



October 26-28, 2021
Detroit, Michigan, U.S.A.

Exhibitor Guidelines

1. Contract/Insurance

Lease of booth space requires signatory agreement on a contract, which covers your use of the TCF Center during Forge Fair 2021. Your attention is called to paragraph 12 of the Exhibitor Contract, which specifies the insurance coverage you must have and which generally can be added to your existing policy at little charge. You must return a Certificate of Insurance naming "Forging Industry Association, The Detroit Regional Convention Facility Authority and ASM Global" as additional insured. The contract must be signed, completed and returned in duplicate with payment for the booth not later than June 25, 2021.

2. Floor Plan and Booth Location

Booths will be assigned on a floor plan drawn by FIA. Any special requests will be given consideration prior to assignment, but not guaranteed. Experience from previous FIA shows suggests that customer traffic is relatively even throughout the exhibition floor with no booth location having a significant advantage over another.

3. Exhibitor Services Company

FIA has selected Fern Expositions as the official service company for Forge Fair 2021 exhibitors. All exhibitors will receive an email with login information to access OneView the online exhibitor service manual from Fern in June 2021. The Fern service manual outlines all services supplied, as well as those that are specific to your needs and available for order, and itemizes costs for services supplied. All requests for furniture, displays, signage, labor, forklift service, and shipping including receipt/storage/delivery etc. should be made through Fern on order forms included in OneView the online service manual.

4. Exhibit Hall Utilities and Dimensions

Electrical outlets or connections must be ordered separately. Ordering information will be in the Fern service kit. Forms for all other utilities (telephone, natural gas, compressed air, water/sewer, cleaning services) provided by the TCF Center will also be included in the Fern service kit. Utilities and drains are available and provided upon request.

5. Booth Setup

The official booth contractor, Fern Expositions, will set up the basic booth layout with pipe, drape and carpet.

Exhibitors may set up their own booth up to 400 sq. ft. including their own assembly and decorating work in the booth using only small hand tools, cordless screwdrivers and a step stool limited to three steps. No ladders, mechanical lifting devices or motorized material handling equipment may be used by anyone except the qualified members of the union having proper jurisdiction. Exhibiting company employees must perform these tasks. Any hired labor must be from the union having jurisdiction. See the Fern OneView service manual for detailed union guidelines.

See the Fern OneView service manual for sign hanging forms.

Tear-down and move-out on Thursday, October 28 is from 1:00 p.m. to 11:00 p.m. Freight carriers must check in by 8:30 p.m. Thursday, October 28 (excluding heavy machinery scheduled for Friday move out). Limited hours for heavy equipment move-out on Friday, October 29 will be assigned by Fern. All shipments sent out by carriers other than Fern's must clear the Hall by 10:00 a.m. Friday morning (Fern's carriers will pick up and move material left at that time at the exhibitor's expense if such material had not been pre-arranged for pick-up and delivery by them).

6. Booth Boundaries

FIA recommends that exhibitors not plan on full-size equipment beyond the boundaries of leased booth space. Booths should be considered primarily as display areas for customer contact and discussion. Safety is a paramount consideration. For further information, see the *IAEE Guidelines for Display Rules and Regulations* included in this kit.

7. Products and Services Categories

Each exhibitor will be asked to complete the *Products and Services Reporting Form*. The short description of your company, along with type of product or service offered, will be printed in the *Official Show Guide* for distribution onsite. If we do not receive your form by the due date of **September 1, 2021**, your company will not be listed. **NO EXCEPTIONS WILL BE MADE.**

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Exhibitor Guidelines Continued

8. Advertising Option

Exhibitors are encouraged to advertise in the *Official Show Guide*, which will be distributed onsite. This option offers exhibitors additional opportunities to spread their messages to all show attendees. See the enclosed *Advertising Opportunities* for further information.

9. Hospitality Suites

Hospitality suites will not be permitted in conjunction with Forge Fair 2021; however, exhibitor sponsorship opportunities are available for social events or meal functions. See the *Sponsorship Opportunities* pages for more information.

10. Security

24-hour security by a uniformed guard will be provided in the exhibit hall from Oct. 26 to Oct. 28. While security will be provided, FIA can't be held responsible for missing equipment or merchandise, so exhibitors should be sure all materials are insured from the time they leave your company until they are returned to your company after the show. It is suggested that exhibitors arrange all-risk coverage, which usually can be done by adding riders to existing policies.

11. Smoking

The TCF Center is a regulated non-smoking facility. Smoking will not be permitted in any indoor area. **No exceptions.**

12. Shipping/Drayage

Fern Expositions has also been selected as the official drayage contractor for Forge Fair 2021. Exhibitors who require assistance with shipping, receiving, crating or storage of their displays or materials may coordinate these needs via the *Shipping Information and Service Order Form* provided in OneView exhibitors site.

Exhibitors with POVs such as passenger cars and SUVs may park in the **TCF Center Rooftop Parking** area and unload using their own employees or volunteers. Unloading is only permitted by exhibiting employees hand carrying items or using their own luggage carts, rolling pop-up booth crates or 2-wheel dollies. For a directions to the parking area please see the *Driving Directions and Parking Map* page included in this kit.

Exhibitors may not use pallet jacks or fork lifts or any motorized equipment. All vehicles, including box trucks or any dock-high vehicles, are required to be unloaded by Teamsters Union Labor. **ALL deliveries made directly to the TCF Center must be addressed in care of Fern and should not arrive before the move-in date of Sunday, Oct. 24. Shipments arriving earlier than Sunday, Oct. 24, or those not addressed care of Fern will not be accepted. It is better to send shipments to the advance warehouse address in the exhibitor service manual.**

The TCF Center holds no liability for missing or lost shipments. Use the advance warehouse address provided by Fern exhibitor services for early shipments. It is safer to send small, last-minute packages that can be hand carried directly to your hotel, with instructions to hold the packages for your arrival (with your name on it and a reference to Forge Fair 2021).

As part of its freight handling, Fern Expositions does the following:

1. Receives and stores all shipments prior to installation date.
2. Delivers exhibit materials to exhibit area and places in booths and returns for outbound shipping.
3. Removes empty crates from booths and places in storage. Storage tags will be available at the Fern service desk.
4. Returns empty crates to booths at close of show.
5. Provide bills of lading, shipping labels, and clerical assistance in preparing bills of lading for outbound shipment. Exhibitors must label outbound shipments and submit completed bill of lading to Fern freight service desk.
6. Removes crated material from exhibitors' booths and ships by official carrier, move-out conditions permitting. Rates and liability information are specified in the *Shipping Order Form* in the OneView Fern service manual that will be sent separately to you.