



DEMA SHOW

november 11-14, 2025 • orlando, fl

demashow.com

deep
CONNECTIONS
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POSSIBILITIES

THANK YOU FOR EXHIBITING

Thank you for reserving a booth at DEMA Show 2025, taking place in West Hall A of the Orange County Convention Center in Orlando, FL November 11-14, 2025. We're excited to have you join us for what promises to be another outstanding event!

Please review all enclosed materials carefully. This Exhibitor Services Manual contains important resources to help you prepare for the show, including:

- Your exhibitor listing and booth location
- A link to the most up-to-date floor plan
- The official Show Management document
- The TEG (The Expo Group) Ordering Kit for booth furnishings, labor, and shipping
- Vendor Ordering Links

If you have questions or need assistance, please don't hesitate to contact me at gwendorf@ntpevents.com.

Warm Regards,

Gretchen Wendorf
Director, Operations & Conferences
NTP Events

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IMPORTANT CONTACTS

Show Management

DEMA SHOW POLICIES, REGULATIONS, AND DISPLAY LIMITATIONS

Deneen Pratt

Director, Event Services

703-706-8248

Toll-free 1-800-687-7469, x248 (U.S. & Canada only)

exhibitor@demashow.com

SPONSORSHIP & BOOTH SALES

Robin Hatfield

Sales Manager

Exhibitors: Numbers - L

703-706-8241

sales@demashow.com

Dino Pignotti

Sales Manager

Exhibitors: M-Z

703-706-8240

DPignotti@ntpevents.com

OPERATIONS

Gretchen Wendorf

Director, Operations & Conference

703-647-2626

gwendorf@ntpevents.com

General Service Contractor

The Expo Group

5931 Campus Circle Drive West

Irving, TX 32824

Phone: 972-580-9000

Email: exhibitorservice@theexpogroup.com



VENDOR CONTACTS

Official Contractors

Official contractors are thoroughly vetted to provide exhibitors with reliable services and competitive pricing. Please note that exclusive services must be provided by the designated exclusive vendors. While you may choose your own providers for non-exclusive services, using non-approved vendors may result in higher costs. A list of official and exclusive contractors is provided below.

<p>Audio Visual Equipment Avmedia LLC. Jeff Cabral Email: exhibits@avmediainc.com</p>	<p>Business Center (OCCC West Building) FedEx Office Phone: 407-363-2831 Email: Usa3996@fedex.com</p>
<p>Catering Sodexo Live! 9860 Universal Blvd. Orlando, FL 32819-8199 Caitlin Canning Phone: 407-685-5939 Email: caitlin.canning@sodexo.com</p>	<p>Utilities: Electrical, Rigging, Compressed Air, Natural Gas, Plumbing, Water/Drainage Orange County Convention Center 9860 Universal Blvd. Orlando, FL 32819-8199 Phone: 407-6859824 Email: exhibitor.services@occc.net</p>
<p>Freight: Domestic Official Shipping (Air/Expedited/Ground) ELITeXPO P.O. Box 637 South Elgin, IL 60177 Phone: 800-543-5484 Email: sales@elitexpo.com</p>	<p>Freight: International Phoenix International Business Logistics, Inc. Sally Mulkeen Phone: 908-355-8900 Fax: 908-355-8883 Email: smulkeenphoenixlogistics.com</p>
<p>General Services: Material Handling, Display Labor, Rentals, Cleaning The Expo Group 5931 Campus Circle Drive West Irving, TX 75063 Phone: 972-580-9000 Email: exhibitorservice@theexpogroup.com</p>	<p>Hotel Reservations Orchid Event Solutions 175 S W Temple St. Salt Lake City, UT 84101 Phone: 888-341-0161 Phone: 801-797-0966 Email: help@orchid.events.com</p>

<p>Internet & Telephone (Booth) Smart City Network 9800 International Drive Orlando, FL 32819 Phone: 407-685-2000 Email: csrorlando@smartcity.com</p>	<p>Registration CompuSystems (CSI) 2601 Navistar Dr. Lisle, IL 60532 Phone: 224-563-3113 Phone: 855-326-4470 Email: dema@csreg.zohodesk.com</p>
<p>Security (Booth) Reliable Security Services, LLC 166 Jackson Heights Ln. Marietta, GA 30064 Phone: 770-858-1730 Email: cwaters@reliablesecurityllc.com</p>	<p>Scooters Scootaround Phone: 1-888-610-6372</p>

DATES & DEADLINES

These deadlines are provided to help you plan and place your pre-show order efficiently. The dates listed are the final cutoffs to qualify for advance pricing and vendor discounts. We strongly recommend placing all service orders before these deadlines to ensure timely processing and cost savings.

General

DUE DATE	TASK
30-Jun	Exhibitor Sponsored Seminars Early Bird
30-Jun	New Product Showcase Early Bird
1-Oct	Exhibitor Profile Deadline
16-Oct	Housing Closes 5:00 PM ET

The Expo Group (TEG)

DUE DATE	TASK
6-Oct	All TEG Services Discount Deadline
6-Oct	Exhibitor Appointed Contractor Notification Deadline
13-Oct	Advance Warehouse Freight Receiving Begins
	Advanced Warehouse Freight Deadline
30-Oct	<i>(late fee applies after October 30)</i>
8-Nov	Direct to Show Site Freight Receiving Begins
	Outbound Carrier Check-In Deadline
15-Nov	<i>(must check-in by 10:00 am)</i>

Orange County Convention Center (OCCC)

DUE DATE	TASK
17-Oct	Utilities Incentive Deadline
18-Oct	Utilities Base Pricing
7-Nov	Utilities On-site Pricing

Sodexo Live! Catering

Due Date	Task
14-Oct	Advance Order Pricing Ends



Smart City Networks

Due Date	Task
17-Oct	Incentive Deadline - Internet and Phone

CompuSystems Registration Services

Due Date	Task
10-Sep	Lead Retrieval Early Bird Discount Deadline
26-Sep	Lead Retrieval Advance Discount Deadline
13-Oct	Register Booth Staff
11-Nov	Lead Retrieval On-Site Deadline

ELITeXPO

Due Date	Task
3-Nov	Domestic Freight

Phoenix International Business Logistics

Due Date	Task
27-Oct	Deadline for Ocean Freight (LCL): Port of Savannah
3-Nov	Deadline for Ocean Freight (FCL): Port of Savannah
3-Nov	Deadline for Air Freight: Orlando Airport

Reliable Security Services, LLC

Due Date	Task
1-Oct	Early Bird Discount Deadline

Avmedia Inc

Due Date	Task
30-Oct	Early Bird Discount Deadline

EXHIBITOR RESOURCES

Exhibitor Dashboard

We're excited to introduce the new [Exhibitor Dashboard](#) in **Map Your Show**—your main hub for everything related to DEMA Show. From this dashboard, you can update your company profile, make payments, view your exhibitor checklist and deadlines, and access important tools like the **Exhibitor Services Manual (ESM)** and **Registration**.

Accessing the Exhibitor Dashboard in Map Your Show

The **primary contact** for each exhibiting company has access to the [Exhibitor Dashboard](#). If other team members need access, the primary contact can easily add them as users by clicking “Users” in the left-hand menu bar of the dashboard.

- For **password assistance**, contact **Deneen Pratt** at exhibitor@demashow.com

Floor Plan

View the most up-to-date floor plan [here](#) to see assignments and layout updates.

Exhibit Location

Orange County Convention Center – West Hall A
9800 International Drive
Orlando, FL 32819

Business Center

The FedEx Office is located in the West Concourse, Hall C. It is open daily from 8:00 am to 5:00 pm.

Phone: 407-363-2831

Email: usa3996@fedex.com

Show Management Office

The Show Management Office will be located in Room W204C, just outside West Hall A. DEMA Association representatives can be found at DEMA Central, located at Booth #317 on the show floor.

Priority Space Selection

Exhibit space selection for DEMA Show 2026—held at the Orange County Convention Center in Orlando, FL, from November 11–14, 2025—will take place during scheduled appointment hours on the show floor. More information will be shared as the 2025 show approaches.



