

# Alaska Genesis Productions Inc.

## 2021 MIAF Trade Show RULES AND REGULATIONS

### Make It Alaskan Festival

#### 2021 SHOW INFORMATION

**Dates:** October 8,9,10 2021

**Hours:** Oct. 7 12pm-7pm Move-in

Oct. 8 9am-12pm Wholesale Preview

Oct. 8 12pm-7pm

Oct. 9 10am-6pm

Oct. 10 10am-5pm

Oct. 10 5pm-9pm Move-out

**Location:** Dena'ina Civic & Convention Center

600 W. 7<sup>th</sup> Avenue

Anchorage, AK 99501

**Web:** [www.anchorageconventioncenter.com](http://www.anchorageconventioncenter.com)

#### BOOTH RENTAL INCLUDES

##### FULL BOOTH

- 10' x 10' exhibit space
- One 8-foot-high draped back-wall, two 3-foot-high draped side rails and 2 chairs
- One 8.5" x 14" Booth identification sign to include company name and booth number

**\*\* All other items ie: Tables, Electric, Lighting, Etc. will need to be ordered from Alaska Event Services. See info below.**

##### HALF BOOTH

- 5' x 10' exhibit space
- One 8-foot-high draped back-wall, two 3-foot-high draped side rails and 1 chair
- One 8.5" x 14" Booth identification sign to include company name and booth number

#### SHOW OWNED & MANAGED BY:

Alaska Genesis Productions Inc.

PO Box 200846

Anchorage, Alaska 99520

Phone: 907-929-2822

[info@makeitalaskanfestival.com](mailto:info@makeitalaskanfestival.com)

[www.makeitalaskanfestival.com](http://www.makeitalaskanfestival.com)

## CONVENTION SERVICES CONTRACTOR

Alaska Event Services is the show decorator and drayage provider for Alaska Genesis Productions Inc.

Alaska Event Services  
737 E. 13<sup>th</sup> Avenue  
Anchorage, Alaska 99501  
Ph: 907.345.8789 Fax: 907.345.5018  
Email: [info@alaskaeventservices.com](mailto:info@alaskaeventservices.com)  
Web: [www.alaskaeventservices.com](http://www.alaskaeventservices.com)

Alaska Event Services is the contact for:

- Tables, skirting, lights, power, etc.
- Freight shipment and handling
- Forklift and drayage service
- Furniture, carpet and display system rental or purchase
- Electrical hook-up
- Onsite labor services

## FACILITY EXHIBITOR SERVICES

The Dena'ina Civic & Convention Center is responsible for the following services:

- External and Internal building lighting
- Elevators & Escalators
- Building utilities including water, sewer, heat and drain
- Security of building entrances
- Loading Dock

Contact Info: Dena'ina Civic & Convention Center Operations, 907.263.2869

## ACCESSIBILITY

The Dena'ina Civic & Convention Center and Alaska Genesis Productions Inc. are committed to accommodating the needs of individuals with disabilities in accordance with the Americans with Disabilities Act. The Dena'ina Civic & Convention Center is equipped with curbside drop-off for wheelchairs, automatic power-assist doors and Braille signage. Meeting rooms, halls and public areas are all served by conveniently located elevators. Telephones, drinking fountains and restrooms throughout the building are wheelchair accessible. All of the centers' restrooms are accessible to persons with disabilities and contain stalls, sinks and mirrors that are wheelchair accessible.

## MOVE IN & MOVE OUT LOGISTICS

*In*

Exhibitors move in time is between 12pm – 7pm Thursday 7<sup>th</sup> October. Exhibitors needing loading dock space are required to check-in at the loading dock, accessed from the entrance of the Dena'ina Civic & Convention Center located on 8<sup>th</sup> Avenue between G and H Street. The side entrance located on F street between 7<sup>th</sup> & 8<sup>th</sup> Avenue is also available. All materials must be moved-into exhibit space by 7 p.m. on Thursday, October 7<sup>th</sup>. If this is not possible, exhibitors must pre-receive approval from Alaska Genesis Productions Inc. management. Booths not installed by 9am on Friday, October 8<sup>th</sup>, may be subject to resale.

**\*\* Some additional notes to consider when moving in.**

1. There will be some wheeled carts available for moving your booth gear and product into the showroom floor area. Please return carts to Rear overhead doors, so that your fellow vendors have carts to move in as well.
2. Please check-in at the **Make It Alaskan Festival** desk for your badges, wholesale sign if participating in the wholesale Preview October 8<sup>th</sup>, 2021 Friday 9am – 12pm, and directions to your booth. **Moving in through front doors is not permitted.**
3. After Noon please keep aisles clear so that AES can lay the remaining carpet down.
4. **Fire Extinguishers** are required for food exhibitors only, that are cooking food.

