4:

- Verify you have completed ALL items on your "[Mandatory Checklist](#)".
- Plan your exhibit using the checklist online at: [Service Kit](#)
- Complete ALL your forms.

Page 5:

- Print the "[Print & Post Quick Reference Sheet](#)" on and keep it handy.
- Move-in and Move-Out Schedule

Page 6:

- Add all deadlines to your calendar.

Page 7:

- Print the "[Schedule at a Glance](#)" to have handy.
- Check for updates on show schedule online regularly at: <https://www.lcteast.com/schedule/schedule>
- Sign up for any additional Networking Programs, [Excursions, and Classes](#) by calling: (253) 983-0515

Page 8-9:

- Print and keep handy "[Official Vendors](#)" and "[Contractors Contact List](#)" as a point of reference when needed.
- Review list of "Official Vendors" to avoid scams.
- Contact Vendors for any needed items.

Page 10:

- Print and keep handy "[Bobit Business Media & LCT Contact Information & Phone List](#)" as a point of reference when needed.

Pages 11-16:

- Read carefully "[General Show Information & Rules A-Z](#)" and make notes as needed.



## Mandatory Forms Checklist

Here is a list of the mandatory forms, orders and information that EVERY exhibitor must return.

Additional forms may be required depending on the configuration of your exhibit. Please review the complete Exhibitor Service Kit to determine which forms are necessary for you.

### Page 17:

- [Vehicle Specifications](#) (Vehicle Displays Only)

Due October 11

Return to Show Management

(Vehicle displays only. If you are not bringing a vehicle, you do not need to complete this form.)

- [Display Rules Agreement](#)

Due October 11

Return to Show Management

### Page 18:

- Read carefully "[Fire Marshall Inspection Guidelines](#)" for ALL indoor vehicles.
- Print and purchase needed items off "[Motorized Vehicle Information & Inspection Checklist](#)".

### Page 19:

- [Badge Agreement](#)

Due October 1

All companies must sign the Badge agreement.

- [Emergency Contact Information](#)

Due October 11

Return to Show Management

- [Booth Staff Pre-Registration](#)-Highly Recommended!

Due November 2

Return to Custom registration for an online form [Click Here](#) for access to the online portal. All exhibitor pre-registrations must be completed online and will not be accepted via fax or email.

Registrations can be handled onsite, but we highly recommend adding this to your mandatory to-do list and checking it off before leaving for the Show!

### Pages 20-21:

- [Proof of Insurance](#) Ensure you meet all Requirements from Page 20)

Due October 11

Return to Show Management

### Page 22:

- Book [Hotel](#) and [Travel](#) for you and your staff with discount **before October 12.**

### Page 23:

- Use Checklist on "[Exhibitor Suggestions For Getting The Most Out Of Exhibiting At The Show](#)".



**Important Deadline Snapshot** Some deadlines are not included, please review the kit for additional deadlines.

Deadline	Form or Information	Contractor/Vendor
September 27	Official LCT Show App Listing Information Due	LCT/NLA East Management
October 1	Badge Agreement	LCT/NLA East Management
October 5	Exhibitor Appointed Contractor Notification First Day Items Can Arrive at the Warehouse	Shepard Exposition Services
October 11	Display Rules Agreement, Emergency Contact Information, Vehicle Specifications, Proof of Insurance	LCT/NLA East Management
October 11	Furniture, Accessories, Booth Rentals, Installation & Dismantle Labor, Sign Graphics, Vehicle Specifications, Booth Cleaning	Shepard Exposition Services
October 12	Harrah's Resort Atlantic City Hotel Discounted Room Rate Deadline	Harrah's Resort Atlantic City
October 15	Floral and Plant orders due	Convention Plant Creations
October 18	Electrical Service & Labor, Internet & Telecommunication, Sign/Banner Hanging	Encore
October 18	Audio Visual & Computers	Encore
October 25	Last Day to Ship to Advanced Warehouse	Shepard Exposition Services
October 31	Last Day to Receive Show Specials for Additional Badges	Custom Registration
November 2	Last Day to PRE-Register Staff	Custom Registration
November 3	First Day Freight Can Arrive at Harrah's Resort	Shepard Exposition Services
November 4	Badge Scanner	Custom Registration
November 6	Last Day ALL Items Removed from Harrah's Resort	Shepard Exposition Services

**Shipping Addresses**

**Advanced Warehouse**

Shipments accepted on and between October 11, 2018 and October 25, 2018.\*

Exhibiting Company Name & Booth #  
LCT/NLA Show East  
UPS - Shepard Expo c/o Marano  
9820 Blue Grass Rd.  
Philadelphia, PA 19114

\*Shipments may arrive between October 25 and November 1, but may incur a surcharge

**Onsite Shipping\***

Shipments accepted starting November 3, 2018.