MOVE-IN/MOVE-OUT HOURS

Exhibit Set-Up Hours

Saturday, November 8	(Appointment Only)
Sunday, November 9	8:00 am- 5:00 pm
Monday, November 10	8:00 am - 5:00 pm

- Exhibitor move-in hours are listed above. Exhibitors who wish to set up on Saturday may do so by appointment only and must complete the [Saturday Move-In Request Form](#) for consideration.
- On move-in days, exhibitors may continue working in their booths after 5:00 pm; however, a late work pass is required. Please note that late work passes do not allow re-entry—no one will be permitted to enter the exhibit hall after 5:00 pm. Show Management will be on the show floor to distribute passes.
- All booth displays must be fully set up and any display materials, cartons, and debris must be cleared from the aisles by 5:00 pm on Monday, November 10, to allow for the installation of aisle carpet.
- Press conferences, sales meetings, training sessions, and similar activities on the exhibit floor outside show hours are strictly prohibited without prior written approval from Show Management.

Exhibit Hall Show Hours

Tuesday, November 11	10:00 am - 6:00 pm
Wednesday, November 12	10:00 am - 6:00 pm
Thursday, November 13	10:00 am - 6:00 pm
Friday, November 14	10:00 am - 5:00 pm

- *Exhibitors may access the show floor starting at 8:00 am on show days.*

Exhibit Dismantle Hours

Friday, November 14	5:00 pm - 9:00 pm
Saturday, November 15	8:00 am - 12:00 pm

- **Dismantling is NOT permitted before 5:00 pm on Friday, November 14.**
Exhibitors who begin dismantling or packing early will lose priority points.
- All exhibitor materials must be removed from the facility by 12:00 pm on Saturday, November 15.
- To meet this deadline, all carriers must check in no later than 10:00 am on Saturday, November 15.
- Displays must be fully packed and ready to ship before your carrier or vehicle will be granted access to the loading docks.
- If you anticipate any issues meeting the move-out deadline, please contact The Expo Group in advance to arrange alternate accommodations.



EXHIBITOR REGISTRATION

The **Exhibitor Registration and Badging System** is essential to maintaining the safety and security of DEMA Show. To protect your booth and personnel, **only individuals with official badges will be permitted in the exhibit area**. Under no circumstances will anyone be allowed on the show floor without proper show identification. We appreciate your cooperation in complying with this important policy—it benefits everyone involved.

Important Reminder:

No one under the age of 16—including infants—will be permitted in the exhibit hall or seminar rooms at any time during *move-in, show days, or move-out hours*.

Exhibitor Badge Allotment

Each exhibiting company will receive complimentary booth personnel badges based on their DEMA membership level and the amount of booth space purchased (per 100 square feet / 10'x10'):

- Platinum Members – 6 badges
- Gold Members – 5 badges
- Associate and Silver Members – 4 badges
- Non-members – 3 badges

If you need more than your allotted badges, exhibit-only booth personnel badges can be purchased at the following rates:

- DEMA Members: \$70 each (on or before October 13), \$90 each (after October 13)
- Non-members: \$200 each

Online Exhibitor Registration

Register your booth personnel online by logging into your [Exhibitor Dashboard](#) and clicking on “Register Now” within the Exhibitor Registration Widget from the home screen.

Accessing the Exhibitor Dashboard in Map Your Show

The **primary contact** for each exhibiting company has access to the [Exhibitor Dashboard](#). If other team members need access, the primary contact can easily add them as users by clicking “Users” in the left-hand menu bar of the dashboard.

- For password assistance/ registration specific questions, contact Deneen Pratt at exhibitor@demashow.com

Once you’ve registered for DEMA Show, you will receive an Exhibitor Badge Pick-up Notice. Please bring this notice to any “Exhibitor Badge Pick-up” counter to have your badge printed and to receive your badge holder. A valid photo ID is required to pick up your badge.

Note: Badge pick-up notices will be sent again shortly before the Show as a reminder.



Onsite Exhibitor Registration Hours

Registration will be in the Lower Lobby (Level 1) of the West Concourse, Hall A – please note this is a change from previous years, as it will not be on the show floor.

Registration Hours	Exhibitor
Sunday, November 9	8:00 AM – 5:00 PM
Monday, November 10	8:00 AM – 5:00 PM
Tuesday, November 11	7:00 AM – 6:00 PM
Wednesday, November 12	8:00 AM – 6:00 PM
Thursday, November 13	8:00 AM – 6:00 PM
Friday, November 14	9:00 AM – 4:00 PM



HOTEL & TRAVEL

Hotel Information

DEMA has secured special discounted rates at the hotels listed below as part of the Official DEMA Show 2025 Hotel Block. All reservations are subject to applicable taxes. To ensure your accommodations at these preferred rates, book by Monday, October 16 as rooms are available on a first-come, first-served basis and subject to availability.

How to Book:

1. Visit the official [DEMA Show 2025 Hotel Booking site here.](#)
2. From the drop-down, select "Attendee or Exhibitor" (*exhibitors booking 10+ rooms will be given an access code*).
3. Select "Make Reservation"
4. On the following page, enter basic information for your stay to be presented with options and availability to complete your booking.

If you are a DEMA Show exhibitor booking more than 10 rooms, please use the [Exhibitor Group Booking Form](#) to simplify the process by August 19, 2025. Hotels and availability are assigned on a first-come, first-served basis.

Reservation Assistance:

Hotel bookings for DEMA Show 2025 are managed by Orchid Event Solutions. If you experience any difficulty making your reservation, please call 888-665-1375 or 801-505-5260, where a customer service agent will be happy to help you. Assistance is available Monday–Friday 7 am–6 pm (MT), excluding federal holidays.

Beware of Scams – Important Advisory Regarding Unofficial Solicitations:

At DEMA Show, the safety and security of our exhibitors, attendees, and partners are of utmost importance to us. DEMA does not sell or provide contact lists of DEMA Show attendees to any businesses or members. [Solicitations offering DEMA Show attendee lists/hotel accommodations are unauthorized and should be considered fraudulent and inaccurate.](#)

DEMA Show Hotel Event Request

Hotel suites and meeting rooms at the Rosen Centre Hotel are available exclusively to DEMA exhibitors staying at the hotel and will be assigned on a first-come, first-served basis.

If you are interested in reserving a suite or meeting room, please complete the [Rosen Centre Event Request Form](#).



Travel Information

Scooter Rentals: Scooters can be [rented from Scootaround](#). Call Scootaround directly at 1-888-610-6372 to book a scooter.

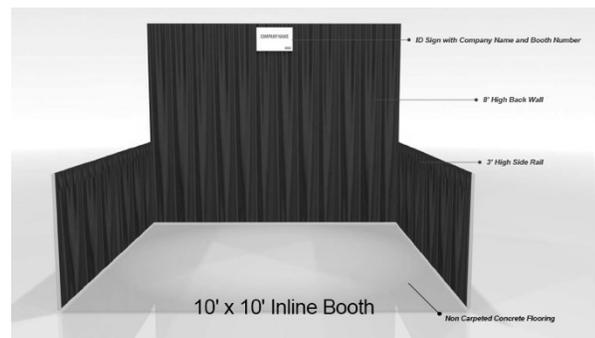
Rental Cars: DEMA has negotiated a special rate with AVIS, the official DEMA rental car company. Call Avis directly at (800) 331-1600 or [book online](#) to receive the best car rental rates available and reference the DEMA Show's Avis Worldwide Discount (AWD) number: **T690399**.

Ground Transportation: The Rosen Centre Hotel is connected to the Orange County Convention Centre via a covered skybridge; therefore, shuttle service will not be provided. Additional transportation and parking information is available on the [Show website](#).

YOUR BOOTH

What Is Included in My Booth?

Each increment of 10'x10' deep exhibit will receive an 8-foot-high fabric back drape and 3-foot-high fabric side drape (back drape will be black/blue/blue/black and side rail will be black). In addition, a company identification sign will hang from the top rail (11"x14")



Electrical connection(s), furnishings including floor coverings, displays, cleaning services, and any other items needed for the booth are the responsibility of the exhibitor. Please reference the official contractors listing in the manual for guidance on how to order through these providers.

There will be gray carpet for in-line exhibitors and black carpet for island booths.

Exhibitors have the option to rent or provide other carpet; your carpet may be placed on top of the existing booth carpet, provided you do not damage it. If you are in a 10' deep booth, you can rent a standard (9'x10', 9'x20', etc.) carpet from The Expo Group which will leave 1' at the rear of your booth for the electrical raceway. Exhibitors in island booths (anything over 10' deep) must cover the entire square footage and need to use custom-cut carpet for this (i.e., a 20'x20' booth may not rent two 9'x20' carpets and lay them together.)

