

23rd ANNUAL
MORRIS MURDOCK
**TRAVEL
SHOW**

EXHIBITOR MANUAL

January 23, 2019

Dixie Convention Center – St. George, UT

January 25 & 26, 2019

South Towne Exposition Center - Sandy, Utah

The 10 minutes you take now to review this information will save you time and money when setting up your display at the show.

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IMPORTANT PLEASE READ

This Exhibitor Manual has been compiled to furnish exhibitors and their personnel with complete details affecting the successful operation of your exhibit at the 23rd Annual Morris Murdock Travel Show.

Questions on any points may be cleared promptly by an inquiry to Morris Murdock Travel, the contractor, or facility responsible for handling their part of the show. These contractors are listed in this manual.

The services and contractors listed are the OFFICIAL SHOW CONTRACTORS. Morris Murdock Travel suggests using the services of the official contractors for efficiency and ease during the move-in and move-out periods.

We strongly urge that you give this manual to those having responsibility for your participation in the show. Should you have any questions concerning any phase of your participation in the show, please contact Morris Murdock Travel.

**23rd ANNUAL
MORRIS MURDOCK
TRAVEL
SHOW**

101 South 200 East
Salt Lake City, Utah 84111

Tel: (801) 483-6364
Fax: (801) 483-6546
www.MorrisMurdock.com/Expo

DIRECTORY OF CONTRACTORS

Listed for your convenience

St. George Show

SHOW FACILITY:

Dixie Convention Center

1835 South Convention Center Drive

St. George, UT 84790

435-628-7003

Sandy Show

SHOW DECORATOR:

Modern Display

424 South 700 East

Salt Lake City, Utah 84102

Tel: (801) 983-8160

Fax: (801) 521-3040

Toll Free: 800.666.4564

SHOW FACILITY:

South Towne Exposition Center

Attn: Facility Services

9575 South State Street

Sandy, Utah 84070

Tel: (801) 565-4400

Fax: (801) 565-4457

ELECTRICITY, GAS, WATER:

Modern Display

424 South 700 East

Salt Lake City, Utah 84102

Tel: (801) 983-8160

Fax: (801) 521-3040

Toll Free: 800.666.4564

TELEPHONE/INTERNET:

Mountain America Expo Center

Attn: Facility Services

9575 South State Street

Sandy, Utah 84070

Tel: (801) 565-4400

Fax: (801) 565-4457

RULES, REGULATIONS & BOOTH INFORMATION

Our top priority is to produce a quality event. Two very important aspects are maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. Every exhibitor deserves the same opportunity to display their product or service. We create an environment where exhibitors are not obstructed by other exhibits. Your display and all promotional activity must be contained physically, visually, and audibly within the space you have contracted.

PHYSICALLY

- Booth sharing is strictly prohibited. All exhibits are limited to the company and products contracted only.
- All promotional activity must take place inside your contracted exhibit space. Working in the aisles, or distributing brochures, literature, etc. from any other area of the show is prohibited.
- Standard booth dividers are three feet high between booths
- Standard backdrops are eight feet high
- **SIGNS MAY NOT EXCEED THE 8' HEIGHT OF THE BACK DRAPE**
- No display may protrude into the aisle beyond the depth limits of the booth dividers
- Front portion of display may not be in excess of three feet high between booths

VISUALLY

- Rotating, flashing, strobe, or projection lights are not permitted
- **ALL BALLONS AND OTHER INFLATABLE OBJECTS MUST BE SECURED TO THE GROUND (BALLOON ARCHES ARE ACCEPTABLE). ADDITIONAL FEES APPLY FOR THE REMOVAL OF EACH INFLATABLE OBJECT FROM CEILING.**
- **NO SIGNAGE MAY EXCEED 8'**

AUDIBLY

- Audio and video systems are allowed only if they are operated at levels that do not interfere with neighboring exhibitors. If you have any questions concerning your display, please feel free to contact Morris Murdock Travel.
- Exhibitors must man their booths during all show hours
- All material used in exhibits must be fire retardant
- No paper banners or signs allowed
- No cut evergreen trees unless treated
- No straw bales
- All the rules governing the show will be found in your copy of the Exhibitor Contract
- Early move-out is strictly prohibited

Sandy Expo Booth Information

- Cost is \$995 for 10' X 10' booth
- Corner Booths available for \$1195
- Double booths available for \$1,750
- Main/Front Booths 102-117 & 214-215,314-315,414-415,514-515,614 for \$1495
- **Carpet is not included**
- 8' High Back Drapе-Black
- 3' High Side Drapе-Black
- Table
- 2 Chairs
- **One Lunch per day per vendor booth for two days**

St. George Expo Booth Information

- St. George booth fee is \$450 (\$100.00 Discount for attending both Sandy and St. George Expo's)
- St. George Only booth is \$550
- **Carpet is not included**
- 8' High Back Drape-Black
- 3' High Side Drape-Black
- Table
- 2 Chairs

DATES & DEADLINES / CHECKLIST

SHOW DATES

January 23, 2019 – St. George
January 25 – 26, 2019 - Sandy

MOVE-IN TIMES

January 23rd St. George.....8:00 a.m. to 10:00 a.m.
January 24th Sandy.....2:00 p.m. to 7:00 p.m.
January 25th Sandy.....8:00am to 12:00 p.m.