ATTN: Shepard Receiving Staff Only  
LCT CONFERENCE  
Waterfront Conference Center Loading Dock  
Harrah's Resort Atlantic City - Denise  
777 Harrah's Blvd.  
Atlantic City, NJ 08401  
Exhibiting Company Name & Booth #  
LCT/NLA Show East

\*Onsite shipment delivery may be delayed. The Advanced Warehouse is recommended



## Vehicle Specifications - **Mandatory**

**Deadline: October 11, 2018**



**This form must be completed online!**

Go to <https://eventsimages.bobitstudios.com/upload/pdfs/lcte/2018/servicekit/18lcte-mandatory-shepard-display-rules-reg.pdf>

**IMPORTANT NOTE!** The maximum vehicle height for this exhibit hall is 11 feet. Motorcoaches as tall as 11' 7" may fit, but they must be able to lower their profile by releasing the air in the suspension system and removing roof accessories such as antennas. Please call (253) 983-0515 for Motorcoaches over 11'4".

*This form is mandatory if you plan to display a vehicle.* If you do not submit this form, your vehicle may be turned away at the show and you will not be permitted to move it into the exhibit hall. Exhibitors that are not displaying a vehicle may skip this form. As a courtesy to your neighbor, we ask that any large vehicles be placed at least 5' in from the perimeter of your booth. Please refrain from creating a "walled-in" area as your booth display.

## Display Vehicle Staging Area

*Be advised that LCT Show Management, the Harrah's Resort Atlantic City and Shepard Exposition Services will not sign for or take possession of your vehicle(s) or keys for delivery. You must arrange for your own representative to meet the driver if needed.*

Fill out your Display Vehicle **Mandatory** form online at <https://eventsimages.bobitstudios.com/upload/pdfs/lcte/2018/servicekit/18lcte-mandatory-shepard-display-rules-reg.pdf>

### The Vehicle Staging Area Will Be Available From:

6:00pm – 12:00am on Friday, November 2

12:01am – 6:00pm on Saturday, November 3

2:00pm – 12:00am on Tuesday, November 6

12:01am – 5:00pm on Wednesday, November 7

All vehicles must be removed by Saturday by 5:00pm.

*You may not park vehicles in this area at other days/times unless you purchase outdoor inventory parking.*

LCT/NLA East will be providing a parking lot right next to the Waterfront Convention Center for the staging and detailing of your display vehicles.



## Targeted Vehicle Move-In

**All vehicles will move into the Wildwood Ballroom on Saturday, November 3, 2018 during a pre-assigned time (See page 5 for load in assignments)**

Vehicles will NOT be permitted to move in on Sunday, November 4, 2018 as the exhibit hall will already be set and vehicles will not be able to reach their space if they miss their assigned window.



## Vehicle Fire Marshall Inspection: ALL Indoor Vehicles

Prior to driving your vehicle into the exhibit hall your fuel-levels will be verified against the requirements below.

Make sure to get this information into the hands of your vehicle supplier. Once the vehicle arrives onsite it is time consuming and very difficult to drive off or siphon excess fuel.

### **FUEL TANKS ARE TO BE 1/8 FULL**

Once your vehicle is inside the exhibit hall, please verify against this checklist in preparation for fire marshal inspection.

If you plan to leave your vehicle unattended you must leave the hood open and the driver door unlocked so the fire marshal can access your vehicle. Also, keep your keys at the booth.

ALL vehicles must pass inspection BEFORE the exhibit hall can open, so don't be the one that holds up the opening!