Exhibitors are encouraged to order booth cleaning/vacuuming for each night of the Show. Cleaning service can be ordered from The Expo Group by completing the form in *THE EXPO GROUP* section of this manual. Booth cleaning is not included in the exhibit space price.

Exhibit Display Regulations

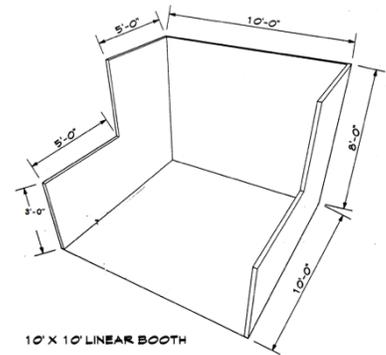
Show Management has developed the DEMA Show Exhibit Regulations in accordance with the guidelines adopted by the International Association of Expositions and Events (IAEE). All exhibits must be in compliance with these regulations prior to the end of move-in. These regulations will ensure all exhibitors an equal opportunity, within reason, to present their product(s) in the most effective manner possible.

In addition to the terms on the exhibit space contract your company signed, these regulations are made an integral part of our contract with you. For assistance, please contact DEMA Show Event Services at (800) 687-7469, ext. 248 (toll-free in the U.S. and Canada), or at (703) 706-8248. You can also email exhibitor@demashow.com.

Width of exhibit space shown on the floor plan is measured from the center line of the side rails. Depth is the overall measurement from the face of the front post to the back of the rear post.

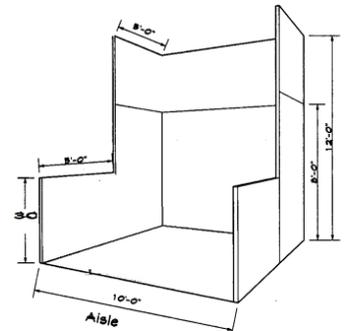
LINEAR OR IN-LINE BOOTH

- The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.
- For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.
- Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.
- Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.



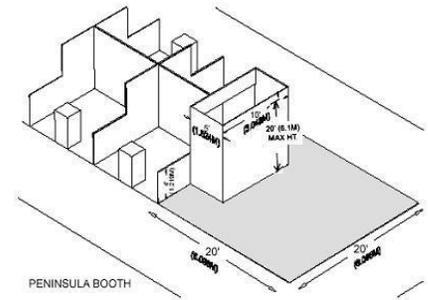
PERIMETER BOOTH

- A Perimeter Booth is a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit.
- All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).
- Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of twelve (12') feet is allowed only in the rear half of the booth space, with a four-foot (4') height limited imposed on all materials in the remaining space forward to the aisle.
- Note: When three or more Perimeter Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.



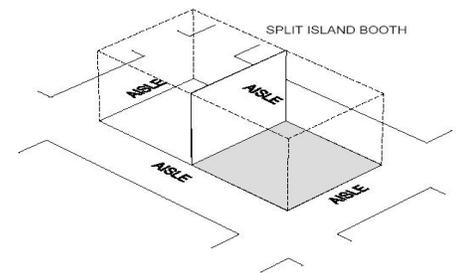
PENINSULA BOOTH

- A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths.
- A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.



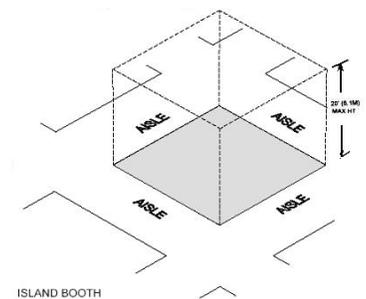
SPLIT ISLAND BOOTH

- A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.
- The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.



ISLAND BOOTH

- An Island Booth is a booth exposed to aisles on all four sides; the entire space may be used.
- The maximum allowable height is 20 feet, including signage.
- All exhibitors with island booths that are 20' x 20' (400 square feet) or larger must submit a drawing of the proposed booth layout to Gretchen Wendorf via email at gwendorf@ntpevents.com.



If you have any questions concerning hanging signs, please contact Gretchen Wendorf at gwendorf@ntpevents.com.

RIGGING

Please refer to [Orange County Convention Center Exhibitor Services](#) Online Ordering Guide for more information on procedures and installation rates.

CANOPIES

If an exhibit includes a canopy or ceiling, with or without an identification sign or header, be it decorative or product, consideration must be given to neighboring exhibitors. Vertical supports up to three inches wide are permitted at each corner.

A plan must be submitted to Show Management at least 30 (thirty) days prior to DEMA Show to obtain approval from local fire and safety authorities. All decorative canopies **must conform to show height restrictions** of their exhibit space -Linear-8'3" (2.51M), Perimeter Wall-12' (3.66M), Peninsula-20' (6.10M) and Island-20'.

METRIC CONVERSIONS

4' = 1.22M	12' = 3.66M
5' = 1.52M	16' = 4.88M
8'3" = 2.51M	20' = 6.10M
10' = 3.05M	30' = 9.14M

Exhibitor Appointed Contractor

USE OF EXHIBITOR APPOINTED CONTRACTOR (EAC)

Official contractors are reviewed and selected with care to ensure that all exhibitors receive the best possible value, safety compliance, and customer service. While you are permitted to use your own vendors for certain services, any third-party company not designated as an official contractor—referred to as an Exhibitor Appointed Contractor (EAC)—must comply with all show policies and procedures outlined by The Expo Group and DEMA Show Management.

An EAC is defined as any company or individual not employed by your exhibiting organization that requires access to the exhibit hall before, during, or after the show. This includes companies or personnel involved in display installation and dismantle (I&D), audio/visual production, floral arrangements, photography, booth models, security, and other exhibit-related services. **EACs are not allowed to perform exclusive services** such as material handling, electrical, plumbing, internet/telecom, rigging, or booth cleaning. These services must be provided by the official contractors listed in the Exhibitor Service Manual.

If you plan to use an EAC, you must complete and submit two required forms—the *EAC Requirements Form* and the *EAC Work Authorization Form*—along with a valid Certificate of Insurance (COI) for each contractor. These materials must be received by The Expo Group no later than **October 6, 2025**. Forms and complete requirements are located in *The Expo Group* section of the Exhibitor Service Manual. Late submissions may result in denial of EAC access, and all labor must then be sourced through The Expo Group.

Each EAC must provide proof of insurance coverage meeting the following minimums:

- **Commercial General Liability:** \$1,000,000 per occurrence / \$2,000,000 aggregate
- **Automobile Liability:** \$1,000,000 combined single limit
- **Workers' Compensation and Employers' Liability:** \$1,000,000 per occurrence

The COI must name the following as additional insureds: The Expo Group, The Diving Equipment & Marketing Association, Orange County Convention Center, and the exhibitor represented. Coverage must be valid from the start of move-in through the end of move-out, and must include a waiver of subrogation.

Approved EACs will be issued wristbands for access to the show floor during move-in and move-out only. Wristbands will only be distributed to contractors who have submitted complete and approved documentation in advance. EACs must wear their wristbands at all times for exhibitor move-in and move-out. No service desks, storage areas, or workstations will be allowed on the show floor for EACs, and all EAC activity must take place within the assigned booth space of the exhibitor.

Additionally, exhibitors utilizing EACs will be charged a **\$150.00 per booth administrative fee** to cover costs associated with EAC processing and oversight. This fee is waived if labor is provided directly by The Expo Group.

By choosing to use an EAC, the exhibitor assumes full responsibility for ensuring the contractor follows all rules, regulations, and safety requirements. Exhibitors also agree to indemnify and hold harmless DEMA, NTP Events, The Expo Group, and the Orange County Convention Center from any claims, damages, or losses caused by the EAC's actions.

Please carefully review all EAC policies in the Exhibitor Service Manual before selecting a non-official contractor. Failure to follow procedures may delay your booth setup or result in additional charges.

REGULATIONS & POLICIES

Age Restrictions

No one under the age of 16 is permitted in the exhibit hall during move-in, show days and move-out.

Balloons

With DEMA Show Management's approval, exhibitors are permitted to display static helium balloons after submitting a balloon waiver and paying a deposit to Orange County Convention Center (OCCC) Exhibitor Services. Helium balloons may not be used as giveaways and helium tank storage inside the OCCC is strictly prohibited.