SHOW HOURS

Wednesday (St. George)11:00 a.m. to 6:00 p.m.
Friday (Sandy)2:00 p.m. to 8:00 p.m.
Round Table (Sandy).....11:00 a.m. to 1:30 p.m.
Saturday (Sandy).....10:00 a.m. to 5:00 p.m.

- | | |
|--------------------|---|
| July 31, 2018 | Deposit due of \$100 due to reserve booth |
| January 2, 2019 | Exhibit space to be paid in full |
| January 2, 2019 | Last day of cancellation to receive full refund |
| | Prize Giveaways due to Morris Murdock to be included in advertising |
| December 1st, 2018 | Printed materials and brochures to be received for labeling for the Sandy
Expo to Morris Murdock Travel, 101 South 200 East Suite 100,
Salt Lake City, Utah 84111, Attn: Bill Grow
For the St. George Expo, please send to Morris Murdock Travel
595 South Bluff Street, St. George, Utah 84770 Attn: Gary Sorenson
Show specials to be received for agent review
Exhibitor badges to be received |
| January 05, 2019 | Electricity ordered from Modern Display and/or Dixie Convention Center
Phone service ordered from the facilities |
| | Exhibitor envelopes to be picked up during move-in and distributed to your staff before opening |

MOVE-IN AND MOVE-OUT SCHEDULE

MOVE-IN TIMES

- ALL EXHIBITS MUST BE COMPLETED BY 10:00 a.m. for the St. George Show and by 11:00 a.m. for the Sandy Show ON FRIDAY, JANUARY 25th.
- Booths begin move-in on Wednesday, January 23 at 8:00 a.m. for St. George and Thursday, January 24th, at 2:00 p.m. for Sandy
- Move-in continues on Thursday until no later than 7:00 p.m. for Sandy

MOVE-OUT TIMES

- No exhibits may be removed during show hours. Any changes must be cleared by Morris Murdock Travel and take place either before the show opens or after the close of each day
- No exhibitor may move out until after 6:00 p.m. in St. George and 5:00 p.m. on Saturday, January 26, 2019 in Sandy
- ALL EXHIBITS MUST BE REMOVED BY 11:59 p.m. (MIDNIGHT) ON SATURDAY, JANUARY 26, 2019 in Sandy

By participation in these shows, to avoid an early-departure penalty of \$200, you are in agreement to be present at the show until closing hours.

EXHIBITOR BADGES

All exhibitors are supplied with exhibitor badges to 1) Identify themselves to ushers and security personnel for entry into the show and 2) Identify exhibitors to the public attending the show.

- This is a ticketed event. Either a ticket or an exhibitor badge must be shown for entry.
- Please make sure those staffing your exhibit receive the badge; otherwise, they will be required to purchase a ticket to enter the show.
- ONE EXHIBITOR BADGE ADMITS ONE PERSON ONLY
- Badges may be picked up at the registration desk during regular move-in times
- It is the exhibitors' responsibility to pick up and distribute badges to their staff prior to opening
- Exhibitors are welcome to enter through any door provided they show a badge
- Please complete the following Exhibitor Badge Form for all staff attending the show.

EXHIBITOR BADGE FORM

FAX to (801) 483.6546, or email to: Attn: Bill Grow, bgrow@morrismurdock.com

Must be submitted by January 2, 2019. After this date there is no guarantee of pre-printed badges.

EXHIBITOR BADGES (mandatory)

All Exhibitors are supplied with exhibitor badges. Please note below how you would like your name to appear on your exhibitor badge. One exhibitor badge admits ONE person only. Badges must be picked up during regular move-in times. It is the exhibitors' responsibility to pick up and distribute badges to their staff prior to the Travel Show opening. All exhibitors must present their badge to enter the show or they will be required to purchase a ticket to enter. Please keep in mind only ONE lunch is included with your booth package.

If you would like only your company name printed, leave the staff names blank.

PLEASE PRINT CLEARLY

COMPANY NAME (printed on all badges)

Badge Name

Badge Name

Badge Name

SEMINARS & GIVEAWAYS

We encourage all exhibitors to take full advantage of the upcoming Travel Show by participating in the following special features. They are very popular and represent some of the public's favorite aspects of the show.

