



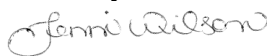
Important Trade Show Exhibitor Rules, Announcements and Reminders
August 22, 2024, at Alltech Arena inside the Kentucky Horse Park, 4089 Iron Works Pike,
North Exhibit Hall Section B, Lexington, KY 40511

1. **Exhibitor Badges** - In order to receive Exhibitor name badges, you must have submitted all names no later than Thursday, **August 15th, 2024** to the CKAA office at office@ckvaa.org. No more than 2 exhibitors per booth or tabletop. Additional exhibitors per booth will be at a rate of \$100 each.
2. **Setup Time** at Alltech Arena will begin at 8:00am on August 22nd and must be completed no later than 4:00pm. The show is open to attendees from 5:00 pm until 8:00 pm. The arena does not have storage for our use. Contact the CKAA office if you need to plan for trade show display items to be delivered early. We recommend having them shipped directly to your offices, however, we will assist with alternate solutions if necessary.
3. **Exhibitor Parking** – Loading and unloading for the trade show will be at the entrance of the North Exhibit Hall Section B. All vehicles must be moved from the entrance immediately after unloading is complete to allow room for all others who will be loading/unloading. The parking area is open outside the exhibit hall.
4. **Trade Show Theme – Saddle Up for Success.** The booth that portrays the best use of our theme this year will be recognized at the 2024 Crowne Excellence Awards Gala on Saturday, December 7th at the Hilton Downtown Lexington. Some ideas for the theme include denim and pearls or boots and bling attire as well as race day and trackside dress and décor. We look forward to seeing your creativity in action!
5. **Exhibit Hall Information**
 - ***Additional Electric beyond 110*** – If you are going to need additional electric, beyond 110, you must notify CKAA no later than Thursday, August 15th to make these arrangements. We will request additional service through the exhibit hall if they can accommodate your needs. However, if there is an additional fee by the exhibit hall or AVT for these services you will be billed accordingly.
 - ***Signage/Banners*** – The exhibit hall does not allow any signs or banners to be placed on the walls or hung from the ceiling. Please keep this in mind when ordering signage for your booth. It is suggested that you order “free-standing” banners and/or signs. However, you may hang banners on the pipe and draping (back wall) of your booth. Please take care when hanging these items and bring proper fasteners to secure your signs.
 - ***Decorations*** – No mulch, rock or decorations of any kind may be placed directly on exhibit hall surfaces. The park requires all decorations placed on surfaces must be placed on plastic. No nails, screws or other permanent fixtures may be used on Kentucky Horse Park property.

6. **Exhibitor Door Prize Rules** – If you are providing a door prize, we will begin giving away the door prizes at 7:30pm. We asked that one person from your company bring your prize and “fishbowl/basket” of names to the give-away area at 7:20pm. This will allow everyone to share in the excitement as you draw the name of your winner.
7. **Trade Show Map** – Please remember that ALL attendees will be required to come by your booth and have a Trade Show Map signed by someone in your booth. They will do this to be eligible for the “Game of Chance” Giveaway at the end of the night. This gives you a great opportunity to engage with each attendee! We do recommend having one person assigned to signing off (if possible) so you will not be overwhelmed by the rush of attendees that night.
8. Exhibitors will **not be allowed** to solicit business on the trade show floor outside their booth area. All guests, employees, or family members of the exhibiting businesses **will not be allowed** to solicit business outside your booth area. **Please note, under no circumstances are children allowed at the trade show.**
9. **Booth Breakdown** – You may begin packing up your booth once everyone moves into the Give-Away area of the ballroom, around 7:30pm. Please do not move items from your booth until the show ends. There is only one way to exit which is the main entrance where the show will take place. Therefore, we asked that you please allow the attendees to exit before you attempt to move out of the exhibit hall.
10. Non-exhibiting vendor members will not be allowed on the trade show floor.
11. A list of all the attendees and contact information will be emailed to you after the Trade Show.

Our Associate Council and Trade Show Committee, as well as staff, have worked hard to make this a professional show with many attendees. Our goal is to assist you in gaining new business and retain current business with our Apartment Communities. Your investment in this show will allow you the opportunity to get your company name out to the decision-makers in our industry. We hope this will be a positive experience for you and your company. You will be sent a survey after the event where you will have the opportunity to make recommendations and/or comments following the show. Please take advantage of the opportunity to provide feedback.

Sincerely,



Jenni Wilson
Executive Director
Central Kentucky Apartment Association