Conflict Avoidance Policy

DEMA Show Exhibitors or Attendees may find themselves in a dispute with others in the dive industry. DEMA strives to keep the trade show atmosphere free from direct conflict when possible. DEMA encourages exhibitors and attendees to resolve any disputes outside of DEMA Show hours, and away from the DEMA Show convention center, DEMA Show-related hotels, and any other Show-related facilities.

To facilitate resolution, DEMA may be able to provide the use of private meeting space for the parties, when such space is available and when the request is accompanied by a non-refundable fee of \$500. An additional fee of \$500 per hour (or any part thereof) is required for meeting times greater than one hour.

When disputes cannot be settled in this manner, DEMA strongly suggests the use of court-ordered relief from a court with jurisdiction over the trade show location. Absent such a court order, DEMA may not be involved with such a dispute.

Display Vehicles

Vehicles on display – Rules and Regulations:

- Fuel-tank openings must be locked or sealed in an approved manner to prevent escape of vapors.
- Fuel tanks may not contain more than one-quarter their capacity or more than five gallons of fuel, whichever is less.
- At least one battery cable must be removed from the battery used to start the vehicle's engine, and the disconnected battery cable must be securely taped.
- Auxiliary batteries not connected to engine's starting system may remain connected.
- Electric and hybrid vehicles must have their operating batteries disconnected whenever possible.
- External power is recommended for demonstration purposes.

- Battery charging is not permitted inside the building.
- Combustible or flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles inside the venue is prohibited.
- Vehicles may not be moved during the show and will remain off while freight doors are closed.
- A minimum of 36 inches of clear access or aisle space must be maintained around the vehicle.
- Vehicles must be a minimum of 20 feet from exits or exit pathways.
- Vehicles placed in lobbies and meeting rooms must have approval of the Convention Service Manager (CSM).
- Visqueen must be used under vehicles on display in lobbies and meeting rooms.
- Keys must be given to The Expo Group for on-site retention.
- Mobile Display Rates apply only to the vehicle itself. Any display materials brought in via a mobile/motorized vehicle will be weighed and billed separately at the standard material handling rates listed in the Material Handling Rates form.

Please Note: It is ultimately the responsibility of the Exhibitor to ensure that these measures are taken to prevent any potential damage or safety hazard. Please complete the Vehicle and Mobile Unit Spotting form in TEG’s Exhibitor Service Manual if you plan to have a vehicle on the show floor.

Electrical

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; however, minimum guidelines are suggested:

1. All 110-volt wiring should be grounded three-wire.
2. Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
3. Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
4. Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
5. Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
6. Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

Exhibit Space Activities Only Allowed Within Confines of Contracted Exhibit Space

All displays, product demonstrations, and sales activities in the exhibit hall must be kept within the confines of your contracted exhibit as determined by Show Management. It is the responsibility of each exhibitor to arrange displays, AV presentations and demo areas to ensure compliance. Selling in the aisles, hosting audiences in the aisles, booth encroachment into the aisles, distributing literature in the aisles, etc., will not be tolerated.

This is not only unfair to your fellow exhibitors, but blocking aisles creates a potentially unsafe situation which could lead to the show floor being shut down by the fire marshal. Please be considerate to your fellow exhibitors – refrain from soliciting their business during show hours (when they are interacting with their customers).

Exhibitor Violation Policies

Exhibitors are subject to penalties for violations occurring at DEMA Show. Penalties may include the loss of show seniority or monetary fines, assessed according to the following schedule. All penalties are determined by Show Management and subject to approval by DEMA.

Violations – Penalties listed below will be assessed only if the exhibitor fails to correct the violation on-site after being notified by Show Management. The following violations will result in the loss of all seniority points that would otherwise be earned from the current year’s show:

1. Causing damage to the facility, another exhibitor’s property, or contractor property without providing adequate remuneration or a formal commitment to pay for the damage.
2. Serving or consuming alcoholic beverages during move-in or move-out.
3. Serving or distributing sample alcoholic beverages during show hours without coordination through Sodexo Live! Catering.
4. Employing an unauthorized Exhibitor Appointed Contractor (EAC) that has not been approved by Show Management.
5. Displaying products, equipment, or materials in violation of Show rules and regulations.
6. Failure to comply with the policies outlined in the Exhibitor Services Manual.
7. Use of an unauthorized or illegal display, fixture, or sign.
8. Violation of labor union policies.
9. Offering or accepting gratuities in exchange for preferential treatment.
10. Entering the exhibit hall during restricted hours without permission from Show Management, or after being instructed by security or Show Management not to enter.
11. Entering an unstaffed exhibit of a competitor during non-show hours.
12. Photographing or videotaping another exhibitor’s booth or products without permission, and failure to surrender the unauthorized footage to Show Management upon request.
13. Distributing promotional materials, samples, or literature outside of your assigned exhibit space after being instructed to cease the activity.

14. Failure to set up your exhibit by the required deadline or according to the guidelines outlined in Show rules and regulations.
15. Violating — or allowing a third party under your control to violate — the prohibition against serving legal documents on the show floor or in surrounding areas.

Additional Violations and Penalties:

16. Sub-leasing of contracted exhibit space
Penalty: Loss of all Show seniority points earnable for the current year's show and the subsequent year's show.
17. **Initiating tear-down or abandoning the exhibit before 5:00 pm on Friday, November 14, 2025**
Penalty: \$500 fine and loss of all seniority points earnable for the current year's show and the subsequent year's show.

Facility Equipment

Exhibitors are **PROHIBITED** from using building equipment, i.e., ladders, tools, chairs, tables, stanchions, dollies, forklifts, vacuums, brooms, etc.

Fire Safety Regulations

The information contained in this brief outline does not by any means completely cover the ordinances and regulations contained in the local Fire Code, but it does provide the basic rules governing exhibits in any building open to the public.

1. All decorative and construction materials must be non-combustible or flameproof. Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited in display construction. All material is subject to inspection and flame testing by the Fire Marshal.
2. All exit doors and aisles serving any occupied area of the building must remain unobstructed.
3. Any merchandise or material attached as table skirts must be non-combustible or flameproof.
4. The following items may NOT be used without approval by the Fire Marshal:
 - a. Display or storage of LPG.
 - b. Flammable liquid.
 - c. Flammable gas.
 - d. Straw, sawdust, or shavings.
 - e. Welding or cutting equipment for demonstration purposes.
 - f. Gas-fired appliances for demonstration purposes.
 - g. Salamander stoves for demonstration purposes.
 - h. Lit candles and lanterns for demonstration purposes.
 - i. Compressed gas cylinders must be empty.
5. The storage of combustible shipping containers must be confined to the areas approved by the Fire Marshal.

6. The use of open flames, burning, or smoke-emitting materials as part of an act, display, or show is prohibited.
7. Combustible waste is to be collected as it accumulates and stored in non-combustible covered containers, which are emptied at least once a day.
8. Electrical equipment must be installed, operated, and maintained in a manner which does not create a hazard to life or property.

Food & Beverage

Exhibitors are permitted to serve food and beverages from their booths; however, **all items must be ordered exclusively through Sodexo Live!**, the official caterer of the Orange County Convention Center. **No outside food or beverage is permitted.**

Gratuities

Convention Center employees are **NOT** permitted to accept gratuities of any kind. If you are solicited for a tip by convention center employees or booth labor personnel, please report the incident to Show Management.

Installation Exclusions

All exhibits must be free standing. No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the convention center. No part of the display may be attached to, or otherwise secured to, the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars, or floor of the convention center. Exhibitor shall not post any sign of any description except within the confines of the exhibit space assigned.

Insurance & Liability

We're excited to announce that insurance is now included with every in-person booth purchase. Through our partnership with Rainprotectin for DEMA Show, each exhibiting partner receives a no-hassle insurance plan. A fully approved certificate of insurance is automatically included with every booth – no extra steps required.

DEMA, NTP and the Facility shall not be held liable for, and are hereby released from, any claims or losses to the person or property of the Exhibitor, its officers, agents, employees, or representatives arising from any cause. Under no circumstances shall DEMA, NTP, and the Facility, or any of their agents, representatives, or employees be liable for any consequential or special damages.