**Out**

Exhibitors may begin packing and carrying their booth out at 5 p.m. on closing day, Sunday October 10<sup>th</sup>. Any exhibitor removing, or dismantling exhibit display prior to this time may be denied space in the future. Alaska Genesis Productions Inc. shows attract a full and diverse audience for the exhibitor, and we expect to present a full show to all visitors during all scheduled hours of the show. Move-out will continue until 9:00 p.m. on Sunday. Trucks that need access to the loading dock are required to check in at the Security Desk.

**MOVE IN & MOVE OUT AGE LIMIT**

Move-in and move-out of the show floor can be complex and often requires the use of heavy equipment and machinery. As safety is a major concern of the Alaska Genesis Productions Inc., **no children under the age of 10 will be allowed on the show floor during move in and move out hours, and all children between the ages of 11 and 15 will always be required to be accompanied by an adult.** We appreciate the burden this may create for many of our exhibitors who have family-owned businesses, but safety concerns for all individuals on the show floor will require that we strictly enforce this regulation.

**RENEWAL SPACE ASSIGNMENT**

In order to keep your same booth space for the next years show, you must remit a 50% down payment with a signed renewal contract before the end of the current show. Preference will be given on a first come basis.

**SUB LEASING**

Exhibit space is owned solely by Alaska Genesis Productions Inc., the producer of the event and ownership is nontransferable. No exhibitor may assign, sublet, or apportion the whole or any part of the booth space assigned, nor permit any other party to exhibit therein, nor distribute any promotional or advertising materials in the assigned space other than those manufactured, grown, or sold by exhibitor in the normal course of his/her business. Penalty for violation may be loss of exhibit space.

**EXHIBITOR SOLICITING**

Exhibitors must limit their activities to within the confines of the assigned booth space (which includes all marketing material) and conduct themselves in an appropriate manner that does not interfere with legitimate activities of other exhibitors. At no time should product or promotional materials protrude, for any distance, into another vendor's booth or into the exhibit hall aisles. Printed materials are not to be distributed outside of your booth area or in the common areas of the exhibit hall, without preapproval by Show Management.

**NON-EXHIBITOR SOLICITING**

Show Management makes every effort to prevent against unauthorized selling within the Exhibit area, by outside individuals not participating in the Show. Please report any incident of this type immediately to Show Management.

### **FELLOW EXHIBITORS COURTESY**

Show Management makes every effort to keep all exhibitors safe and secure. Please show consideration regarding fellow exhibitor's space and products. Exhibitors are not allowed to enter another Exhibitor's booth(s) without permission. Video and photography, in any manner, of another vendor's booth, is also prohibited without prior permission. Loitering, engaging or otherwise harassing other Exhibitors is not acceptable. It is expected at Exhibitors will respect each other's space. Please show the respect to other exhibitors that you would expect regarding booth space. Report any problems immediately to Show Management. Show Management reserves the right to terminate the booth rental agreement, without recourse, of any Exhibitor that violates courtesy rules and expectations.

### **CHARACTER OR EXHIBITS**

The Alaska Genesis Productions Inc. retains the right to restrict exhibits to products and services that are "significantly" manufactured and/or made in Alaska. The management also reserves the right to restrict exhibits which, because of noise, method of operation, materials, or for any reason are deemed to be objectionable, and to prohibit or evict any exhibit which, in the opinion of the management, may detract from the general character of Alaska Genesis Production Inc. events. This reservation includes persons, things, conduct, printed matter or anything of a character which the management determines objectionable. In the event of such restriction or eviction, the Alaska Genesis Productions Inc. is not liable for any refunds for rentals or other exhibit expense. All exhibits must always include a person(s) in their booths, with the exception of minimal breaks.

### **HEIGHT RESTRICTIONS**

Alaska Genesis Productions Inc. works hard to maintain a professional show, which includes respecting the visual space and line of sight for every Exhibitor. This means that if an exhibit is breaking height restrictions, it will be required to be changed on-site. This could be costly or timely (depending on when Show Management is made aware of this issue). Please be aware of the rules prior to designing your exhibit space. A request for a variance from the Alaska Genesis Productions Inc. Show must be submitted no later than Sept. 26, 2021 and will be approved only in the case where the extended height serves as an integral part of the display. Variances are not granted for signage and will not allow a company name to extend beyond the 8-foot mark. It is not required for show material that is placed in the back 5-feet of the booth. Exhibitors may not use booth materials which adversely impacts a neighboring exhibitor and will be subject to following rules concerning line of sight. **Show Management reserves the right of final decision in determining what is considered "see through" and the importance of the display material exceeding standard show rules and regulations.**

### **SPECIAL EQUIPMENT REQUIREMENTS**

When applicable, audio-visual equipment is limited in its operation to sales demonstrations only and shall not be used for showings designed to attract or entertain visitors. All audio-visual equipment shall be in accordance with the requirements of the fire prevention authorities and in harmony with any agreements entered into by the Alaska Genesis Productions Inc., the Anchorage Convention Center and applicable labor unions. The use of loudspeakers and public-address equipment by exhibitors is absolutely prohibited. Exhibits which include the operation of musical instruments, radios or any noise-making equipment must be conducted or arranged so that the noise resulting from the demonstrations will not disturb adjacent exhibitors. All plans for installation and operation of special sound equipment must be approved by Alaska Genesis Productions Inc. prior to installation. Alaska Genesis Productions Inc. does not have a performing rights license issued by ASCAP, thus, the performance or use of copyrighted music, whether live, tapes, CDs, videos, etc., is prohibited. Exhibitors are responsible for any action taken by ASCAP or other such organization. Failure to observe this rule may be grounds for removal from the Show.