- All exhibitors are asked to offer a giveaway as well as an exclusive show special
- Exhibitors providing trips or prizes valued at more than \$1000 will be mentioned in the Morris Murdock Travel Show's publicity and advertising.

Please complete this form and return to Morris Murdock Travel by Due Date indicated below

Morris Murdock Travel
Attn: Bill Grow
101 South 200 East Suite 100
Salt Lake City, Utah 84111

Phone: 801.483.6364
Email: bgrow@morrismurdock.com

PRIZE GIVEAWAY - Due Dec. 27, 2018

Please give a brief description of the giveaway you will provide: _____

Dollar Value \$: _____ Company: _____

Contact Name: _____ Phone: _____

SHOW SPECIALS – Due Jan. 4, 2019

***Please send 1 page .PDF or Word Document only**

Please provide details of the show special you will be offering: _____

Company: _____

Contact Name: _____ Phone: _____

UTILITIES AVAILABLE ON SHOW SITE

ELECTRIC SERVICE

- Exhibit rates **do not include electric service**
- If electric service is needed it must be ordered from Modern Display at exhibitor's expense (see directory). In St. George contact the Dixie Convention Center directly.
- To receive pre-show pricing and to assure prompt, correct service, make arrangements at least two weeks prior to the event.

PHONE SERVICE

- Exhibit rates do not include phone service
- If phone service is needed it must be ordered from the facility at exhibitor's expense
- To assure prompt, correct service, make arrangements at least two weeks prior to the event.

DSL & INTERNET USE

- Exhibit rates **do not include internet service**
- **To order internet lines**, please **contact the South Towne Expo Center**. (See directory of contractors on page 4 for more information), or Dixie Convention Center directly.

EXHIBITOR PARKING

South Towne Expo Center

This year the overflow parking across the street will no longer be available. However, to accommodate needs, South Towne Expo Center has recently added 300 additional parking spaces to the facility.

TRAX LIGHT RAIL

We strongly encourage using the UTA Trax Light Rail System. Trax runs from Downtown Salt Lake City to the Sandy Expo Center on 9400 South.

- One way adult fare is \$2.50
- Trax tickets available for purchase at any Trax station
- Good on all local buses and TRAX
- A parking space can either hold one exhibitor car for the entire day, or five of your customer's cars!
- Please help us keep parking available for our customers by planning a little extra time and using Trax!

Thank you for your cooperation!

SHIPPING INFORMATION

To avoid extra expenses, most exhibitors choose to deliver their displays/materials themselves on the scheduled move in day.

REGULAR SHIPPING

- If you can arrange with your shipper to deliver during normal move-in times when your staff is at the facility to accept delivery, you may ship direct to yourself at the normal facility address at no additional expense (see directory of contractors for facility address).
- Be sure to include your full company name, exhibit space #, facility address, required delivery date, and phone numbers when shipping.
- Remember, shipments cannot be accepted by Morris Murdock Travel or the facility.
- If you choose to ship to yourself at the show, you must insure that delivery occurs during move-in and that you have staff on site to accept. Otherwise, your shipment will be refused since Morris Murdock Travel or the facility is not authorized to accept it.

ADVANCE SHIPMENTS & CONSIGNED SHIPMENTS

If you require advance shipments (shipments arriving before the scheduled move-in day), or shipments requiring acceptance (when exhibitor is not available to accept shipments during move-in), **you can use Morris Murdock Travel for brochures shipments.** For displays you must use the official show contractor, Modern Display, at additional expense.

- **Shipments of all cased, crated or packaged exhibit materials are received by Morris Murdock Travel up to 30 days prior to installation.**
- **ADVANCE SHIPMENTS SHOULD BE RECEIVED AT LEAST TWO WEEKS PRIOR TO MOVE-IN (January 13, 2019)**
- Such material consigned to Morris Murdock Travel will be delivered to the show on the scheduled move-in day
- **EXHIBIT SPACE RATES DO NOT INCLUDE DRAYAGE CHARGES (Last year's charges started at \$92 for 200 pounds)**
- Contact Modern Display (801) 983-8160 for current drayage prices.