Show Management will take reasonable precautions to secure the exhibit facility during move-in, show hours and move-out. However, DEMA, NTP Show Management, official service contractors, facility management, and their officers, staff, and directors cannot be held responsible for the safety of the exhibitor's property from theft, damage, vandalism, or any other cause. Security staff

will be onsite as deemed appropriate by Show Management. The presence of security personnel should not be interpreted as a guarantee against loss or theft of any kind.

Lighting

The following lighting guidelines will be enforced:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including gobo's, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Literature Disbursements & Surveys

Literature and approved giveaways can be disbursed from within your booth area **ONLY!**

Models & Booth Staff

Models are not allowed to display merchandise outside of their designated exhibit space. Cover-ups must be worn over swimsuits when outside the booth. All dressing rooms must be fully covered. Booth staff must not promote their product outside of their contracted exhibit space.

Move-In & Move-Out

Exhibitors may **NOT** begin dismantling their exhibits until **AFTER** 5:00 pm on Friday, November 14, 2025. Any exhibitor who begins to dismantle or pack part of its exhibit before the close of the show will incur a loss of priority points toward future space selection positioning.

Multi-Story

A multi-story exhibit includes two or more levels. Notify show management 60 days prior to show opening if you plan to build a multi-level exhibit to ensure you follow all rules and regulations for this type of exhibit.

Multi-Level Exhibit drawings submitted for plan review by the Fire Marshal must meet the following requirements:

- Meet or exceed the requirements of NFPA 101 Life Safety Code 2000 ed.
- Drawings must bear a current registered design professional's stamp (Architect, Structural Engineer, Fire Protection Engineer, etc.). Expired licenses are unacceptable. The

professional stamp shall include the state of certification, name of the design professional; his/her license number, signature, registered Engineering firm name and firm number.

- Measurements must be in inches/feet (not metric).
- Multi-deck structures exceeding 300 sq. ft of net floor area must have two (2) remote exit stairs; occupant load factor is 15 net sq. ft per person per table 7.3.1.2 of NFPA 101 Life Safety Code, 2000 edition.
- Stairway widths shall be:
 - A minimum of 36 inches where the occupant load of the upper level is less than 50.
 - A minimum of 44 inches where the occupant load of the upper level is 50 or more.
 - Occupant loads shall be stated on the plan.
 - Handrails shall not be less than 34 inches and not more than 38 inches above the surface of the tread.
 - Handrails are required on both sides. A sign must be placed at the bottom of the stairs stating, "Please Use Caution and Hold the Handrail".
- Spiral stairways shall be permitted in accordance with section 7.2.2.2.3.3 of NFPA 101, 2000 ed., such that:
 - Occupant load does not serve more than 3.
 - Clear width of stairs is not less than 26 inches.
 - Handrails shall be provided on both sides.
- Guards shall:
 - Not be less than 42 inches high.
 - Open guards shall have intermediate rails or an ornamental pattern to prevent a 4 inch diameter sphere to pass through any opening up to a height of 34 inches.

Battery-operated smoke detectors shall be installed on a smooth surface under the first level ceiling and spaced no more than 30 feet apart if applicable and installed on the upper floor level with a covered ceiling.

Hard covered ceilings shall have a smoke detector installed and if fabric/textile is used to cover the upper deck area, it must be flame resistant. Certificate must be submitted with plan. One portable fire extinguisher, minimum 2A:10BC with current inspection tag by a licensed company shall be provided at each level of the exhibit.

Any stationary units (container or other units) using the upper areas as a deck must submit plans.

Music Licensing

Exhibitors using music in their booth, either live or mechanical, must provide NTP with a copy of the Exhibitor's licensing agreement with ASCAP, BMI, SESAC or other such licensing organization or must expressly warrant in writing to NTP that no such license is required due to exemption under 17 U.S.C. § 110 (5) or other specified exemption. Further, should Exhibitor play music, Exhibitor agrees to indemnify and hold DEMA and DEMA Show Management harmless from any action brought against DEMA and/or DEMA Show Management by ASCAP, BMI, SESAC or other licensing organization for the playing of such music.

Peel-Off Labels, Stickers, Tape

The distribution of peel-off labels and decals is **PROHIBITED**. Nothing may be taped, nailed, stapled, tacked, or otherwise affixed to ceilings, walls, painted surfaces, fire sprinklers, columns, or windows at the convention center. Tape cannot be used to adhere signs to convention center walls or pillars and may not be used to adhere items to any convention center flooring or other surfaces outside the exhibitor's booth. Removal and repair will be billed to the exhibitor.

Photography Regulations

Audio/video recording, photography, broadcasting, and/or live-streaming at DEMA Show is only allowed once expressed permission from the subject(s) of such has been obtained. Should an exhibitor object to his display being photographed, photographs of that display will be **PROHIBITED**. Show Management and Security reserve the right to confiscate cameras and/or video equipment if found illegally taking photos or recording an exhibitors display without permission. Exhibitors are requested to contact Show Management to remedy any problems that arise. Show Management has appointed an Official DEMA Show Photographer to provide commercial photographs of exhibits. No other commercial photographer will be admitted to the exhibits unless special arrangements are made with Show Management.

Product Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

All displays, product demonstrations, and sales activities in the exhibit hall must be kept within the confines of your contracted booth space. Selling in the aisles, hosting audiences in the aisles, booth encroachment into the aisles, distributing literature in the aisles, etc., will not be tolerated. This is not only unfair to your fellow exhibitors, but blocking aisles creates a potentially unsafe situation which could lead to the show floor being shut down by the fire marshal. Please be considerate to your fellow exhibitors – refrain from soliciting their business during show hours (when they are trying to make a sale).

Protection of Personal Property Rights

In recent years, there have been instances where companies have experienced violations of their property rights involving patents, trademarks, copyrights, and the like. In order to ensure proper protection of property rights, we have established a procedure when there are potential violations. The following are the guidelines followed in the event an exhibitor has a product that, in your opinion, is a copy of your product and/or infringes on your patent, trademark, copyright, service mark or other rights.

Show Management has no authority or means to determine the accuracy of your allegations. We cannot take an action unless pursuant to a court order.

Steps to resolve the matter:

1. Show Management will attempt to bring the parties together in a meeting at the show office to resolve the matter.
2. If the matter is not resolved, you can seek a restraining order, injunction, or cease-and-desist order from a court with jurisdiction over the Las Vegas Convention Center.
3. If the order is obtained, do not serve it yourself or have it served by an outside third party. Bring the order and/or the process server to the Show Management Office.
4. Show Management will bring the party being served to the Show office for service.
5. Upon completion of service, Show Management will assist with the enforcement of the order to ensure that it is adhered to in a timely manner.
6. Any expense incurred by Show Management to assist with the execution of a legal service or order will be the responsibility of the exhibitor obtaining the order.
7. Show Rules and Regulations must be observed at all times. Violation of any Show Rules and Regulations by either party could result in any of the following actions at the discretion of Show Management:
 - a. Monetary fine.
 - b. Closure of your current booth.
 - c. Exclusion from future shows.
 - d. Exclusion from further shows.

Specific rules that apply in this situation are:

1. Do not enter the booth of the offending exhibitor.
2. Do not loiter around the offending exhibitor's booth in any way that can be considered antagonizing or harassing the exhibitor.
3. Do not remove anything from the exhibitor's booth.
4. Do not give a badge to anyone not properly registered for the show.
5. Do not register any non-industry people providing them illegal entry to the show.
6. Do not photograph or video the offending exhibitor's booth.

IF YOU HAVE BEEN SERVED WITH A LEGAL INJUNCTION, RESTRAINING ORDER, OR CEASE-AND-DESIST ORDER YOU MUST FOLLOW THESE GUIDELINES.

Security

Uniformed security guards and badge checkers will be stationed throughout the exhibit hall on a 24-hour basis, with patrols conducted during non-show hours. While every reasonable effort is made to prevent loss or theft, **final responsibility for booth contents rests with the exhibitor.** Exhibitors are strongly advised not to leave unsecured items – such as laptops, small monitors, or other easily concealed valuables – in their booth overnight.

Private security guards are available for hire through the official security contractor, Reliable Security can be hired from the official security contractor; see the order form located in the Vendor Forms section of this manual.