## **HAZARDOUS MATERIALS**

No Exhibitor will be allowed to bring any hazardous material into the exhibit hall for any purpose during hours of move-in, show hours or move-out. Alaska Genesis Productions Inc. requires the use of empty display containers that have never been filled with hazardous materials. This rule will be strictly enforced. Hazardous materials are defined as follows:

1. Any material packaged in a container that has the words "danger", "warning" or "Poison" on it, accompanied by a phrase such as, but not limited to, "do not get on skin," "do not get in eyes," "do not breathe dust;"
2. Live aerosol spray cans.

Rules and regulations set forth by the Anchorage Fire Department covering hazardous materials must be followed, or exhibits are subject to removal from the show.

## **MOTORIZED VEHICLE DISPLAY REQUIREMENTS**

Exhibitors wishing to use motorized vehicles as DISPLAYS inside the Dena'ina Civic & Convention Center must receive prior authorization and approval. Vehicles contain many items considered hazardous material and are subject to inspection and permit. Please contact Show Management at least 30 days in advance for vehicle, inspection and permit requirements.

## **PETS**

Except for trained service animals, no animals or pets are permitted in exhibit hall or booths at any time without Show Management approval, which in turn, must get approval from the facility. It is also forbidden to house animals in automobiles or trucks parked on Convention Center property.

## **SECURITY**

Alaska Genesis Productions Inc. will attempt to provide adequate security service for the exhibit area during show hours as well as when the show is closed. As further protection, Alaska Genesis Productions Inc. encourages each exhibitor to have at least one employee in the booth during move-in and move-out hours. The ultimate responsibility of security always lies with the exhibitor. Alaska Genesis Productions Inc. shall not be held liable for the loss or theft of any or all items from an exhibit booth at any time. Exhibitors are encouraged to secure and insure valuable items, including but not limited to televisions, computers, small equipment and tools. It is strongly suggested to remove such items immediately upon the close of the show. Please note, during move-in and move-out hours it is impossible to assure total protection of exhibits and items within them.

## **EXHIBITORS CREDENTIALS**

It is required that all exhibitors and guests wear, in clear view at all times, appropriate name badges. Exhibitor badges allow access onto the show floor prior to opening. Attendee badges allow access to the exhibit halls during posted show hours. Exhibitor badges are for exhibitors, show management and staff only. Please note that rules covering registration and security are for the protection and benefit of Alaska Genesis Productions Inc. show exhibitors and attendees.

### **NON-COMPLIANCE TO RULES AND REGULATIONS**

Each exhibitor, for himself/herself and his employees, substitutes or agents, agrees to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by Alaska Genesis Productions Inc. to be in the best interest of all exhibitors. Upon noncompliance with the established rules, Alaska Genesis Productions Inc. reserves the right to prohibit, reject or eject any exhibitor, exhibitor's representative, exhibit (in whole or part) or visitor, with or without giving cause. In the event of restriction or eviction, Alaska Genesis Productions Inc. is not liable for any refunds on rentals or other exhibit expenses.

### **AMENDMENTS TO RULES**

These rules, regulations and conditions and the exhibitor's space agreements have been drawn for the purpose and intention of providing a well-balanced, regulated, attractive and successful exposition. Any and all matters, or questions not specifically covered by the preceding rules and regulations or the Exhibit Space Contract, shall be subject solely to the decision of the Alaska Genesis Productions Inc.. Alaska Genesis Productions Inc. shall have full power to so interpret the rules and regulations, or make such judgments, as may appear to be in the best interests of Alaska Genesis Productions Inc. and any and all amendments of the foregoing rules; regulations and conditions shall bind the Exhibitors.

### **LIMITATION OF LIABILITY**

It is expressly understood and agreed, and the exhibitor agrees by accepting these rules and regulations, and by signing the Exhibit Space Contract, that he/she will make no claim of any kind against the Alaska Genesis Productions Inc., the Anchorage Convention Centers, its employees or agents for any loss, damage or destruction of goods, nor for any injury or death that may occur to himself or his employees, associates, aides or guests while on the show grounds, nor for any damage of any nature or character whatsoever. Rules and regulations contained above are considered to be in addition to rules and regulations printed on the Alaska Genesis Productions Show Exhibit Space Contract. Signing of the exhibitor's contract indicates acceptance of the conditions and limits listed above.