#### **Motorized Vehicle Information & Inspection Checklist:**

- Fuel tank must be between 1/8 full
- Batteries must be disconnected at both leads
- Fuel filler caps must be locked or taped, gas caps must be locked
- Visqueen must be placed under the entire vehicle (including tires)
- Ignition keys must be removed.
- Propane tanks must be removed.
- Each vehicle must be equipped with its own fire extinguisher.
- Vehicles may not impede, obstruct or hinder ingress to or egress from the Center and/or the premises.
- Vehicles or equipment shall not be fueled or defueled on property.
- In preparation for inspection before the event, the hood (or access to battery compartment) is to be left open and the driver door unlocked when the vehicle is unattended.
- Vehicles cannot be removed during show hours.
- There is a **mandatory MOTORIZED UNIT/VEHICLE SPOTTING FEE** per vehicle round-trip. It must have been **paid and arranged through Shepard Exposition Services**



## Emergency Contact Information - **Mandatory**

**Deadline: October 11, 2018**



**This form must be completed online!**

For form [Click Here](#). No need to print, handwrite and fax!

It is important that we have an onsite point-of-contact from your company for urgent issues while at show site. Please submit this form to designate your emergency contact.

## Exhibit Staff Pre-Registration

**Deadline: October 25th, 2018**



**This form is available online!**

For form [Click Here](#)

All exhibitor registrations must be completed online and will NOT be accepted via fax or email.

Registrations can be handled onsite, but we highly recommend adding this to your mandatory to-do list and checking it off before leaving for the Show!

**Username:** [email address from your space contract]

**Password:** [zip code from your space contract]

You can follow these guidelines when accessing the exhibitor registration system.

[Click here for Exhibitor Registration](#)

Please note that there will be absolutely no extra complimentary registrations awarded over your allotment.

LCT/NLA East has a strict policy restricting attendance to exhibiting suppliers and chauffeured transportation operators only. We do this to protect your investment and keep non-exhibiting suppliers from "selling" in the aisles. We ask that you DO NOT allocate your complimentary passes to other non-exhibiting suppliers.

## Purchasing Extra Badges



**This form is available online!**

For form [Click Here](#)

All companies must sign the Badge agreement. If you have used your allotment of complimentary registrations and require additional staff badges, or guest badges.

Exhibiting Company:

Each Exhibiting company is allotted (2) full show badges per 10'x10' space and (4) full show passes per vehicle space at no charge. Additional badges can be ordered online. We encourage you to order extra badges early to get discounted rates before October 31<sup>st</sup>, 2018.

You may purchase those passes through the exhibitor registration system: [Click here for Exhibitor Registration](#) (There are no exhibit hall only passes available. NLA discounts do not apply.)

**BADGES WILL NOT BE MAILED:** All badges must be picked up at the Exhibitor Registration Counter on show site.

To receive your badges, your company must have satisfied all booth payment requirements and be current with advertising invoices for LCT Magazine.



## Insurance Requirements - **Mandatory**

**Deadline: October 11, 2018**



**This form is available online!**

For form [Click Here](#) No need to print and fax!

### What is this?

Each exhibitor is required to provide a certificate of proof of insurance for additional insureds and to hold harmless EACH of the following: Bobit Business Media, LCT/NLA Show East, Harrah's Resort Atlantic City, Caesars Entertainment and Shepard Exposition Services.

### Does it apply to me?

Yes! It is **mandatory for every exhibitor** and you agreed to this regulation when signing and submitting your space contract. As an exhibitor, ***you are required to carry workmen's compensation and commercial general liability to include contractors, personal injury and blanket contractual liability insurance.*** You MUST provide this proof of coverage by the **deadline October 11<sup>th</sup> 2018** to move into the exhibit hall.

In addition, you are required to show ***proof of auto insurance*** if you are displaying a vehicle in the exhibit hall or driving a vehicle to the loading dock.

### Why?

This blanket insurance will cover your company if someone gets hurt in your booth. This will protect your company from liability if a situation arises.

### How do I get it?

It is a lot easier than it seems! You may already have coverage in place. A Certificate of Insurance may be obtained through your primary insurance agency, or you may be able to obtain a rider's policy on your homeowner's insurance, business/commercial or auto insurance. Call your insurance provider with the requirements below and they will guide you through the process.

**If you don't already have coverage**, you can use any provider you can easily purchase it from the provider below. General Liability is \$99 and if you need auto they are happy to provide a quote. Again, if you already have coverage, you can just provide a certificate of insurance. If you don't you can purchase it from the contact below.

RainProtection Insurance

ATTN: Sales

Phone: (800) 528-7975

Email: [sales@rainprotection.net](mailto:sales@rainprotection.net)

Sign up online at [link](#) or find additional information in the [Service kit](#).