Selling (Cash & Carry Policy)

DEMA Show is a trade-only venue that facilitates the exchange of information about new products, services, marketing concepts and techniques. As this pertains to the DEMA Show floor, retail selling is discouraged but not prohibited. If, as an exhibitor, you find it necessary to conduct retail sales at DEMA Show, you must abide by [state laws pertaining to tax collection and reporting](#).

Service of Legal Documents Prohibited

The service of any court-issued legal documents, (summons, subpoenas, injunctions, restraining orders, etc.) on the premises of the trade show has been restricted, must follow specific procedures, and requires the involvement of DEMA Show Management. This restriction minimizes conflict and facilitates a smooth trade show operation. When disputes cannot be otherwise resolved, Show Management has established the following procedure to assist trade show exhibitors and attendees when resorting to process service during DEMA Show:

1. If service of a legal document is required, do not serve it yourself. Bring the order and/or the process server to the Show Management Office.
2. Show Management will bring the party being served to the show office for service. Upon completion of service, Show Management will assist with the enforcement of the order to ensure that it is adhered to in a timely manner.
3. Any party may choose to seek a restraining order, injunction, or cease-and-desist order from a court with jurisdiction over the trade show location. Absent a court order to do so, DEMA cannot alter, change the appearance of, or restrict any DEMA Show exhibit or other display which is otherwise in compliance with DEMA Show rules.
4. Any expense incurred by DEMA Show Management or the DEMA Association as a result of any court order being served during or in conjunction with DEMA Show will be the responsibility of the exhibitor or attendee obtaining the order.

Process service of court-issued documents must follow these protocols and is otherwise prohibited on the show floor and areas in proximity to the show floor, including Show Registration Area, surrounding hallways, lobby, seminar rooms and convention center grounds. Any Exhibitor, Attendee or Visitor seeking to serve court-issued legal documents is instructed to contact the Show Management Office for the proper procedures to follow.

Violating or permitting others under your control to violate this or other Show Rules and Regulations could result in disciplinary action up to and including any or all of the following, at the sole discretion of DEMA Show Management:

- Loss of show seniority
- Monetary fine
- Closure of your booth
- Expulsion from the show
- Exclusion from further shows

Please note: DEMA reserves the right to maintain confidentiality with regard to any action implemented.

Any expense incurred by DEMA Show Management or DEMA while in the act of following these required procedures, including fees paid to DEMA's counsel and fees for meeting space, shall be the responsibility of the exhibitor or attendee obtaining the order.

Specific rules that apply in this situation are:

- Do not enter the booth of the offending exhibitor
- Do not confront an attendee or visitor on the trade show floor or in the surrounding areas
- Do not loiter around the offending exhibitor's booth in any way that can be considered antagonizing or harassing to the exhibitor
- Do not remove anything from the exhibitor's booth
- Do not give a badge to anyone not properly registered for the show
- Do not register any non-industry people or provide them illegal entry to the show
- Do not photograph or video the offending exhibitor's booth

Shipments

Please refer to *The Expo Group* section of this manual for complete information on shipping instructions. Exhibitors may choose to ship their freight in advance to the general service contractor's (The Expo Group) warehouse or directly to the Convention Center using the addresses provided.

Shipping Deadlines:

- **Advanced Warehouse Shipping**
 - The Expo Group will accept shipments from Monday, October 13, through Thursday, October 30, 2025.
 - Shipments received after October 30 will incur an additional surcharge.
 - Warehouse hours: Monday – Friday, 9:00 am – 3:30 pm
- **Direct -to-Show Site Shipping:**
 - Direct shipments to the Convention Center will be accepted beginning at 8:00 am on Saturday, November 8 through Tuesday, November 11, 2025.
 - Shipments arriving before this date may be refused by the facility.

Sound

To maintain a professional and productive environment on the show floor, the following sound regulations will be enforced:

- Exhibitors may use sound equipment within their booths, provided it does not disrupt neighboring exhibitors.
- Speakers and other sound devices must be positioned to project sound into the booth space—not into the aisles or surrounding areas.
- **Sound levels must not exceed 85 decibels at any time.**
- Demonstrations that produce excessive noise, vibration, or are otherwise deemed disruptive will be halted.
- Exhibitors shall be responsible for monitoring the behavior of their employees, contractors, visitors, and spectators using sound-producing equipment within their booth
- Exhibitors are expected to promptly address any complaints from neighboring booths regarding sound or vibration.
- Show Management reserves the right to intervene and shut down sound within any exhibit deemed disruptive.

Storage of Crates, Cartons & Extra Materials

Storage of material behind or around your booth is **strictly prohibited**. These areas are designated for utility access only and must remain clear at all times.

Structural Integrity

All exhibit displays must be constructed to withstand normal contact or vibration caused by neighboring exhibitors, show staff/laborers, and installation/dismantling equipment such as forklifts. Displays should also be able to endure moderate wind effects that may occur when freight doors are open. Please consult local building codes for regulations concerning temporary structures.

Exhibitors are responsible for ensuring that all display fixtures — such as tables, racks, and shelves — are designed and securely installed to support the weight of products or marketing materials.

For detailed requirements, please review the **Guidelines for Multi-Level and Covered Exhibits** found in the *Rules & Regulations* section of the Exhibitor Services Manual.

Important: Exhibitors planning to build a multi-level exhibit must notify Show Management in advance.

Suitcasing

DEMA strives to make sure all exhibitors are successful at our conferences. For this reason, we take measures to protect exhibitors from “suitcasing.”

WHAT IS SUITCASING?

Suitcasing is a business practice by which companies gain access to an event by obtaining event credentials (attendee badge, expo-only badge etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice works counter to the business interests of legitimate DEMA exhibitors.

DEMA has a zero-tolerance policy regarding suitcasing. **This practice is STRICTLY PROHIBITED.** Anyone who is observed approaching buyers in the aisle or in an exhibitor's booth, who is not a contracted exhibitor, should be reported to Show Management.

The assistance of exhibitors in watching for this type of activity and reporting it is greatly appreciated. Exhibitors are especially encouraged to note the person's name and company. In addition to this, special screening will take place by Show Management in the registration area for this type of attendee to prevent them from engaging in unauthorized selling at the show.

Please note that while all meeting attendees are invited to the exhibit floor, any attendee observed to be inappropriately soliciting business in the aisles or other public spaces, or in any other company's booth will be asked to leave.

DEMA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or other place in conjunction with our event. For this reason, DEMA must be informed of any hospitality suites 60 days prior to the event and expressed consent for such meetings must be given by DEMA.

Unfinished Areas

All open or unfinished sides of the exhibits that may appear unsightly must be properly covered. If not, Show Management reserves the right to cover them at the exhibitor's sole expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of that portion finished and not have any identification signs, lettering, or graphics that would detract from the adjoining exhibit.

Union Labor

Exhibitors are required to observe and comply with all union regulations for the State in which the event is being held, as well as contracts with the facility in which the event is taking place, official service contractors and union labor organizations.

Wheeled Vehicles

For safety reasons, motorized carts, including Segway's, Motor Scooters and Bicycles are strictly **PROHIBITED** in the exhibit hall and all public areas including the lobby **AT ALL TIMES**. Show Management reserves the right to confiscate the wheeled devices from the premises that violate this policy.

Please note that this does not apply to those requiring assistance for medical purposes, however, please have proof of required assistance on hand.

Americans with Disabilities Act (ADA)

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.

- Some examples of how to design an exhibit for ADA compliance:
 - Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height),

there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.

- *Ramp the entry or use hydraulic lifts to trailer exhibits.*
- *Avoid double-padded plush carpet to ease mobility device navigation.*
- *Provide the same attendee experience on both levels of a two-story exhibit.*
- *Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.*
- *Run an audio presentation for people with sight problems.*
- *Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.*

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.

Exhibitors shall also indemnify and hold harmless NTP, Freeman and Orange County Convention Center against cost, expense, liability or damage which may be incident to, arise out of, or be caused by Exhibitor's failure to have their booth comply with requirements under the Act.

PROMOTE YOUR PRESENCE

In this section, you will find essential details and deadlines designed to help you maximize your company's visibility at DEMA Show.

Update Your Information: Exhibitor Directory and Mobile App

As a DEMA Show exhibitor, your company is listed in the online **Exhibitor Directory** (hosted through Map Your Show) and in the official **DEMA Show Mobile App**. Maintaining your profile helps attendees learn who you are, what you offer, and how to contact you.