Advance shipments must be marked and consigned as follows:

TO:	Exhibitor: _____	Space # _____
FOR:	23rd Annual Morris Murdock Travel Show Morris Murdock Travel Attn: Bill Grow 101 South 200 East Suite 100 Salt Lake City, UT 84102	

DRIVING DIRECTIONS

From: Salt Lake City International Airport

To: South Towne Exposition Center

Total Distance: 17.9 Miles

Estimated time: 18 minutes

1. Exit Airport South following signs to I-80 Eastbound
2. Continue on I-80 Eastbound
3. Exit to I-215 Southbound at sign reading "Exit 117 I-215 to Ogden/Provo/Cheyenne"
4. Continue South on I-215
5. Bear right onto I-15 Southbound
6. Exit I-15 at 90th South
7. Turn left (East) on 9000 S., and continue to State Street
8. Turn right (South) on State Street (US-89) and go South to 9575 South
9. South Towne Exposition Center is on the left (East) side of the street

WHERE TO STAY

Salt Lake City lodging offers visitors superior value compared with many other cities its size. Most hotels are close to entertainment, restaurants, and shopping districts. Airport area hotels are available, but downtown Salt Lake and Sandy locations offer a much more diverse selection. The winter ski season and holiday events attract many visitors, so make reservations well in advance. The South Towne Exposition Center is located in Sandy, Utah nine miles south of downtown Salt Lake City. The Exhibition center is 18 miles from Salt Lake City International Airport. For your convenience, listed below is a sampling of accommodations close to the South Towne Exposition Center; it is not intended to be a comprehensive or even recommended list.

COTTONTREE INN (Best Western)
10695 S. Auto Mall Dr., Sandy, UT
(801) 523-8484
(800) 528-1234
Includes breakfast and expo shuttle

HOLIDAY INN EXPRESS
10680 S. Auto Mall Dr., Sandy, UT
(801) 495-1317
(800) 228-5150
Includes breakfast and expo shuttle

OTHER OPTIONS

HYATT HOUSE SANDY
9685 South Monroe Street, Sandy, UT
(801) 304-5700

COURTYARD by Marriott
10701 S. Holiday Park Dr., Sandy
(801) 571-3600
(800) 321-2211

RESIDENCE INN by Marriott
270 West 10000 South, Sandy, UT
(801) 561-5005
(800) 331-3131

HILTON GARDEN INN
277 West Segoe Lily Drive, Sandy, UT
(801) 352-9401
(866) 257-5990

EXTENDED STAY AMERICA
10715 Auto Mall Dr., Sandy, UT
(801) 523-1331

HAMPTON INN
10690 South Holiday Park Drive, Sandy
(801) 571-0800

COUNTRY INNS & SUITES
10499 S. Jordan Gateway (400 West)
South Jordan, UT
(801) 553-1151
(877) 553-1151

ST. GEORGE

Hilton Garden Inn
1731 South Convention Center Drive
St. George, UT 84790
435-634-4100

SAFETY FIRST!

Safety is very important for everyone working in the exhibit hall – especially you!

Morris Murdock Travel is committed to safety throughout our company and in the work that we do. We request that you make safety a part of your activities during the show. If you see something unsafe or that presents a hazard, please bring it to the attention of a supervisor. By reporting unsafe or hazardous conditions, you will help make the show safer and more enjoyable for yourself and your fellow exhibitors.

Exhibitor loss prevention guidelines at show site

- Exhibitors should treat the show areas during move-in and move-out as they would a construction site, when work is on-going. Wearing of appropriate attire includes footwear with hard soles that protects against potential injuries from site debris and limits potential for slips and falls. Heels, flip flops and open-toed shoes are inappropriate and violate safety standards.
- Smoking is prohibited except in designated areas. Please be sure all cigarettes are fully extinguished.
- Standing on chairs, tables and other furniture is **PROHIBITED**. The furniture is not designed to support your standing weight. Please use a ladder or ask personnel for assistance.
- **Forklifts and carts are to be used by authorized personnel only.** Please do not operate this equipment. Bicycles, skateboards, skates, etc., are prohibited on the show floor unless approved by the facility in advance. If you are authorized to use your own cart, please be sure to register it with the facility. They should also provide you with a “safe operating” procedure. If they do not, a representative at the Exhibitor Service Desk can provide it to you.
- Be aware of the forklifts moving throughout the aisles and docks. Please stay clear of them, especially when they are carrying a crate or load. Keep the aisles free and open at all times. Please utilize your booth space to store and work in while preparing your booth.
- Never run in the exhibit hall. Please walk. Watch your step in the aisles and stay away from the loading docks.
- Electrical wires and cords can be hazardous if frayed or stretched over a walkway. Please check all cords for damage. Notify a supervisor if you need assistance repairing or removing a damaged cord. Do not overload outlets or plugs.

- Please keep fire exits clear. Report any fires immediately or pull the nearest fire alarm.
- If you spill something, or notice a spill, clean it up or report it immediately. Please do not walk away from a spill.
- Use good housekeeping. Dispose of waste properly and keep materials stacked securely.
- Keep aisles free and clear of any and all debris.
- Protect your valuables while on the show floor. Please keep **all expensive or valuable items secured**. Unattended items in booths are easy theft targets.
- Notify a supervisor of any safety issues or concerns.

SHOWSITE SURVIVAL KIT

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water