How to Review & Update Your Company Profile

Your company profile is managed through the [Map Your Show \(MYS\) Exhibitor Dashboard](#). Once your booth contract is executed, your profile will appear in the Exhibitor Directory and in the Mobile App.

To ensure your company is accurately represented:

- Log in to your **MYS Exhibitor Dashboard**
 - The primary contact for each exhibiting company has access to the Exhibitor Dashboard. If other team members need access, the primary contact can easily add them as users by clicking "Users" in the left-hand menu bar of the dashboard.
- Review and update the following key details:
 - Company contact information
 - Website URL
 - Company description
 - Product categories
 - Product images (especially for those promoted at DEMA Show)

Even if you have exhibited at DEMA Show in the past, please review your profile to confirm it reflects your most current offerings.

Important Notes:

- The Exhibitor Directory is hosted through Map Your Show and linked from the DEMA Show website.
- Exhibitors are responsible for maintaining the accuracy of all information in their profile.
- Updates can be made anytime through the Exhibitor Console.

Need Help?

If you experience login issues or have questions about updating your profile, contact **Deneen Pratt** at exhibitor@demashow.com.



Public Relations Tips

Boost Visibility. Build Buzz. Get Media Talking.

Strategic public relations can dramatically increase your brand’s visibility before, during, and after the show. Use the tips below to maximize your exposure and generate media coverage that matters.

Issue a Press Release

Send it 8–10 weeks before the show to trade and local media. Focus on new product launches or big news, and be sure to include:

- Strong headline + product launch/news
- Quote from leadership
- High-res image
- Contact info + short company bio

Connect with our official Media Partners by [submitting your Press Releases](#).

Build a Digital Press Kit

Upload your kit to a shareable link or webpage and be sure to include press release(s), product info sheets, high-res images & logos, company fact sheet, booth number & onsite contact

Assign a Media Contact

Pick one person to handle press inquiries onsite—and make sure your staff knows who it is.

Post Materials on Your Website

Create a DEMA Show-specific page or media section and post your press releases, images, and key info.

Leverage FREE PR Support from DEMA Show

Launching something new? Hosting a VIP? Let us know! Email eholland@ntpevetns.com.

New Product Showcase

Give your latest products prime visibility on the DEMA Show Floor!

The **New Product Showcase (NPS)** is your opportunity to feature up to **four (4)** of your newest products or technologies in a high-traffic, standalone display case—complete with signage and promotion across the **DEMA Show Mobile App** and **Exhibitor Directory** (via Map Your Show). **Space is limited—reserve early for best rates and added visibility!**

2025 Rates (Per Product)

Reservation Window	DEMA Member Rate	Non-Member Rate
Now – June 30	\$250	\$475
July 1 – October 19	\$275	\$500
October 20 – Onsite	\$300	\$525

- ✓ Up to 2 products per case
- ✓ Includes website & app listing
- ✓ Display sign with company info (if reserved by September 29)

Shipping & Drop-Off

- Advance to Warehouse: October 13–30
- Direct to Show Site: November 8–14
- Onsite Drop-Off: November 9–10 @ DEMA Central (Booth #317)

Products are placed in order received. Ship early for best placement.

Learn More

Review full details at <https://www.demashow.com/promotional-opportunities/new-product-showcase>, then log into your **Exhibitor Dashboard** to reserve your showcase slot.

Questions?

Gretchen Wendorf, Director of Operations & Conferences, gwendorf@ntpevents.com

NOTE: *By participating in the New Product Showcase, your company name, booth number, and product name may be included in pre-show and on-site marketing materials.*

Exhibitor-Sponsored Seminars

Host an Exhibitor-Sponsored Seminar at DEMA Show

DEMA Show exhibitors can engage attendees face-to-face in dedicated meeting rooms—perfect for showcasing new products, training, or thought leadership.

- ✓ Available exclusively to exhibitors
- ✓ Choose from hourly or exclusive room options

Hourly Meeting Rooms

- Reserved in 60-minute blocks (45 min session + 15 min setup/teardown)
- Complimentary projector provided
- Available Nov 11 – 14, 2025 (no sessions held during 1–3pm “Power Hours”)

Booking Window	DEMA Members	Non-Members
Through June 30	\$240	\$465
After June 30	\$340	\$575

Exclusive Meeting Rooms

- Available full-time from Tuesday, Nov 11 – Friday, Nov 14
- Great for companies needing dedicated space all day

Room Type	By June 30 (Member/Non)	After June 30 (Member/Non)
1 Small Room	\$5,150/\$5,350	\$5,350/\$5,550
Each Additional Small Room	\$2,625/\$2,725	\$2,725/\$2,825
1 Large Room	\$6,000/\$6,200	\$6,400/\$6,700
Each Additional Large Room	\$3,025/\$3,075	\$3,250/\$3,350

Book Early for Added Value

Review full details at <https://www.demashow.com/promotional-opportunities/exhibitor-sponsored-seminars>, then log into your **Exhibitor Dashboard** to reserve your seminar space.

Questions?

Gretchen Wendorf, Director of Operations & Conferences, gwendorf@ntpevents.com



DEMA SHOW

november 11–14, 2025 • orlando, fl

demashow.com

deep
CONNECTIONS
endless
POSSIBILITIES



Press Release Example

FOR IMMEDIATE RELEASE

[Your Company Name] Unveils [Product/Service Name] at DEMA Show 2025 November 11–14 • Orlando, FL

[City, State] — [Insert Date] [Your Company Name], a leading provider of [describe your niche or expertise], will debut [product/service name] at DEMA Show 2025. The launch marks a significant advancement in [brief benefit or innovation].

“DEMA Show is the perfect platform to introduce [product name],” said [Name], [Title] at [Your Company]. “We’re excited to share it with the diving and travel industry’s top professionals.”

Attendees can visit **Booth #[Your Booth Number]** to experience live demos, ask questions, and meet the team behind the innovation.

Learn more at: [\[yourcompany.com/demashow\]](http://yourcompany.com/demashow)

About [Your Company Name]

[Insert 2–3 sentence bio of your company, including years in business, core products/services, and mission or market position.]

Media Contact:

[Your Name]

[Your Title]

[your email]

[your phone number]

Visit us at Booth #[Your Booth Number] at DEMA Show 2025:

November 11–14, Orange County Convention Center, Orlando, FL



7 Smart Strategies for Successful Exhibiting

Executing logistics only helps ensure that your exhibit and products show up. It doesn't ensure you will get any meaningful results. Here are 7 strategic tips to help you get more from your investment.

These quick tips will help you prepare for success. For a more in-depth guide, explore the Exhibitor Resource Center and Readiness Guide at demashow.com.

1. Set Specific Goals

Know what success looks like—leads, orders, brand exposure? Align your exhibit strategy around clear, measurable objectives.

2. Design an Engaging Booth

Invest in visuals, interactivity, and lighting to draw people in. Make sure your booth tells your story in 5 seconds or less.

3. Train Your Booth Staff

Your team is your brand. Hold a pre-show prep session and give them clear talking points, goals, and lead capture procedures.

4. Promote Your Presence

Don't wait for attendees to "find" you. Take advantage of [DEMA Show promotional opportunities](#) and use email, social, the DEMA Show Brand Center, and personal invites to drive traffic.

5. Use the Right Tools to Capture Leads

Order CompuLEAD® and build a custom lead form to qualify visitors and capture key data for follow-up.

6. Follow Up Fast

Plan your post-show follow-up in advance. Use email templates and CRM tracking to close the loop within 1–2 weeks of the show.

7. Keep Your Profile Updated

Your company info appears in the MYS Directory and Mobile App. A complete, compelling profile makes a difference.

Exhibitor Marketing Opportunities

Stand out at DEMA Show with these powerful exhibitor marketing options. Learn more at demashow.com/promotional-opportunities

Sponsorships from \$500

Boost visibility with high-impact options or custom packages.
sales@demashow.com | +1-703-706-8252

Treasure Hunt Participation

Drive traffic directly to your booth with a featured stop!

Offer Show Specials

Promote exclusive discounts to buyers pre-show and onsite.

Resource Center Snapshot Sessions (Free!)

Share expertise right on the Show Floor.

New Product Showcase

Feature your latest innovation in a standalone case with added promo.

Exhibitor-Sponsored Seminars

Educate and engage in a formal session setting.

Author's Corner

Promote your book in a lounge-like setting with curated signage and space.

Silent Auction Contributions

Gain visibility and support DEMA's Assistance Programs.

Lead Management with CompuLEAD®

Use smart tools to track leads and improve follow-up.

Get Media Coverage

Take advantage of our Marketing Toolkit and connect with DEMA Show's official Media Partners to boost visibility.



BUDGET PROJECTIONS

Exhibiting at trade shows is the most economical means of bringing products to market, meeting key buyers from around the world, and establishing your company in the forefront of the vision research industry.

Thorough planning will help you get the best return on your trade show investment. Budgeting for your show presence is a good first step toward maximizing your ROI. Below is a show budget template to assist your planning.

Note: This is a sample budget and is by no means comprehensive. Not all exhibitors will need to budget money in all these areas. It's up to each individual company to determine which services they will use.

I. Exhibit Design & Production

New Production & Design	\$_____
Preparation/Refurbishing of Existing Exhibit	\$_____
Additional Graphics	\$_____

TOTAL EXHIBIT DESIGN/PRODUCTION \$_____

II. Exhibit Space Rental \$_____

III. Freight/Transportation

Common Carrier	\$_____
Van Line	\$_____
Air Freight	\$_____
Overnight/Last Minute	\$_____

TOTAL FREIGHT \$_____

IV. Show Services

Material Handling (Drayage)	\$_____
Installation & Dismantling Labor	\$_____
Electrical Outlets and/or Labor	\$_____
Rental Furnishings & Carpet	\$_____
Booth Cleaning on Show Nights	\$_____
Lead Retrieval Equipment	\$_____
In-Booth Security Guard	\$_____
Audio-Visual, Computer Rentals/Labor	\$_____
Telephone/Internet Services	\$_____

TOTAL SHOW SERVICES \$_____



V. Exhibit-Related Expenses

Advertising – Pre-show	\$ _____
Pre-Show Marketing	\$ _____
Travel/Transportation Expenses	\$ _____
Lodging Expenses	\$ _____
Meal/Entertainment Expenses	\$ _____
Sponsorships/Promotional Opportunities	\$ _____
Premiums/Giveaways	\$ _____
Staff Training	\$ _____
Staff Uniforms	\$ _____

TOTAL EXHIBIT-RELATED EXPENSES \$ _____

VI. Post-Show Marketing

Follow-Up Mailings, Phone Calls, Customer Visits \$ _____

TOTAL POST-SHOW MARKETING \$ _____

GRAND TOTAL \$ _____



COST SAVINGS TIPS FOR EXHIBITORS

Exhibiting at trade shows is one of the most effective ways to generate new leads and market your business. However, like any marketing opportunity, it involves investment. To help you control expenses and maximize your return on investment, consider the following cost-saving tips:

- **Plan and order early.**
Many suppliers offer discounts for orders placed before the advance-pricing deadline. Planning ahead ensures you take advantage of these savings and avoid rush charges.
- **Give your shipping provider ample lead time.**
Scheduling your shipment early may allow for overland freight rather than costly air transport.
- **Ship to the advance warehouse.**
Sending your freight to the advance warehouse ensures it is delivered directly to your booth before move-in begins. This avoids delays at the marshaling yard and uncertain delivery times. Shipments received at the advance warehouse **by October 30, 2025**, will incur no additional charge. A surcharge will apply to shipments arriving after this date.
- **Properly secure and label all freight.**
All cartons should be securely shrink-wrapped or banded to a skid/pallet to prevent loss or damage. Each item should also be individually labeled in case the skid is broken apart during transport or delivery.
- **Schedule installation labor during straight-time hours.**
If your booth requires labor for setup, schedule work during standard hours to avoid overtime rates. If possible, arrange for freight to be offloaded early in the day and begin setup promptly. It may be more cost-effective to arrive a day early and spread setup across two days rather than incur overtime charges. Use the labor order form to compare costs.
- **Consider lighter exhibits or rentals.**
Reduce shipping and material handling costs by using lighter-weight materials or renting a display from *The Expo Group* or another local provider.
- **Optimize your electrical setup.**
Pre-wire your display to consolidate power needs and minimize the number of outlets and extension cords required. You may also want to build supplemental electrical access directly into your booth.
- **Submit a booth floor plan early if you need electrical under carpet.**
If your exhibit requires under-carpet electrical, submit your layout to *The Orange County Convention Center* well in advance. This ensures power is installed before *The Expo Group* lays carpet or delivers freight. Failure to do so may result in extra labor charges for removing and reinstalling materials.

For more tips on effective exhibiting and additional cost-saving strategies, refer to the “Tips for Effective Exhibiting” insert in the Promote Your Presence section of this manual.

FAQs

Welcome Exhibitors! Answers to many frequently asked questions are provided in this one-page tutorial. Please read it carefully; it can help ensure a more successful show for your company.

Q. What is material handling (drayage), and do I need it?

- A. Material handling (drayage) is a required service provided by The Expo Group that covers receiving your shipment, storing it up to 2.5 weeks in advance, delivering it to your booth, handling empty containers, and moving everything back out after the show. It applies whether you ship to the warehouse or directly to the show site.

Rates and additional details are available in the *Material Handling Rates* section of The Expo Group Exhibitor Service Manual.

Q. What qualifies as “hand-carried freight,” and who can move it?

- A. Hand-carried freight refers to items that a single person can carry into the hall without the use of carts or dollies.

Q. How do I pay for services from The Expo Group?

- A. A: All exhibitors must have a Credit Card Authorization on file before any services will be provided—this applies regardless of your payment method.

Payment options include:

- **Credit Card** (Visa, MasterCard, Discover, AmEx) — must be submitted securely online at cyberservices.theexpogroup.com using your Show ID and password.
- **Company Check** — must include your company name, booth number, and show name. Orders are processed upon receipt of the original check.
- **ACH/Wire Transfer** — domestic and international instructions are available upon request.
- **Third-Party Payment** — requires a completed **Third Party Authorization Form**.

Note: The exhibiting company is ultimately responsible for all charges, and payment is due before the close of the event. To claim tax-exempt status, a valid **Tax Exempt Certificate** must be submitted with your initial order. Full details can be found in the TEG Exhibitor Service Manual under *Payment Options*.

Q. How do I ensure that I receive advance order rates?

- A. Log into your Exhibitor Dashboard in *Map Your Show* to access the Deadlines Checklist. Review it early and take note of all advance order (early bird) deadlines. Be sure to place your orders before the posted deadlines to secure discounted rates.

Before traveling to DEMA Show, confirm that your advance orders have been received by The Expo Group and any other service providers. It’s also a good idea to bring printed copies of all order confirmations with you for reference and troubleshooting onsite.

Q. How do I order electrical service for my booth?

- A. Start by reviewing the [Electrical Services Order Forms](#) located in the Utilities & Rigging section of the Exhibitor Services Manual. Check your equipment for the required amps/watts (note: 5 amps/500 watts is standard for most small-booth lighting).

If you have an **island or peninsula booth**, you must also submit a **floor plan** showing your desired power distribution to the **Orange County Convention Center Exhibitor Services Team**, the official electrical provider.

For larger booths, in addition to ordering electrical outlets, you are required to order **electrical labor** for power distribution. Be sure to indicate the **installation dates and times** on your Electrical Services and Labor Order Form to avoid delays onsite.

Q. What do I need to record information from visitors to my booth?

- A. Rent a CompuLEAD® lead retrieval device or use the CompuLEAD® App to scan attendee badges and collect contact data. Options include using your own device, renting a tablet, or setting up a self-serve kiosk. Most options require electrical service.

See the [CompuSystems Lead Retrieval order form](#) located in the *Additional Services* section of the Exhibitor Services Manual for details.

WHEN IN DOUBT – CALL!

Use the contact information provided on each vendor’s form. For general questions, contact Show Management.

VENDOR FORMS

[The Expo Group \(TEG\) Quick Facts](#)

[AVmedia Exhibitor Form](#)

[Reliable Security](#)

[Orange County Convention Center Exhibitor Services Ordering Guide](#)

[Orange County Convention Center Utilities Online Ordering](#)

[Phoenix International Business Logistics](#)

[ELITEeXPO Shipping](#)

[CompuSystems Lead Retrieval](#)

[Scootaround Rentals](#)

[SmartCity Internet/Phone](#)

[SodexoLive! Catering](#)